

Involving Local Communities in Sustainable Tourism Development

Matthew Humke, Rare Enterprises



lodging • tours • transportation • culture • conservation

RARE A RARE
ENTERPRISES
SUSTAINABLE
VENTURE
inspiring conservation

La Ruta Moskitia^{ECO}
HONDURAS

E-Conference Summary

Session 2: Communication for Community Involvement in Sustainable Tourism Development

Challenges:

- Lack of gov't support
- Lack of funds
- Late attempts to involve communities
- Communication gap between communities & private sector
- Too many “actors”, lack of coordination of efforts
- False expectations of community members
- Lack of knowledge of tourism demand at the site/national level
- Lack of hard tourism skills (sales/marketing) at local level

Communication Tools:

- Trainings, workshops, community meetings, local radio, community leaders

Rare's Mission



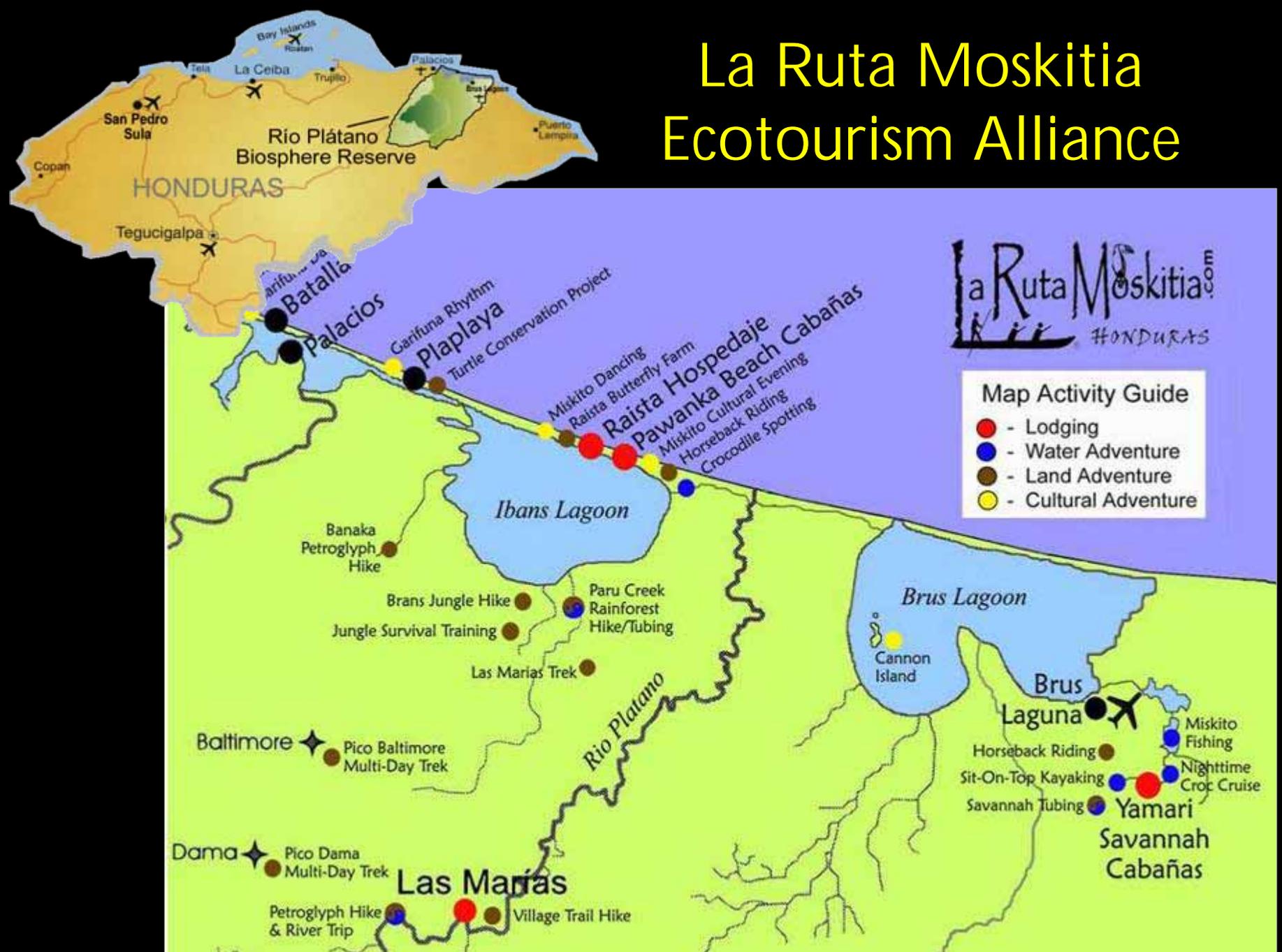
To protect wild lands of globally significant biological diversity by enabling local people to benefit from its preservation

