A LITERARY ANAYLSIS AND CASE STUDY EVALUATION OF THE ENVIRONMENTAL, CULTURAL, AND ECONOMIC IMPACTS OF ECOTOURISM

Ву

Ashley M. Driver

Advised by

Dr. Benjamin F. Timms

GEOG 461, 462

Senior Project

Anthropology/ Geography Department

College of Liberal Arts

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

Winter 2011

Table of Contents

Project Proposal	Page 3
Annotated Bibliographies	Pages 5- 20
Project Outline	Pages 21-28
Chapter 1: Overview of Ecotourism.	Pages 29-35
Chapter 2: Benefits of Ecotourism.	Pages 36-42
Chapter 3: Limitations of Ecotourism.	Pages 43-48
Chapter 4: Case Studies of Ecotourism in Ecuador	Pages 49-52
Chapter 5: Lessons Learned	. Pages 53-58
Chapter 6: Conclusion and Reflections	. Pages 59-61
Bibliography	. Pages 62-63

The Impact of Cultural Tourism and Ecotourism through Amazonian Resorts on the Livelihood of Rural Ecuadorian Villagers

Ashley M. Driver

California Polytechnic State University, San Luis Obispo- Anthropology/Geography

The lives of people living in rural, Amazonian Ecuador are being rapidly altered. They are experiencing a wave of globalization in the form of tourists who lodge in local ecoresorts. This senior project is aimed at evaluating the effects of this ecotourism and cultural tourism revolution on the livelihoods of people living near the jungle village of Baños, Ecuador. The research itself will take place from December 25th, 2010 to January 2nd, 2011 in the tropical rainforest of Amazonian Ecuador.

The research data will be collected through individual surveys of the local people. Every adult male and female household member will be asked to participate in an anonymous, nonincentive survey questionnaire via interview; interview is necessary as some individuals may or may not be able to read and write. However, the individuals of the village surrounding areas are *not* required to take part in the survey. The village members have the option to refuse the questionnaire without any form of punishment or any repercussions. Prior to the interview process, I will review the "Informed Consent Form" required by California Polytechnic State University, San Luis Obispo, with each individual subject to the survey. I will answer any and all questions the interviewed have. I will then require the individuals to sign their name (or make their mark) that they accept the interview process and understand all that will occur within the interview. The subjects who agree to participate will be randomly assigned numbers; their names will be omitted form any and all survey material. Names will also not be spoken at any time during the interview process in order to ensure anonymity. The survey will be conducted through private face-to-face interviews of each participant. The interviews will take place in the subject's home to ensure confidentiality, privacy, and comfort. I will record each individual's response. I will also bring a video recorder. I will ask permission prior to recording any subject during the interview, and if permission is not granted then I will not record the individual. The questions asked will be both direct questions and open-ended questions in order to stimulate discussion and opinions form the individuals surveyed. Sample questions are attached to this The analysis of this data will be used to determine how the natives feel about tourism in their village as well as their main source of income (if any) prior to tours of their village. All data will be aggregated in order to further conceal identity. The data will be displayed on graphs with responses shown as both sexes as well as each sex separated out.

The significance of this project is to determine whether or not ecotourism and cultural tourism are helping or hindering the natives of rural Ecuador. It will evaluate the villager's personal responses to whether they believe their lives were better prior to tourism of after tourism came to their village. The project will also help determine whether or not alterations need to be made to current ecolodge practices and treatment of villagers. This is significant because the number of ecolodges is increasing in Amazonian Ecuador, and their impact will spread to encompass numerous tribal villages in the jungle. The collection of this data will ensure that the local people have a voice and are able to detail how they feel about the impacts of ecolodges and cultural tourism on their villages.

Beck, Erwin; et all. <u>Gradients in a Tropical Mountain Ecosystem of Ecuador.</u> Part IV.2.A: "Planned Disturbance as a Strategy for a Sustainable Use." Berlin, Germany: Springer. 2008.

This book discusses the current resources use in Ecuador by the native people. It goes into detail on the sustainability of how they use their environment as well what materials they are using.

