



THE ECONOMICS OF ECOSYSTEM AND BIODIVERSITY

MAKING ECOTOURISM AN IMPORTANT ECONOMIC RESOURCE



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RESPONSIBLE MOBILITIES
Making Tourism a Positive Experience

Definition of ecotourism

Responsible travel to natural areas that conserves the environment and improves the welfare of local people.



Ecotourism and its relation to other forms of tourism

Rural Tourism



Growth of ecotourism

- Beginning in 1990s, ecotourism has been growing 20% - 34% per year.
- In 2004, ecotourism/nature tourism was growing globally 3 times faster than the tourism industry as a whole.
- Nature tourism is growing at 10%-12% per annum in the international market.
- “Experiential” tourism—which encompasses ecotourism, nature, heritage, cultural, and soft adventure tourism, as well as sub-sectors such as rural and community tourism—is among the sectors expected to grow most quickly over the next two decades.

Growth of ecotourism cont.

- United Nations Environment Programme (UNEP) and Conservation International have indicated that most of tourism's expansion is occurring in and around the world's remaining natural areas.
- Sustainable tourism could grow to 25% of the world's travel market within six years, taking the value of the sector to £250 billion (US\$473.6 billion) a year.
- Analysts predict a growth in eco-resorts and hotels, and a boom in nature tourism — a sector already growing at 20% a year — and suggest early converts to sustainable tourism will make market gains.

Economics of Ecotourism vs. Mass Tourism

- In Dominica, in the Caribbean, “stay over” tourists using small, nature-based lodges spent 18 times more than cruise passengers spend while visiting the island.
- In Komodo National Park in Indonesia, independent travelers spend nearly US\$100 locally per visit; package holidaymakers spend only half this. In contrast, cruise-ship arrivals spend an average three cents in the local economy.

Al-Shouf Cedars Biosphere Reserve annual visitor's contribution

- **Year 2004 - 70 000 US\$ - appr. 28 000 visitors**
- **Year 2005 - 54 000 US\$**
- **Year 2006 - 37 100 US\$**
- **Year 2007 - 28 000 US\$**
- **Year 2008 - 60 000 US\$**
- **Year 2009 - 90 000 US\$ - appr. 45 000 visitors**
- **Year 2010 - 140 000 US\$-appr. 60 000 visitors**

Success stories from Lebanon

- AFD project “ Appui aux reserves naturelles au Liban “funded by FFEM



- LMT project funded by USAID

- DHIAFEE project funded by USAID



- Tarhal network initiated by Mada association



- Women and Nature funded by Italian Embassy

- 33 North- Tour operator



- Responsible Mobilities – Tour Operator



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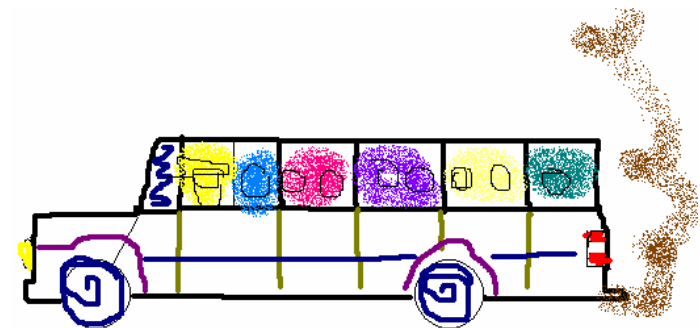


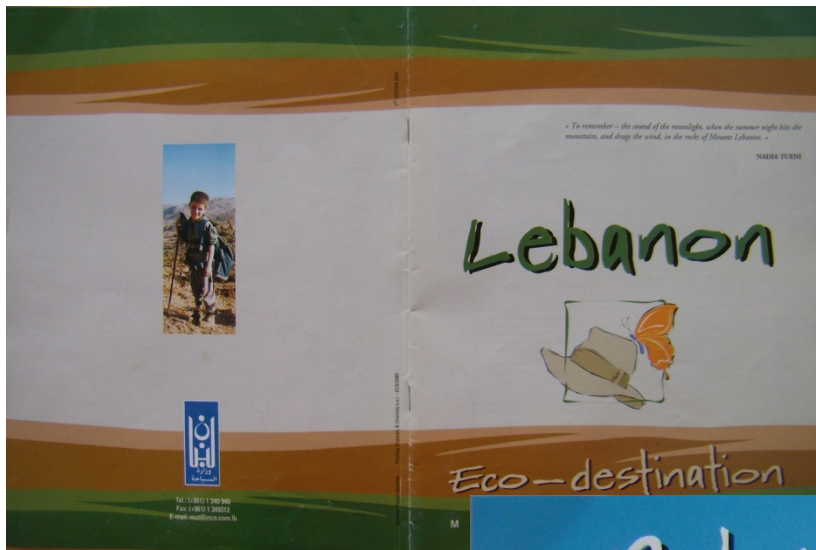
Responsible Mobilities



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World Tourism Day
27 September





nature reserves of Lebanon

A protected area or nature reserve is an area of land or sea, designated and set aside to protect and conserve nature resources, wildlife and plants. Protected areas are rooted in the Arab tribal tradition. To protect the quality of their grazing pastures, tribes decided to temporarily restrict grazing in certain areas, called the « Hima » to prevent its degradation and allow it time to recover. Lebanon now features 7 protected areas with legal status (and several others by ministerial decree), each with a distinguished richness of species. All these reserves owe their existence to the intense lobbying efforts of the environmentalists and NGO's who recognized their unique character and struggled for their preservation. Remarkably, the management of these areas is implemented today by several of these NGO's, under the supervision and guidance of the Ministry of Environment.