Rare Enterprises



- 100% Community-Owned & Managed
- Established via Rare's "bottom-up" Enterprise Development Model
- All in operation & working to support local communities & conservation efforts

La Ruta Moskitia Ecotourism Alliance



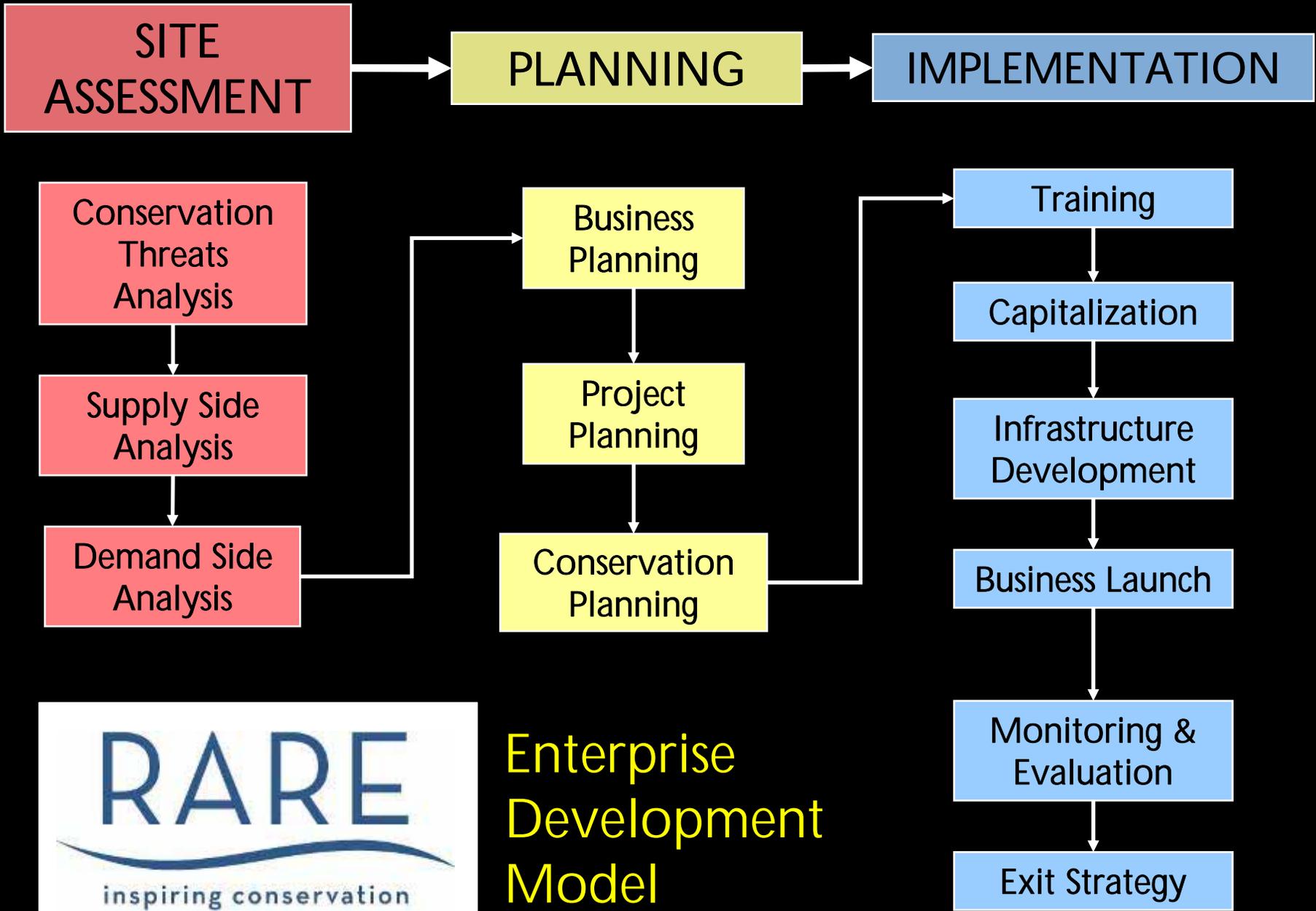
Why is Rare in Rio Plátano?