One of the uses discussed is agro-pasturalism by the Saraguro highland native tribe. They use the landscape to cultivate certain crops for their consumption. The excess production is taken to the markets and sold on the weekends (when there is an excess). They cultivate beans, maize, potatoes, and other tubes in a polyculture system. This system is quite sustainable as it uses the crops to maintain soil fertility; it also uses rain water rather than irrigation practices. The only portion of this practice that is destruction is the slash and burn aspect. This is utilized by the people to promote greater soil fertility as the crops are rotated from one plot to another. However, in more current times, the Saraguros have shifted their sustainable agriculture practices to an unsustainable practice of cattle ranching.

Researchers have gone into the areas where the Saraguros are currently farming and ranching. Their goal was to document the knowledge the natives had over the plants they cultivated, analyze the current practices to determine how sustainable they are, to evaluate the life-support strategies, and determine their natural resource management.

Agro-biodiversity is also a current issue being studied within this area. Some of the areas have a great range of biodiversity while others have very little. The effects of agriculture and cattle ranching have greatly limited the amount of diversity in the areas of which they are practiced. Soil alterations, microclimate alterations, and general plant species alterations have crippled these rainforest areas by greatly limiting the amount of plants that are growing in these areas. Some areas have been damaged beyond repair. Thought he cultures and traditions of the native people are still alive, a great deal of the forests in Ecuador have been damaged.

Bromberek, Zbigniew. <u>Eco-Resorts: Planning and Design for the Tropics.</u> "A Question of Sustainability" and "Tropical Tourism and Eco Tourism: Scale and Trends". Burlington, MA: Elsevier. 2009.

This book goes over some basic sustainability tactics for modern ecoresorts in the tropics. It provides examples of architecture, sewage systems, water systems, and power systems that all promote a more sustainable means of visiting and touring the tropics. The book also includes and aspect of human and cultural involvement. It addresses how the local people will be involved and what part they will play in the ecoresort.

The main principles covered by this book for sustainability are the conservative management of the natural environment, the minimization of non-renewable resource consumption, the reduction of embodies energy and total resource usage, reduction in energy use, minimization of external pollutants and environmental damage, elimination of usage of toxins, and the minimization of internal pollution and damage to the health of local people. These objects are defined by the author as the main goals of ecotourism and ecoresorts. They are all necessary for a successful resort that not only draw people to remote locations, but also upholds the sustainability of the resorts and tourism in the tropics. Sustainability is a very important component in architecture as well. The lodges should be designed to blend in with the flora around them and make as little impact on the life in the area.

Human and cultural impact is also addressed. The social structure, society itself, culture, and historical factors are all included in this portion. People are to be able to function in harmony with the ecoresorts. Locals are a vital part of ecolodges. Even psychological and emotional aspects are taken into account when planning for ecotourism. In some cases, the locals may be trained to someday run the resort on their own, but in other cases the locals may be under employment of another, outside individual as long as the resort is in existence.

Durham, William H, R. Borman and Amanda Stronza. <u>Ecotourism and Conservation in the Americas</u>. Part II: Community-based Ecotourism and Part VI: Outcomes for Communities. Cambridge, MA: CAB int. 2008.

This book begins by telling the story of a member of the Cofan tribe and his attempts to establish a successful ecotourism industry within his tribal land. He tells of the beginning process including their high hopes and ideas; the program focused on four major items. These items were to emphasize their natural environment, hire only insiders, divide resources based on knowledge and not on local pay scales, and to ensure protection and continuation of the culture. The middle part of their process was met with troubles and issues beyond their control. The war between Peru and Ecuador began along with the Plan Colombia, and tourists became very rare in Ecuador. Yet the long-term goals for ecotourism for the Cofan people remain strong. They want to continue to protect and preserve their rain forest home as well as educate the Cofan people.

A second example of an ecotourism system in the works is in Peru. The book delves into information and examples about the resources available along with their distribution. It also discusses what are called "satellite projects" where the people within the community exhibit their customs for people to view and purchase. The project concludes with examples of how the project was successful: setting aside and saving land while increasing the local economy. It also includes the misfortunes of the project: keeping the culture alive, spending money on reasonable things, and maintaining who is in charge of the project (locals versus those who established the ecotourism industry there).

The book also discusses the limitations of ecotourism on the local people. Factors such as the difference between economy types, sustainability, and culture preservation are noted several times. However, economy is the main focus of all the issues with ecotourism in these local communities. Several examples are provided to show how the economy can be bettered by ecotourists and their money.

