



*"if you think you are too small to make a difference,
you've never been in bed with a mosquito"*

Key Factors for Profitability in Ecotourism

by

Jeppe Klockareson - Fair Travel



www.fair-travel.se

[@Fair_Travel_Swe](https://www.facebook.com/Fair_Travel_Swe)

www.linkedin.com/company/fair-travel



jeppe@fair-travel.se

www.facebook.com/fair.travel.swe

www.flickr.com/photos/fair-travel/



Jeppe Klockareson

"I'm not a Doctor and nor am I a Professor. I don't even want to call myself an Expert. I don't have a MBA or PhD, but I do have a pdf of my tourism diploma... diploma..."

"I'm just a responsible traveler who's passionate about sustainability"



Valley of Desolation, Dominica



Key Factors for Profitability of Ecotourism

sustainable tourism development in rural areas



„Europejski Fundusz Rolny na rzecz Rozwoju Obszarów Wiejskich: Europa inwestująca w obszary wiejskie.”

Projekt opracowany przez Społeczny Instytut Ekologiczny
Projekt współfinansowany ze środków Unii Europejskiej w ramach Pomocy Technicznej
Programu Rozwoju Obszarów Wiejskich na lata 2007-2013
Instytucja Zarządzająca Programem Rozwoju Obszarów Wiejskich na lata 2007-2013 -
Minister Rolnictwa i Rozwoju Wsi



Iguasso Falls, Argentina



Eighty Mile Beach, Australia



Bazaruto Archipelago, Mozambique



Atacama Desert, Chile



Virunga Mountains, Rwanda



Tambopata National Reserve, Peru



Thar Desert, India



Pantanal, Brazil



Samburu National Reserve, Kenya



Dharamsala, Himalaya



Masai Mara National Reserve, Kenya



Easter Island, Chile



Kamanjab, Namibia



Huaorani village of Quehueri'ono, Ecuador



Cloud Forest Reserve, Ecuador



Misiones Province, Argentina



Galapagos Islands, Ecuador



Kaieteur Falls, Guyana



Northern Tuli Game Reserve, Botswana



Bucco Reef, Trinidad & Tobago



Joshua Tree National Park, USA



Lamu, Kenya



Valley of Desolation, Dominica

*How can we compete with
these destinations and
experiences!?*





Spitsbergen, Svalbard



Lapland, Sweden



Bergslagen, Sweden



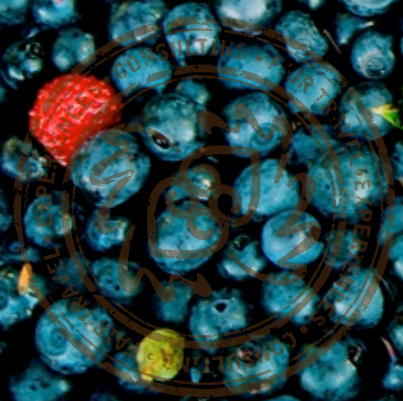
Canis Lupus, Sweden



Dalarna, Sweden



Ursus Arctos, Sweden



Wild berries, Sweden

Ale Stones, Sweden



*Does anyone want to pay for
this?*



<https://www.youtube.com/watch?v=s6rnZ3TbHfk>

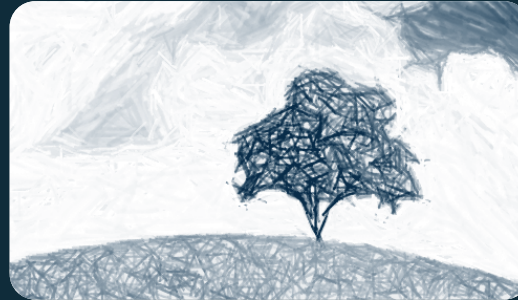
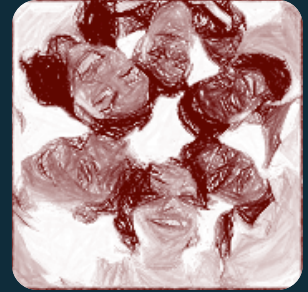
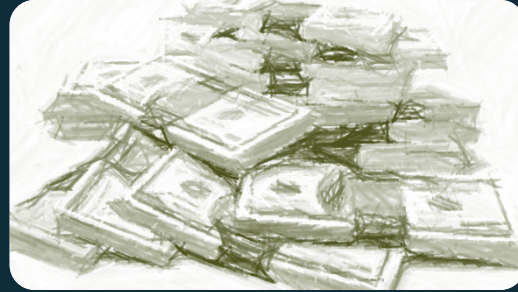


*How do we acquire
profitability from ecotourism?*

Is money all that matters?