- Conservation Threats
- Extreme Poverty
 - 90% below poverty line
- Limited Economic Options
 - Average Income = \$500 / year
- Tourism Potential



The Story of Macoy...





Enterprise Development Model

Site Assessment

Communicating on Multiple Fronts

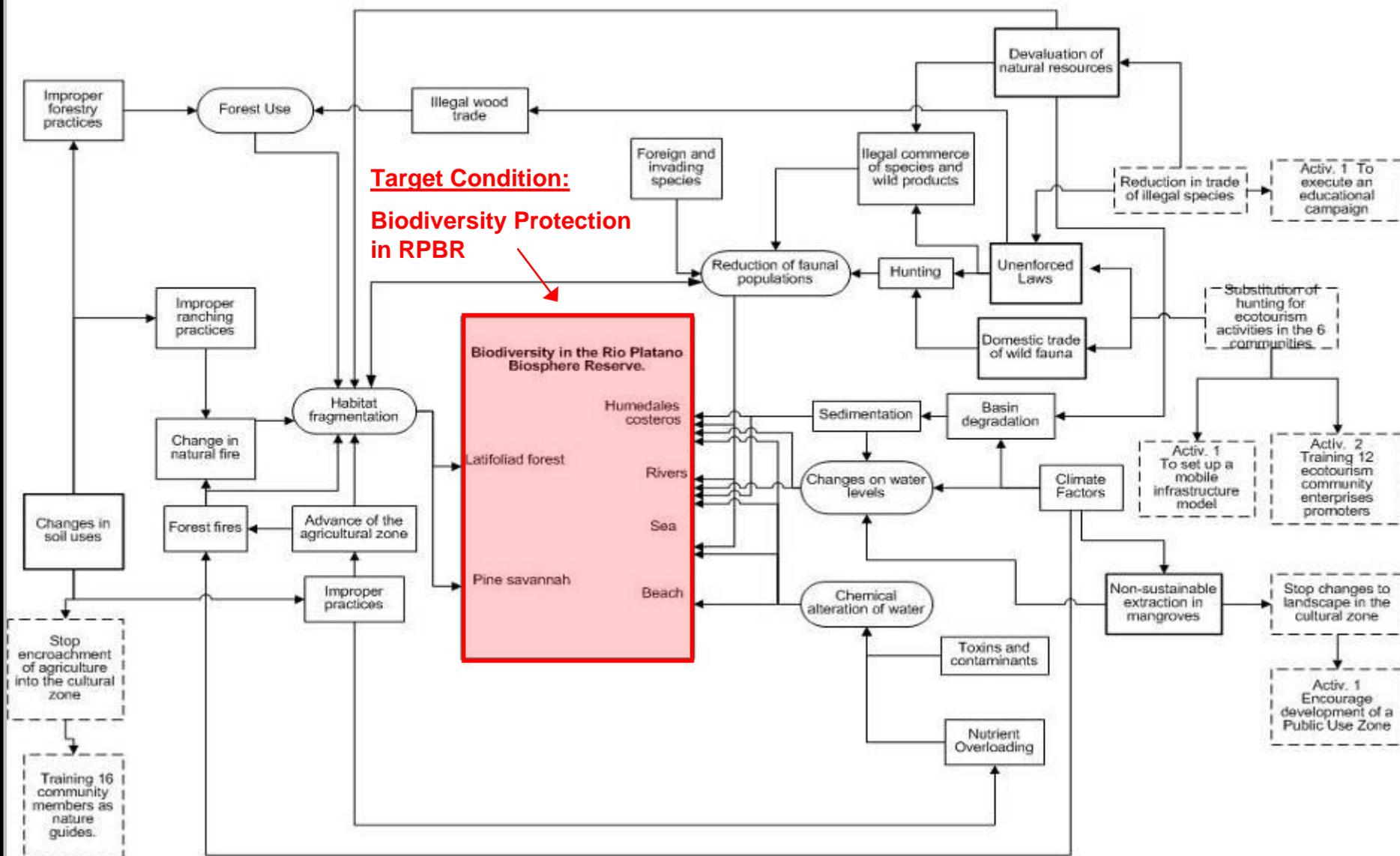
- Local Communities →
- Local Governments →
- National Government →
- Private Sector Reps →
- Protected Area Managers →
- Local NGOs →
- BINGOS / International →