Grindle, Merilee S. <u>State and Countryside: Developmental Policy and Agrarian Politics in Latin America.</u> "The State and Agrarian Change" and Poverty and Survival among to Rural Poor". Baltimore, MD: The Johns Hopkins university Press. 1986.

This book focuses on several aspects of development of nations that are currently developing. Items such as conflict between the rural poor and the state, poverty among the rural people, and national development of the rural poor within Latin America are all key concepts discussed and detailed.

The book notes that peasants and rural poor were the main victims of the government changes to life and lifestyles within Latin American nations. They received little to no attention from the government, and they were left without representation in government matters. Peasants were left out of the modern market. They continued to use traditional bartering forms of exchange and focused on relationships with one another rather than quality of work. A large number or the poor were forced to work for wages as the market spread into their communities and they lost their ability to cultivate subsistence farms. Land was taken by the government and wealthier city dwellers. The poor, rural citizens would not have the means to protect their land from invasion; it was a better choice to give up the land and move on to somewhere else. The result was a group of rural peasants who could not live above the poverty line. They were forced farther and farther away from their original farms and land and into an area where they were forced to begin their lives again.

The people in these areas want to better their lives, but it is not easy for them to do so. Agriculture is the main attempt by many. Rural peasants will attempt to farm certain areas of land that were previously forest; their goal is to sell their crops in the market (both local and international). But they do not get the support they need form the government. The people are put second to the elites who farm. Their attempts to establish a better life and economy for themselves are met with failure and destruction of the tropical rainforest.

Honey, Martha. <u>Ecotourism and Sustainable Development: Who Owns Paradise?</u> "Ecotourism Today." Washington, DC: Island Press. 1999.

This book presents the reader with a viewpoint form the local people on ecotourists of today. It tells of what kind of people are preferred by the locals as ecotourists. The book also tells of local communities; the sustainability of the community as well as sustainable development and empowerment is also addressed. All of these are also presented with the effects that are had on the local people.

The native people want to see a small number of tourists visit their parks and preserves. They also want these tourists to be a certain type of person. Environmentally sensitive and eco-aware tourists are favored, as they will most likely continue the efforts of the native and local people for preservation and conservation. They are also likely to do the least amount of damage to the forests.

Sustainability of the community itself is not a major issue in this book. However the sustainability of development and empowerment is a large concern for the author. The majority of ecotourists destinations have been established by an authority greater than that of the local people. Most destinations continue to have this problem for a number of reasons. Though there are some exceptions, the majority of ecoresorts and parks are still maintained by outsiders of the community.

This book also notes that ecotourism is having a difficult time finding the balance between maintaining a culture and putting it on display for tourists to come see. It is difficult to find a means of showing one culture to another and not allow any spread of materials or ideas. This is a struggle common within the ecotourism industry. Researchers are working on a model to show ecotourism managers a way to allow visitors to view the local culture while protecting the culture itself; if the culture was destroyed or altered greatly in some way, it would no longer be desired to be seen and would therefore put an end to the industry.

Kuecker, Glen David and Richard Stahler-Sholk and Harry E Vanden. <u>Latin American Social Movements in the Twenty-First Century: Resistance, Power, and Democracy.</u> "Fighting for the Forests Revisited". Lanham, MD: Rowman & Littlefield Publishers Inc. 2008.

This book addresses the concern of native people and their drive to do what they really want to do rather then what the government tells them to do. It also focuses on the current sustainable attitudes of the local people with the many different means that they employ in order to make a living, whether integrated into the outside society or kept completely local.

People in rural communities are beginning to stand up for themselves and take action against the government. When the corrupt government of many South American nations has done things in the past that have gone against the wishes of the native people, the people have remained docile and let the government officials do as they pleased. But in recent years, the citizens have begun to stand up for themselves and take matters into their own hands. They have established themselves as activists and created social movements to make changes to their lifestyle that will benefit them.

The local people believe that preserving the forest is of great importance. Preventing mining operations and large-scale plantations are just a couple of the things they wanted to keep out of their forests. The natives instead utilize such practices as subsistence farming, shade grown coffee production, sugar collectives, fish farming, and ecotourism. Ecotourism has become the most popular because of its high income and low impact on the environment. The only issues would be keeping the industry in the hands of the locals and out of the hands of the officials who were in charge before and are the reasons behind of the current social movement towards democracy and power to the native and local peoples.