Profitability...

- Financial
- Sociocultural
- Environment & Biodiversity



Ecotourism is:

“Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education”



THE
INTERNATIONAL
ecotourism
SOCIETY

Source: The International Ecotourism Society (TIES)

*Does everyone know what
sustainability means?*



Sustainable Tourism is:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"



Source: The World Tourism Organization (UNWTO)

Sustainable Tourism

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.



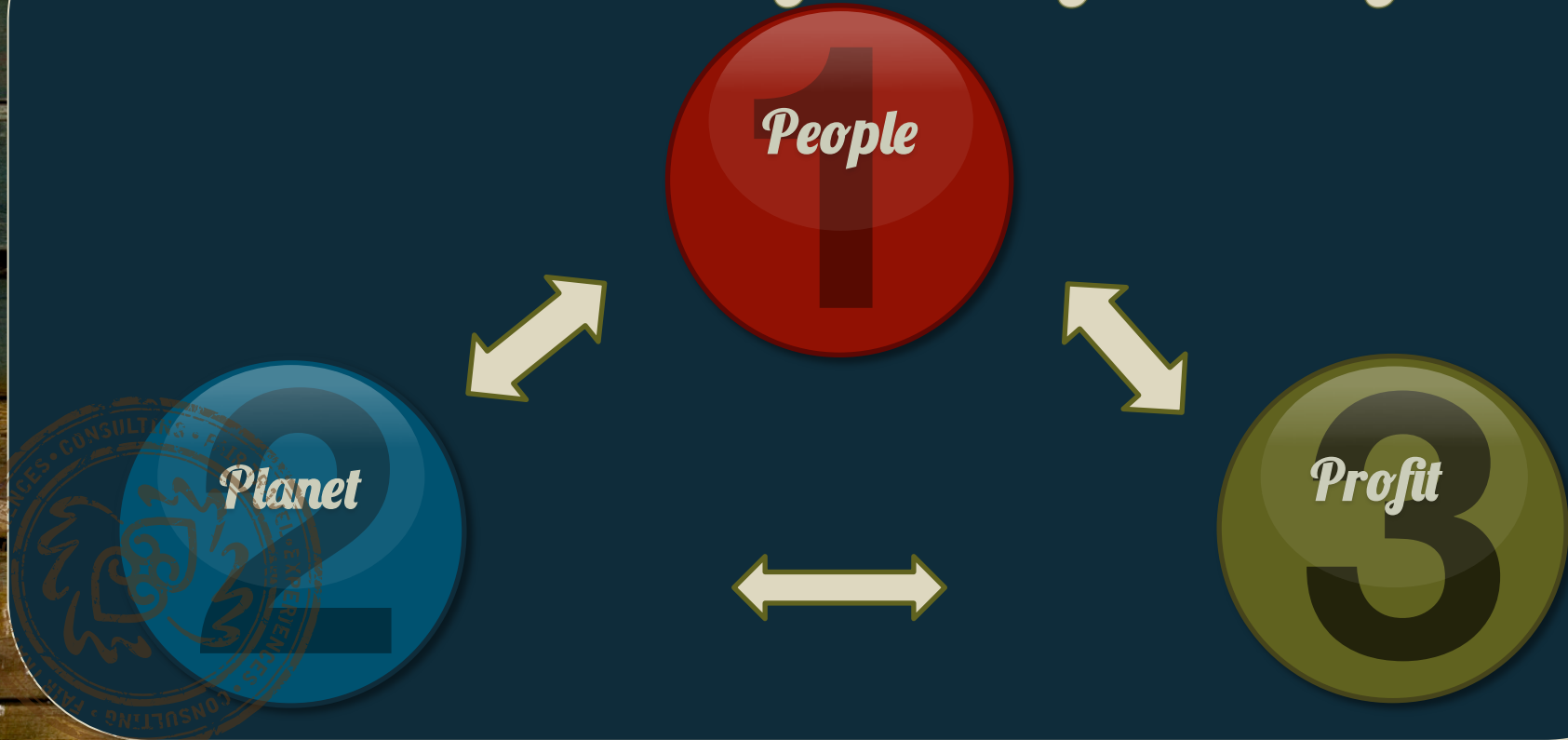
Source: The World Tourism Organization (UNWTO)

NOT a niche product!