Potential Challenges	Benefits to Communities
Unified Vision	Participation / "Buy In"
Constant Δ	Local political support
Interest/ Involvement	Certification/ Promotion
Distrust	Sales channels / Expertise
History of conflict	Policy support
\$\$\$	Long-term vision/support
Short-term vision/support	\$\$\$

Development Agencies

Conservation Threats Analysis

Concept Model - Rio Platano Biosphere Reserve



Supply Side Analysis

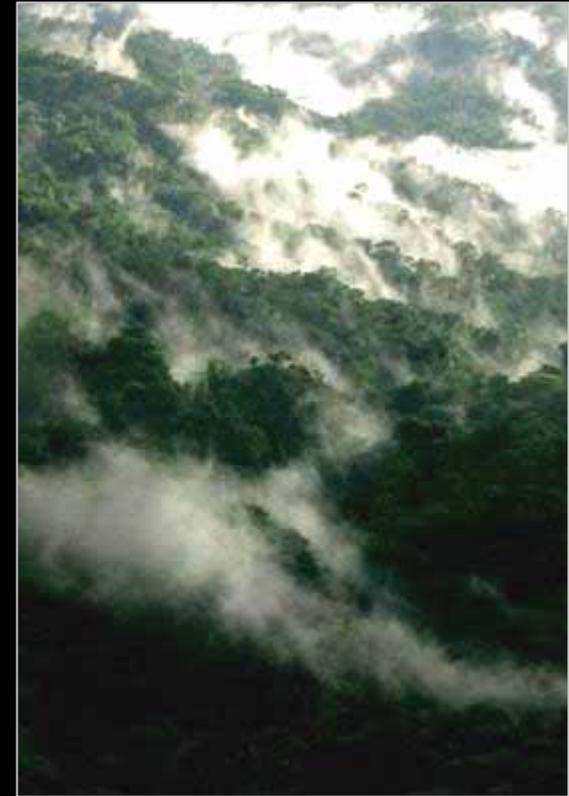
- “Ecotourism Promoters” or extentionists help identify & inventory existing natural/cultural tourism resources

Demand Side Analysis

- Administration of visitor surveys
- Discussions with private sector reps

Community Participation Analysis

- Community meetings to determine local interest/concerns in tourism development
- Establish parameters for cultural sharing
- Clarify expectations (primarily financial)



Business/Project Planning

- Develop Overall Enterprise Development Strategy
- Series of Participatory Business Planning Workshops
 - Products/Services
 - Competition Analysis
 - Business Structure/Staffing
 - Pro Forma Financial Statements / Projected Earnings
 - Profit Sharing Strategy / Community Enterprise “groups”



Conservation Planning/Support

Keeping Conservation a Part of the Dialogue... and Creating Ambassadors of Conservation!