Local people within these small Ecuadorian communities have begun to fight the government and implement programs and practices that they desire to have. Keeping the area free of mining and replacing it with ecotourism and other sustainable practices ensures that the forests will be there to support the people for years to come and by means they chose to employ.

Linsenmair, K. Eduard and Antje Müllner and Martin Wikelski. 2003. "Exposure to Ecotourism Reduces Survival and Affects Stress Response in Hoatzin Chicks (*Opisthocomus hoazin*)," in *Elsevier Biological Conservation*. 118. Pp 549-558.

This article presents a different side of ecotourism. Ecotourism is often presented as a beacon of hope for preserving the environment as well as creating source of income for the locals in the area of tourism. It is supposedly the great revolution in the tourism industry. But the researchers of this article suspect that not all results of ecotourism are good. They have found a correlation between native bird species having an increase in stress levels and the location of ecotourist resorts.

The age of the birds being mainly affected are the juveniles. They have been tested for stress levels with variation in their location. Some birds were located near tourist trails and lodges while others were located in undisturbed habitat. The birds tested that were in the undisturbed habitat had much lower stress levels than the birds tested that live near developed areas. Other factors such as incubation and adult nesting were also included in this test. Though not results were shown for incubation variation, nest survival was lower in disturbed areas. The birds in disturbed areas had a larger weight at hatching, but a lower weight as juveniles.

The researchers blame this on detected stress levels. Other factors such as human hunting, available food, available nesting ground, and mating preferences are not acknowledged by the researchers. Though their argument is compelling, and there is indeed a correlation between the juvenile stress levels and the location of the birds, with these other factors being omitted I find this article somewhat unconvincing. I do not doubt that disturbance does affect the survival of native plants and wildlife, but I think other factors than stress are to blame. Stress could be a factor, but I believe other factors need to be tested and addressed prior to making a judgment. However, it is nice to see a variation in the response of ecotourism.

McCool, Stephen and R. Neil Moisey. <u>Tourism, Recreation, and Sustainability: Linking Culture and the Environment, Second Edition.</u> Part II Tourism, Place, and Community: "Community Perspectives in Sustainable Tourism: Lessons from Peru." Cambridge, MA: CAB Int. 2008.

This book discusses how the ecotourism industry is rapidly growing in remote areas such as the Amazon Rain forest. It delves into how ecotourism is directly tied to the location of which it is in as well as the people who are residing within that location. All of the information focuses on a Honduran Tourism Institute study performed in the Cuero y Salado and Guaimoreto Wildlife Reserves of Northern Honduras.

The project directly sought the opinion and input of local tribe leaders. The researchers found that the local people had a great deal of distrust in their leaders, both foreign and domestic. The people of the communities believed that the people in charge would simply take whatever action benefited them the most; they saw their leaders as selfish and dominating. For the people of the tribes in the area, it was not logical to support someone who had no interest in their needs. They would rather take what they could get from the situation then lose their support for the leaders.

The locals also identified to the researchers that they felt there were not any non-political leaders in their communities. The individuals within these communities felt more comfortable trusting outside people in their communities such as foreigners from the United States. Members of the Peace Corps, CARE, and NGOs are commonly looked up to as leaders in these communities because they often come to help the people without selfish motives.

The end result of the researchers was to find the people of these local communities more united and better equipped to handle the elements. They focused on preserving heritage, providing potable water, maintaining family connections, and many other things deemed important by the local people. The local people were comfortable with ecotourism because it lacked large numbers of people as well as certain types of people who were not suited for their environment. The research project showed how the locals feel about ecotourism and how it has benefited them.

Neto, Frederico. 2003. "A new approach to Sustainable Tourism Development: Moving Beyond Environmental Protection," in *Natural Resources Forum 27*. Pp 212-222. Oxford: Blackwell Publishing.

This article discusses ecotourism in the entire world with a comparison between world regions. He focuses in particular on the Amazon ecotourism industry. Economic benefits, interaction, and sustainability are the main topics discussed.

The economic benefits of ecotourism in a place such as South America is easily measured. The author presents solid numbers as evidence of the impact tourism makes in developing countries. Ecotourism has become a main source of income for several South American nations. Their preserved lands and ecosystems have attracted many international tourists to view the pristine lands and cultures.