Not even a product...It's the
foundation of all business
- a development tool and a definition



Sustainability = Profitability



*Let's look at some inspiring
examples*



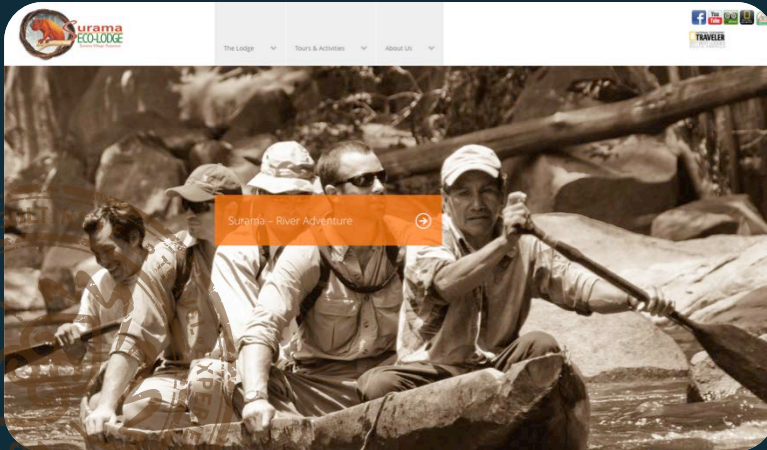
Acquiring profitability from tourism

- Completion instead of competition



Surama Ecolodge

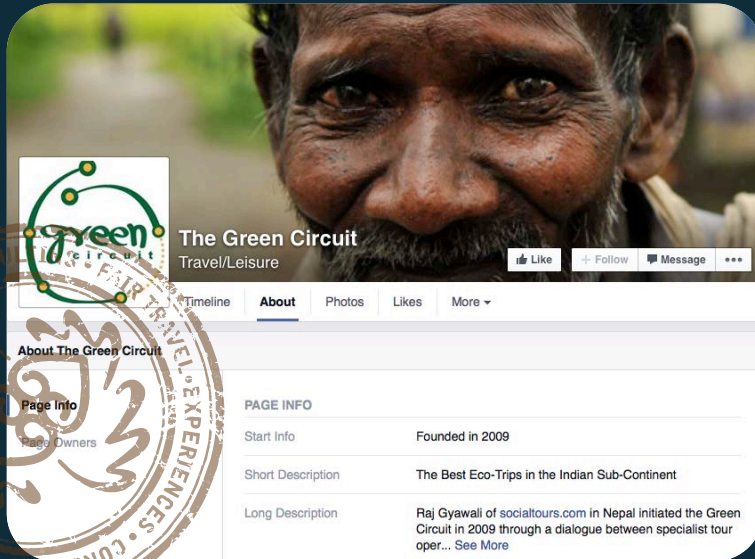
- Isolated community in the interior of Guyana
- Joint community ownership of the business
- Using tourism as a complement to the traditional tasks
 - Use tourism as a tool for conservation



Source: <http://suramaecolodge.com>

Acquiring profitability from tourism

- Cross-border partnerships



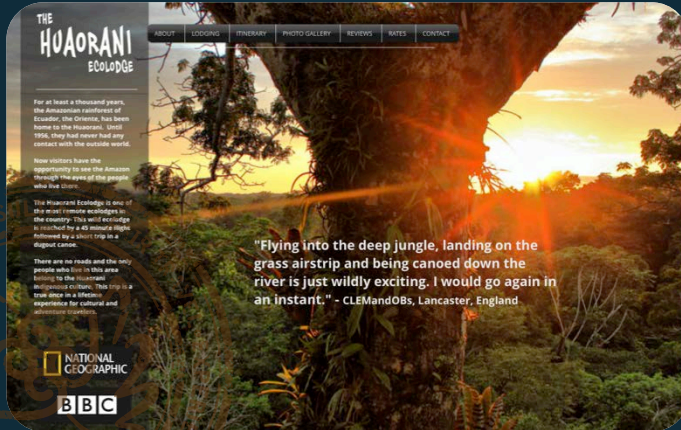
The Green Circuit

- Competitors came together for cooperation
 - Offering the Indian subcontinent
- Cooperate to be stronger with a wider product range
 - Sharing experience, expertise and advice