Damoua
2216 m



Donnet Es-Sawda
3087 m



Sannine
2628 m



Kneissseh
2071 m



Beroak
1960 m



Ammiq wetland :
200 hectares. RAMSAR site. This wetland is lying on a migratory flight path between Europe and Africa, many birds stop here to rest and feed.



Palm Islands reserve

25 hectares ; established in 1992, the reserve has been designated a «Mediterranean» Specially Protected Area» under the Barcelona Convention; an Important Bird Area (IBA) by Birdlife int ; as well as Wetland of Special international importance. The sandy beaches of the islands are of global importance as an egg-laying site for the marine turtles. The highly endangered Mediterranean monk seals still visit the islands. Under the waves, rare sea sponges are making a comeback.

Horsh Ehdén reserve

350 hectares : a unique biodiversity. Extending over four valleys, the forest harbors many endangered mammals and birds, colourful butterflies and insects, and most of the tree species naturally found in Lebanon. Stands of Cedars are bordered by a mixed forest including acer, pine, wild plum and pear. The reserve represents the natural southern limit of the fir tree (Abies cilicica) and contains the last remaining forest community of the endemic wild apple of Lebanon.

Tannourine Cedar forest reserve

600 hectares. Situated between 1400m and 1800m. Declared a nature reserve in 1999, the forest of Tannourine represents the biggest cedar forest in Lebanon ; it is covered by colonies of Lebanese cedar (Cedrus libani), mixed with outcrops of juniper, oak, acer ... It contains as well more than a hundred species of rare and endemic plants. The reserve harbors many endangered mammals and birds.

Yammounh reserve

It obtained its legal status in 1999. It distinguished by its variety of old juniper trees and rare Lebanese fish minnow (Phoxinellus libani).

Bentael reserve

It was established in 1981 through private efforts, and obtained its legal status in 1999. It represents a typical Mediterranean pine forest (Pinus pinea).

Al Shouf Cedar reserve

50 000 hectares ; its distinction as the largest nature reserve in Lebanon makes it a suitable location for the conservation of large mammals such as the wolf and the caracal lynx, and the reintroduction of previously extinct species such as the nubian ibex. The reserve is classified by Birdlife int. as an Important Bird Area (IBA). The protected area is located at the southernmost limit of the cedars of Lebanon (Cedrus libani) on the globe.

Tyre Beach reserve

380 hectares : the reserve encompasses a variety of terrestrial and marine ecosystems, and one of the most beautiful and scenic sandy beaches in Lebanon. The pools of Ras el-an used since phoenician time provide freshwater habitat and creates small areas of marshland, attractive to frogs and other amphibians. The reserve is a sanctuary for a great variety of birds and the beaches has special significance as a nesting site for the globally endangered marine turtles.









What can be done?

MARKETING

برية الأردن
Wild Jordan



Helping Nature... Helping People
THROUGH BUSINESS



eco LODGES
OF AUSTRALIA



ecotourismnz

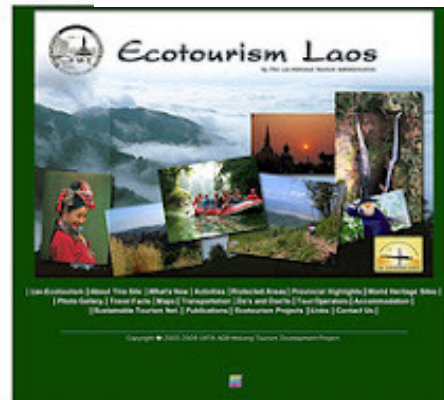
ECO
TOURISM
- greece.com



La vida en estado puro



Eco Travel Africa



EcoTourism Ireland

What can be done?

- **New policies**
- **New strategies**
- **New products**
- **New packages**
- **Then we step to solid marketing**

- **Government Level**

- Vision on a national level
- Adoption of RT by the government
- National Strategy on Responsible Tourism
- New policies, new laws, standards, guidelines.
- Support current projects
- Development of new projects
- Serious marketing campaign
- Monitoring and control
- Statistics
- Sustainable Development in schools curriculum
- Responsible Tourism in university curriculum
- Inter-ministerial committee of responsible tourism
- Find accreditation and certification programs

- **Private Sector Level**

- Adopt the government's Vision on a national level
- Adopt RT
- Be part of the National Strategy on Responsible Tourism
- Implement the new laws, standards, guidelines.
- Support current projects
- Develop new projects
- Include RT in their marketing campaign
- Self Monitoring and control
- Help in Statistics
- Be part of Inter-ministerial committee of responsible tourism
- Adopt CSR
- Adopt Green Banking
- Implement Accreditation and certification programs
- Partnering between Eco-tour Operators and Travel Agents

- **Associations' Level**

- Adopt the government's Vision on a national level
- Adopt RT – Charter for Responsible Tourism
- Be part of the National Strategy on Responsible Tourism
- Support current projects
- Develop new projects
- Coordinate and complement current projects
- Include RT in their marketing campaign
- Help in Statistics
- Be part of Inter-ministerial committee of responsible tourism
- Implement Accreditation and certification programs

Thank you !