Interaction between the environment, people, and the tourism industry occurs on a daily basis in South America. The author evaluates the pressure applied on natural resources, the damage possibly inflicted on the environment, damage that has been done to ecosystems in the past, and environmental threats to tourism. Damage has been done to both the environment and the people residing in the environment in the past. It is a priority for ecotourism to end this type of destruction.

Sustainability is also a key factor in the ecotourism industry. The author includes efforts to promote tourism, the importance of ecotourism, and ecotourism as a poverty reduction strategy in his discussion of ecotourism. Efforts to promote ecotourism have been occurring on an international level. The sustainability of it is attractive to nations both large and small. This is an industry that will be supported by its maintenance over time. Ecotourism is important because of the income it offers to poor, rural peoples and the preservation it ensures of the ecology of a system. Community tourism and basic tourism of an ecosystem has improved the lives of South American citizens by ensuring their villages are maintained and that they receive a source of consistent income.

Oglethorpe, David, and Christos Zografos. 2004. "Multi-Criteria Analysis in Ecotourism: Using Goal Programming to Explore Sustainable Solutions," in *Current Issues in Tourism*. Vol 7, No. 1. Pp 20-43.

This article focuses on ecotourism and goal planning to establish a successful industry in Alto Napo in Ecuador. The authors present a method called the Multi-Criteria Analysis (MCA) as a means to do so. They also include a case study where this was successfully practiced.

MCA is a process and method that is flexible and can be used in many different environments and situations. It allows for many different goals and constraints to be applied. The first step is to determine the goals of the project. After the goals are decided (whether it be by an NGO, outside organization, or by a cooperation of these and the natives) then a model is laid out. The others discuss basic modeling techniques for single and multiple goals. Models include tourism objectives and sustainability objectives to apply them to the plans of the group in charge of establishing the industry branch in a set location.

The case study is applied to a location know as Alto Napo near the town of Ten, Ecuador. It contains three Quechua villages in the Amazon rain forest. The study investigates the model applied to this community of natives and immigrants and their Amazonian environment. Natural resources, activities, and community tourism were all included in this model. The objectives were to better financial, economic, social, cultural and environmental conditions and balance the applications to create an ecotourism industry in the village. The MCA was successful with a few issues centering on gender and reluctance of people to end their small-scale farming industry to work for the ecotourism industry. Farming was the preferred source of income for the people in this area; they felt they could make more money farming than being guides for people to visit their environment.

Peaty, David. 2007. "Community-Based Ecotourism in Ecuador and Its Contributions to the Alleviation of Poverty," in *Memoirs of humanities, Human and Social Science of Ritsumekan University*. Pp. 57-82.

This article takes an outside approach to sustainable ecotourism. Rather than place the control and power of the industry in the hands of the native people, the author suggests that maintaining outside management may be beneficial. It is thought to contribute more to the community as well as beyond the local community. Tourism is a treatment for poverty the author acknowledges that a healthy tourism industry can sustain a population's economy. Yet this tourism also needs to maintain the environment in which it is practiced.

The author focuses on community- based ecotourism in particular. Collaboration with the local community is a main concern for this type of tourism. Kapawi is the subject for this article. This ecotourist location is currently in the control of foreign funders. In 2011 it will be given to the local Achuar people to control. There are doubts to whether or not they will be able to balance the books, and if they cannot do, whether or not they would be able to close the operation.

Another region focused on as a case study is Ricancie. It is one of the oldest and most successful lodges in Ecuador. It won an innovation award in 2003. It has also been noted to give the Quechua people a newfound appreciation for their culture. It has also has financial benefits. The people are paid at a fixed rate while the central office receives 25 percent of the income. This case study presents an example of ecotourism where the control remained in the hands of those who established the industry in that location.

The article presents two variations in control over an ecotourism industry. Both are successful, and this shows that control can be maintained by either the locals or those who established the lodge. It is case specific.

Stem, Caroline J, et all. 2003. "Community Participation in Ecotourism Benefits: The Link to Conservation Practices and Perspective," in *Society and Natural Resources*. Pp. 387-413.