Source: <http://thegreencircuit.net>

Acquiring profitability from tourism

- Let your customers be your ambassadors



Huaorani Ecologie

- First contact with the outside world 1956
- A cultural experience in the Amazonian rainforest of Ecuador
 - A life-changing visit to learn about the culture, survival in the rainforest and the tribe's fight against oil exploration
- Uses tourism as a tool in their fight against the oil companies
 - The damage that oil exploration has done to the forest and the Huaorani people makes the visitors ambassadors

Source: <http://www.huaorani.com>

Acquiring profitability from tourism

- Reconnect people with nature

EcoTraining

- Pioneers and leaders in field guide and nature training
- Started to raise quality and status of nature-guides
- Realized the importance in securing correct interpretation and information of nature to guests and clients
- Not only do they offer nature-guide training but also reconnects ordinary people and tourists with nature
- Integral part in the establishment of the guiding certification

Source: <http://www.ecotraining.co.za>



Acquiring profitability from tourism

- Tourism as a tool to influence authorities



Kullabergsguiderna

- Active cooperation with local County Administrative Board for better Reserve management and experience
- Convinced authorities to expand public transport
- Raising awareness and getting attention through their porpoise safaris
- Offering assistance to whale scientists

Source: <http://kullabergsguiderna.se>

Acquiring profitability from tourism

- Pioneering tourism



Wild Sweden



- Identified the lack of professional wildlife tours in Sweden
 - Started with moose viewing and wolf-howling tours
 - Now offer full Swedish nature experiences
- Use ecotourism as a tool for wildlife and nature conservation
- Cooperation with guides, researchers and conservationists
 - All tours run in cooperation with local enterprises thus creating jobs and income in rural areas

Source: <http://www.wildsweden.com>



Some words of advice

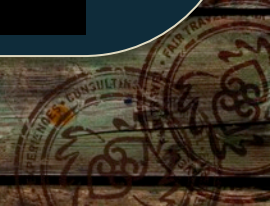
- Uniqueness and passion
- Storytelling
- Guiding experience
- Collaboration and cooperation
- Evaluate and develop
- Believe in your product!

Marcus Eldh - Founder & guide

Wild Sweden



<https://vimeo.com/116249612>



Nature as a unique selling point

- “Beautiful untouched nature” is one of the main reasons for tourists to visit Sweden
- 95% of tourists believe Sweden to be leaders in conservation within the EU
- Reality is that only half of the 2020 target set by the Government is protected
- Sweden is far behind when it comes to conservation and biodiversity protection according to Environmental Performance Index 2014
- Tourism has a higher export value compared to the food and mining industry together in Sweden - While it also provides VAT income to the state!
- Yet, Sweden still don't have a clear strategy for Nature-based tourism and has so far not identified it as the resource it is
- All this potential and yet we stick to old mining and forestry industry which grows less and less profitable, while it also leaves deep scars in our nature
- With inspiring examples such as Costa Rica, Namibia, Ecuador, Bhutan and New Zealand - Sweden and many others should aspire to follow their lead
- Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership

Source: http://www.svd.se/opinion/brannpunkt/svensk-natur-en-turistmagnet_3774474.svd

SVD OPINION

Naturen tillgång för turistlandet Sverige

Turismen är lönsam för Sverige och naturturismen är på stark tillväxt. När WWF frågar Sverigeturister vad som symboliserar Sverige så kommer "vacker orörd natur" högt uppe på listan.



24 juli 2014 kl 20:20, uppdaterad: 24 juli 2014 kl 20:45

BRÄNNPUNKT | MILJÖVÅRD

” Turismen större än exporten av livsmedel och järn och stål.
Håkan Wirtén,
Bob Carler,
Frans Schepers,
Petra Thomas, Pia Jonsson Rajgård

En färsk undersökning från Världsnaturfonden WWF visar att ett av huvudskaleten till att utländska turister reser till Sverige är att uppleva vackert och orörd natur. Enligt SCB motsvarar turismen cirka 3 procent av Sveriges BNP, vilket är mer än hela den svenska livsmedels- eller mineralutvinningsindustrin. Tittar man på exportvärdet ser vi samma trend; turismen är större än exporten av livsmedel och järn och stål. Det är därför viktigt att vi sätter fokus på att utveckla naturen som ett unikt säljargument för Sverige.