Examples

- Substitution of Resource Extraction
- Percentage of revenues to support conservation costs
- Increased monitoring/enforcement of land use/visitor regulations
- Special Land Use Designation
- Direct park financing (i.e. entrance fees/conservation fee)
- Mutually beneficial partnerships b/w communities & protected areas



NET PROFIT AFTER TAXES	Year 1	Year 2	Year 3	Year 4	Year 5
	\$ 8,024	\$ 10,102	\$ 14,800	\$ 20,706	\$ 28,088
NET PROFIT MARGIN					
	25%	26%	31%	37%	41%
RAISTA ECOTOURISM GROUP					
Average Annual Profit per Member	\$ 535	\$ 673	\$ 987	\$ 1,380	\$ 1,873
Average Monthly Profit per Member	\$ 45	\$ 56	\$ 82	\$ 115	\$ 156

Rare Training Programs & Manuals

The Tools We Use to Communicate with Communities

- Site Assessment Manual
- Business Planning Manual
- Small Business Management Training (in development)
 - Operations / Facilities Management
 - Financial Management
 - Sales / Marketing
 - Tourism Services (food prep, house keeping, transportation)
- Nature Guide Training Program Manual
 - Interpretation/Guiding skills, conversational English, First Aid
- Trails Development Manual



Sales/Marketing

www.larutamoskitia.com



La Ruta Moskitia
HONDURAS

Your Path To Adventure

DESTINATIONS | GETTING THERE, AROUND & AWAY | PACKAGE TOURS | ABOUT US | RECOMMEND US | FAQ | CONTACT US

Living indigenous culture

Interactive Map

HONDURAS

Click map to begin

Four-day Package

- Todo descombiendo el paquete
- Otra opción incluida
- También esto:
- 4 días / 3 noches
- Horseback riding
- Más temo a incluir

Click for more

>Welcome to **La Ruta Moskitia**

This website is dedicated to helping you plan your adventure into the largest tract of tropical rainforest north of the Amazon, an area known as "La Moskitia", located along the isolated Caribbean coast of northeastern Honduras.

At the heart of La Moskitia lies the Rio Platano Biosphere Reserve, a UNESCO World Heritage Site. In addition to containing over three hundred bird species and some of Central America's greatest biodiversity, the Rio Platano Biosphere Reserve is also home to four distinct indigenous groups – the Miskito, Pech, Garifuna, and Tawakia – each with their own unique languages, cultures, and traditions.

La Ruta Moskitia is your pathway to exploring this amazing region, and this website contains all the information you will need to plan your visit to La Moskitia. From information on how to get there, to detailed maps of the Reserve, to photos and information on all of the activities you can do while you are there...adventure is just a click away!

John & Mary Harris, Boulder, CO

Send us your comment

Your Path To Adventure

Bnzi Laguna

Belen

Rakita

Las Manías

Piplaya

Batalia

Videos & Multimedia



DISCOVER THE WILD SIDE OF HONDURAS

The Adventure Starts at...