This article focuses on research completed by a team in Ecuador studying six different areas: La Gamba, Cerro de Oro, Drake Bay (Agujitas and Los Planes), and La Amistad (Altamira and Biolley). The research aimed at drawing conclusions about economic and environmental alterations and possible benefits of both of these.

Economic benefits were found by the researchers to make an improvement on the lives of the indigenous people. The economy was improved, and the local people generated more income. But the problem the researchers found was that people were only beginning to conserve forests because of their economic value. If the industry were to disappear then the tribe would be without money. They would have no education on the importance of standing and preserved forest and would potentially revert back to their old ways. They suggest education and awareness to show the native people how important it is to preserve these habitats and their environment for reasons other than financial gain.

Environmental preservation is being addressed as people shift their livelihood from farming to providing tours of the intact forests. Training of employees in forest ecology and preservation is one of the reasons this occurred. Education is valuable in ensuring the environments of Amazonia stay untarnished. It is also an idea to spread this awareness to the tourists through the native guides in an attempt to education them to preserve forest ecosystems as well.

Stronza, Amanda. 2001. "Anthropology of Tourism: Forging New Ground for Ecotourism and Other Alternatives," in *Annual Review of Anthropology*. Review 30. Pp. 261-283.

This article is centered on taking a holistic approach to analyzing tourism, its impacts, and its origins. The author believes that new types of tourism, such as ecotourism, need to be approached with this holistic perspective to discover the social, economic, and environmental benefits of tourism.

The author includes information irrelevant to ecotourism in particular in the beginning; the information focuses more on the history and coming of tourism itself. Anthropology of tourism and the origin of tourism are discussed. Then the article moves into assessing the choices of local people and the constraints placed on them. Whether environmental, social, or economic, constrains among tourism are common. It is important to address these constraints with a concern of the impacts that tourism will make.

Economic changes along with cultural and social changes are the most drastic for subjects of ecotourism. Economic alterations such as the abandoning of subsistence farms to work for the ecolodges are a large problem. Some find it more beneficial to work for the companies in charge of the lodges and stop growing crops. Another large economic issue is stratification of wealth. In some communities, for example, the chief does not share with his community. Social and cultural alterations are also common and must be considered. Native peoples will alter their appearance if the believe it pleases the tourists. Fear of loss of cultural identity is common among ecotourist industry officials. Indigenous peoples will dress and behave in a way they presume the tourists want to see. This is often through the action of tourists to favor natives who appear to look more exotic and indigenous.

Stronza, Amanda. "The Kapawi Indigenous Corporate Partnership for Ecotourism in Ecuador." Stanford Graduate School of Business. SI-42. 2003. Pp 1-16.

The Kapawi ecolodge is known for its commitment to the environment, social sustainability, and economic benefits for the people of Ecuador. It is a lodge that can be found in the well-know guide Lonely Planet with a national focus on the country of Ecuador. This lodge is known with tourists as well because of the experience it provides with exploration of the Amazon rain forest and the culture of the native people.

Kapawi is known for having an agreement with the local people to sustain their relationship together as well as their culture and involvement in the industry. The native people were involved in every step of the process of development and maintenance for this lodge. There was an agreement signed creating a partnership between the indigenous people and the corporate leaders for the creation of Kapawi. The Achuar people took part in the developmental process of the lodge. They were also trained in running the lodge and upholding what it was created for: ecotourism. They hold jobs in the resort and are active participants in the industry as managers, caretakers, and local tour guides to name a few.

However, the industry does have its issues. It was not an easy task to attract tourists to this remote location in the beginning. Ecotourism began as a small industry, but has since then expanded and attracted international peoples to the area. An ecotourism management plan was established to ensure the preservation of the lodge, ecosystem, and cultures of the native people. They also provide a marketing plan to attract people to the area and feed the economy. The Achuar people directly receive economic benefits from the lodge. Whether through work as guides or payment for tours of their native communities, the local people are actively involved and integrated into the Kapawi lodge. It is currently striving to maintain the social and environmental situations that were found prior to the arrival of the development. The major changes were to the economy as it is now involved in a free market.