Full access till SVD i sommar
Prova gratis
SVD

There are many opportunities missed

- Lake Hornborga (Hornborgasjön) in Västergötland, Sweden is famous for one annual event
- During the annual migration of the Common Crane, as many as 26 500 cranes temporarily stop here on their way to their breeding grounds
- This four week event attracts up to 150 000 visitors, which generates a direct income to the area of 65 million SEK (approx. €6 million)
- Yet very few of the visitors (75% are tourists) spend the night in the area due to the lack of infrastructure and activities
- A recent survey amongst the visitors, indicate a will for an extended stay should there be additional activities and infrastructure
- A joint long-term initiative from private entrepreneurs and local authorities with a strategic development plan could potentially generate even greater direct income to the area and its stakeholders
- No one has yet to capitalize on this opportunity

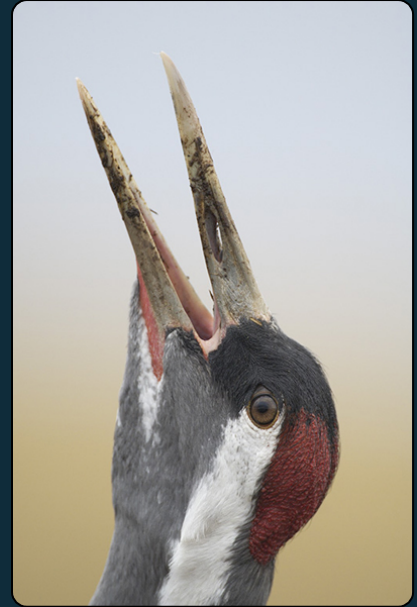


Photo: Staffan Widstrand

Source: <http://www.ekoturism.org/nyheter/detalj.asp?ID=924>

Acquiring profitability from ecotourism

- Be the entrepreneurial pioneer in tourism - Get the attention you deserve!
- Reconnect people with the nature they've lost knowledge about
- Cooperation and collaboration instead of competition - Complete each other!
- Cross-border partnerships
- Tourism as a tool to influence authorities, leaders and media
- Political leadership is beneficial to ensure control and strategic development
- Maintain a high quality level to obtain guest satisfaction - Quality before quantity!
- The guiding experience - The guide is the difference!
- Charge what you deserve - Cheapest isn't the best!
- Professional pricing - Agents and operators want commission
- Let your customers be your ambassadors - It creates viral marketing

As a conclusion...

- Sustainable tourism is not a niche product!
- Sustainability is an integral part of the daily running of your business
- Sustainability is a constant ongoing continuous process
- Sustainability is based on:
 - ✓ local collaboration and cooperation
 - ✓ a will to change
 - ✓ compromises
 - ✓ long-term perspective
 - ✓ pragmatism
- Sustainability is an investment in the heart of the business
- There is **NO COPYRIGHT** in responsible tourism, **ONLY COPYLEFT!**
- Sustainability **DOESN'T** mean that you can't make profit!
- Sustainable tourism products offer high quality and more unique experiences...
- and a more sustainable world for our children and future generations!



To summarize it all...

You can build a successful and profitable tourism experience in cooperation with the local communities in rural areas without compromising the commitment to sustainable natural resource management and the protection of wildlife.

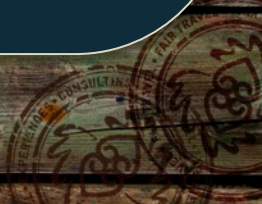
Not only will it provide financial income, but also profits in the shape of sustaining the communities, conserving culture and nature while it mitigates environmental effects.

With commitment, curiosity, openness and willingness for change, we can accomplish a positive paradigm shift for the benefit of the global tourism.

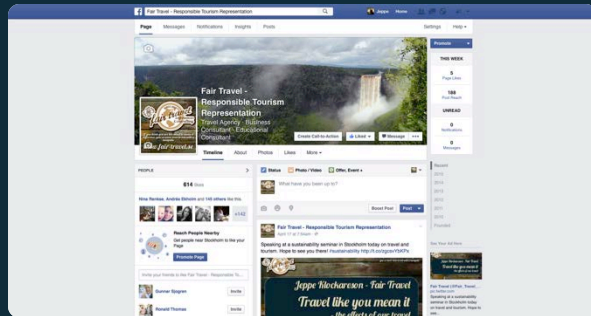
This is where the key to success lies and once we've accomplished this, we can truly say that we're making profit from tourism.




<http://vimeo.com/81694322>



Fair Travel - promotes responsible tourism



On the web:

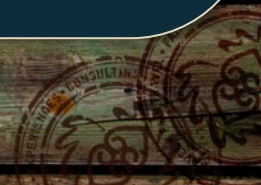
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"Tell me and I forget. Teach me and I remember. Involve me and I learn."

Benjamin Franklin

Travel like you mean it!

Asase ye Duru!