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lonely planet

Central America
a shoestring

Includes 129 detailed maps

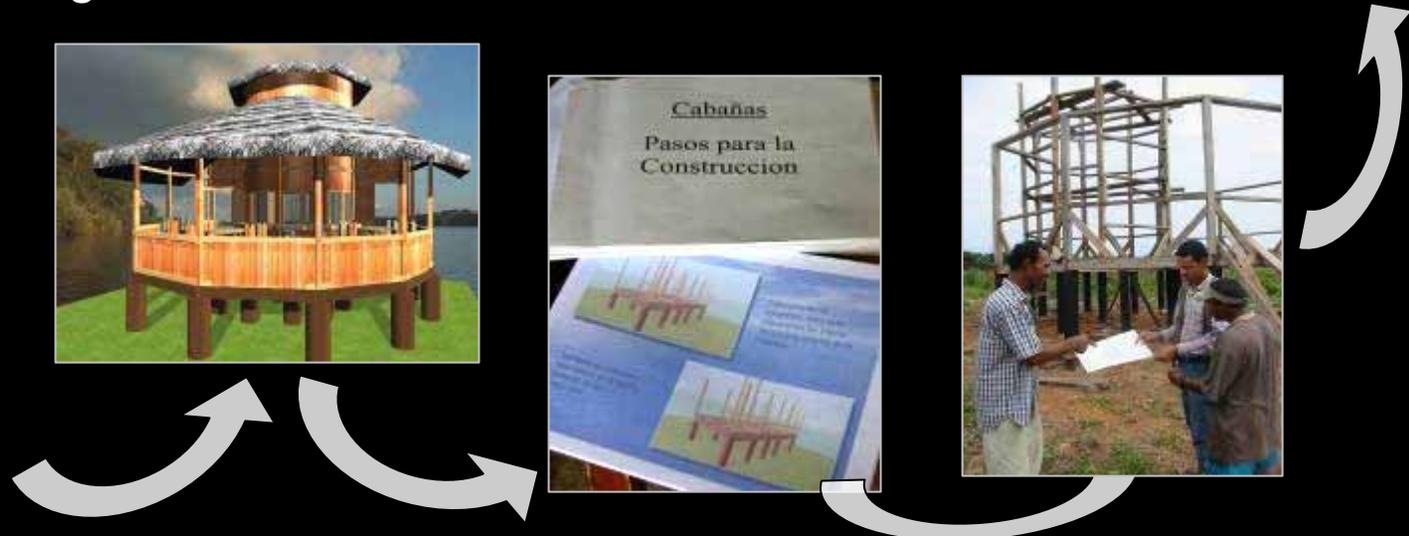
Capitalization

- Importance of start-up capital
- Building local capacity to secure enterprise financing
- Entrepreneur's Fund Loan Program



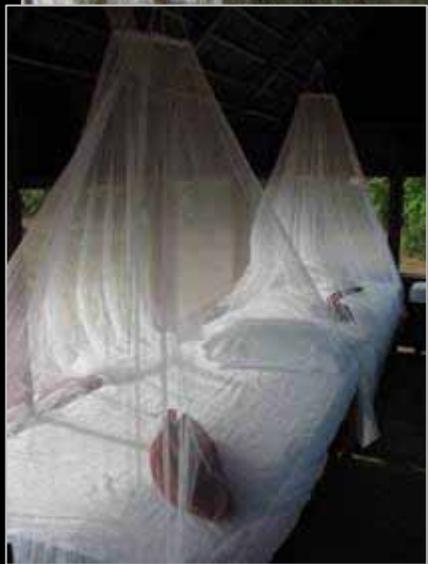
Infrastructure Development

- Sustainable Design (incorporation of cultural heritage into design elements)
- Use of local building materials



Yamari Savannah Cabanas

La Ruta Moskitia
HONDURAS



Raista Ecolodge

La Ruta Moskitia
HONDURAS



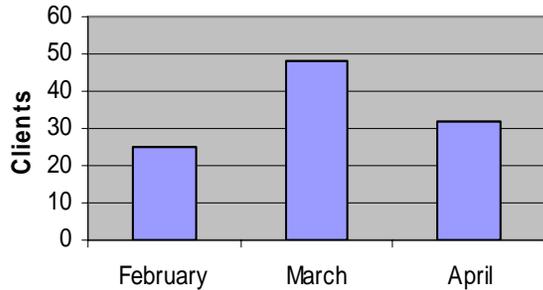
Belen Beach Cabanas

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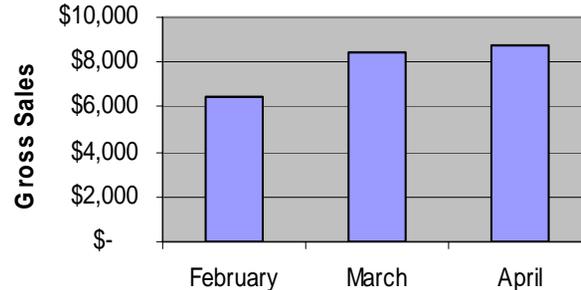