Wesche, Rolf. "Ecotourism and Indigenous Peoples in the Resource Frontier of the Ecuadorian Amazon." University of Ottawa: Department of Geography. KIN 6N5. 1993. Pp 34-45

This article is about ecotourism and the effects it has on the local indigenous populations of rural Ecuador. It focuses on the tactics chosen by ecolodge owners and how they integrate the local community into the ecotourism realm. It delves into the basics of ecotourism and what needs to be done to be successful at maintaining and promoting the environment to tourists. It also explains the importance o including local people in the industry while exhibiting their culture for others to see. It discusses the impacts on the local people as well as on the environment surrounding the lodge.

The local people are considered in the entire process of the ecolodges discussed in the Napo area. The Quechua people have resided in the Napo region for centuries with little to no outside influence. They have preserved their culture unintentionally from outsiders and foreign influence. The main cause of concern is that ecotourism will expose these previously unseen tribes and people to the cultures of developed world peoples. The author stresses the importance of preserving the culture and not allowing cultural trade to take place between the tourists who visit the region and the Quechua who reside there. If the culture is altered by the tourists, then it will eventually lead to less people desiring to visit and observe the exotic culture. It is important that the owners and mangers of the lodge work to ensure the preservation on Quechua culture and ensure that outside influence is not pressed upon them. Cooperation is the key to making these lodges and the local communities work together in harmony to preserve the culture, environments, and economy of the area.

The ecotourism industry is also focused on maintaining a low environmental impact. Incorporating the local people into the lodges is another means of accomplishing this. If the locals participate and maintain the grounds for lodges, then the environment will be kept closer to the pristine area it was prior to the tourists visiting. Flora and Fauna protection also ensures that the environment is kept an exotic one in hic tourists will be drawn to.

Wood, Megan Epler. "Meeting the Global Challenge of Community Participation in Ecotourism: Case Studies and Lessons from Ecuador." American Verde Working Papers-Number 2. 1998. Pp. 1-32

This article addresses the issues of ecotourism pertaining to maintaining business and the local cultures. It discusses the concern for tourists to visit the area, what types of tourists will visit the area, involvement n NGOs and outside money, what impacts will be had on the cultures being toured, and what place (if any) the local tribes should have in the business itself.

Ecotourism, though it has become more popular in recent times, is still not a very large industry. Certain types of people tend to be ecotourists while other prefer to enjoy the all-inclusive resorts that are stationed on the topical beaches. But even these resorts are beginning to explore the ecosystems of places such as the Galapagos Islands in Ecuador. Finding a means by which to attract people to ecotourism is an issue the author addresses. She notes that an increase in marketing would be a good way of attracting more people to the area. But a downside to that would be the types of people touring. The ecolodge managers, owners and workers as well as the local communities desire a person who is environmentally friendly and aware to tour these ecolodges. They do not want tourists who are going to be disrespectful of the cultures being toured or destructive the environment they are touring.

NGOs money and money from other outside sources is also a difficult issue to address. The author notes that NGOs are present within the ecotourism industry and that they are making contributions to certain resorts that allow them to stay in business. Though it takes away from the locality of the lodge, some measures need to be taken in order to keep the lodge in operation.

The lodges also want to make as little impact on the cultures being toured as possible. They do not want to alter the native people's way of life, but they do want to present this lifestyle to be seen. There is no set method for doing this; however, there are several different ecolodges who are successfully doing so. They use many different methods to ensure that the local people are taken care of, receive profits from the lodge, and maintain their culture all at the same time.

Wunder, Sven. 1999. "Promoting Forest Conservtion through Ecotourism Income?" in *Center for Internatinoal Forestry Research (CIFOR) – Occasional Paper*. Number 21. Pp 1-24.

This article analyses the effects of ecotourism on the people of communities as well as the impact it makes on the forest. It discusses the income people make and how that is determined. Also discussed are the methods in which the local people make their living, the impacts of tourism on these methods, and the general interest in ecotourism in these areas.

The native Quechua people near the Cuyabeno Wildlife Reserve in Ecuador are the subjects of this article. Their livelihoods were assessed by the author in a methodical means to determine how effective the ecotourism industry was at increasing income for the natives as well the cultural impacts it made on them. Income size was determined by a method of separating out the income sources, amount of tourism to the area, jobs performed, degree of specialization, and the appeal of the area to tourists. These things together affect the amount of purchasing power of the native peoples in their local markets. The research concluded that an increase in purchasing power and tourism resulted in a change in attitudes and behaviors of the native people. These behaviors included creating conservation zones and the reduction of exploitation of the local environment. There was also a decrease in hunting and poor farming practices.