La Ruta Moskitia Sales Update

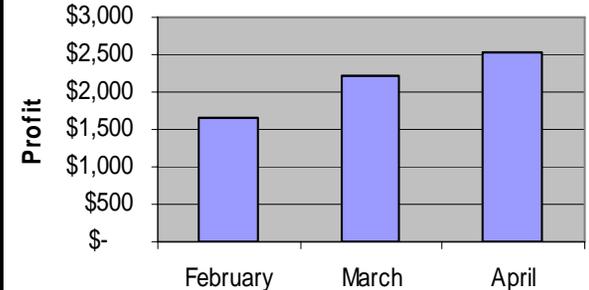
MONTHLY Clients



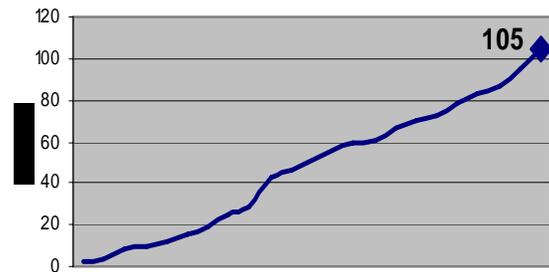
MONTHLY Gross Sales



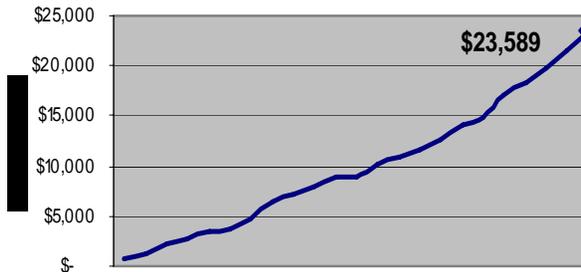
MONTHLY Profit



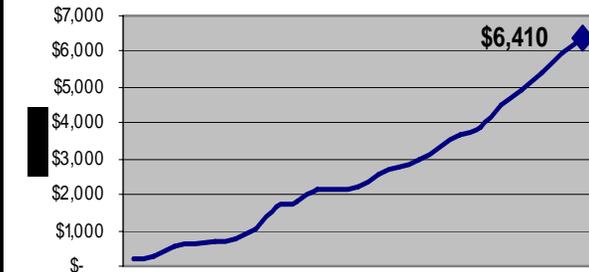
TOTAL Clients



TOTAL Gross Sales

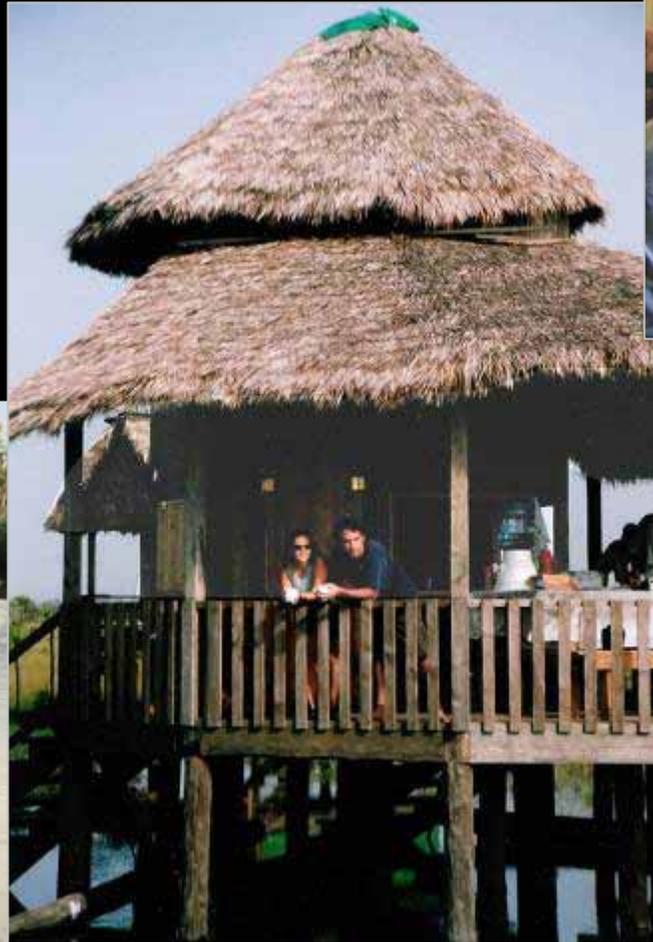


TOTAL Profit



- 98% linkage to Local Communities
- High Client Satisfaction / Multiple Client Referrals
- Doubled independent travelers to LARUMO sites
- 150 Jobs / 750 Family Members Supported

Macoy Revisited...



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Rare Developed Enterprise Websites

www.larutamoskitia.com

www.siankaantours.org

www.conservationtours.com