Ecotourism was also helpful for the natives in that it protected them from the exploitation of foreign companies such as plantations and oil drilling. Because the natives had a means of decent income and a reason to protect and maintain their environment, they were less inclined to allow their land to be ravaged for natural resources.

I. Chapters:

a. Chapter 1: Overview of Ecotourism

- i. Introduction
 - 1. Define project
 - 2. Define Ecotourism
 - 3. Define area in focus (Region)
- ii. Who it impacts
 - 1. Native people
 - a. Indigenous
 - b. Non-indigenous
 - 2. Foreign
 - a. Owners/Investors
 - b. Tourists
- iii. What it impacts
 - 1. Villages
 - a. Economy
 - b. Culture
 - c. Livelihoods
 - d. Attitudes
 - 2. Rainforests
 - a. Flora
 - b. Fauna
 - c. Climate
 - 3. Tourism industry
 - a. Sustainability
 - b. New tourism forms
- iv. Where it is practiced
 - 1. Regions
 - a. South America
 - b. Central America
 - c. North America
 - d. Asia
 - e. Caribbean
 - 2. Ecosystems
 - a. Waters
 - i. Rivers
 - ii. Streams
 - iii. Oceans
 - b. Forests
 - i. Tropical
 - ii. Cloud
 - iii. Jungle regions

- c. Villages
 - i. Local peoples
 - ii. Subsistence farms
 - iii. Ranches
 - iv. Cash crop farms

b. Chapter 2: Advantages of Ecotourism

- i. Environmental
 - 1. Environmental Preservation
 - a. What is protected
 - i. Forests
 - ii. Flora
 - iii. Fauna
 - iv. Climate
 - b. Why is it protected
 - i. Preserve environment
 - 1. Tourism
 - a. Publicity
 - b. Reach larger groups of people
 - c. Larger range of people
 - 2. Sustain lifestyles
 - a. Ensure culture continues for attractions
 - 2. Environmental reconstruction
 - a. Reasons
 - i. Tourism
 - 1. Income source
 - 2. Publicity
 - ii. Global climate
 - iii. Species diversity
 - 1. Possible medical advances

- ii. Human
 - 1. Culture Preservation
 - a. What is protected
 - i. Customs
 - ii. Beliefs
 - iii. Religious practices
 - iv. Livelihoods
 - v. Attitudes
 - b. Why is it protected
 - i. Maintain tourism
 - 1. Income source
 - ii. Protect "un-impacted" lifestyles
 - 1. Anthropological benefits

- 2. Residence location sustainability
 - a. What is protected
 - i. Homes of indigenous people
 - 1. Villages
 - ii. Homes of native people
 - 1. Towns and cities
 - b. Why it's protected
 - i. Altered
 - 1. Allow people to continue their customs sustainably
 - ii. Stewards of the rainforest
 - 1. Maintain biodiversity
 - 2. Prohibit deforestation
 - a. Logging
 - b. Destruction for farms and ranches

- iii. Economic
 - 1. Income
 - a. Native people
 - i. Sustainable source
 - 1. Not farming or ranching
 - 2. Preserve environment
 - 3. Work with environment
 - a. No alteration
 - ii. Consistent source
 - 1. Not production dependent
 - 2. No market sales
 - b. Foreign Groups
 - i. Corporations
 - ii. NGOs
 - 1. More money to better the local economy
 - 2. More money to native people
 - 2. Economic Stimulation
 - a. Tourists
 - i. Lodges
 - 1. Natives work there
 - ii. Local guides
 - 1. Natives provide tours
 - iii. Tours of villages
 - 1. Purchasing of crafts
 - 2. Purchasing of photos
 - iv. Local markets
 - 1. Native's products are sold

- b. Locals
 - i. More money to spend
 - ii. Consistent income source
 - iii. Not environmental dependent
 - 1. No crop failure
 - 2. No deforestation
 - 3. Work with current environment
 - a. Grow appropriate plants
 - b. No cash crops

c. Chapter 3: Disadvantages of Ecotourism

- i. Environmental
 - 1. Flora
 - a. Alteration of some plant habitat for lodge
 - b. People walking on trails
 - 2. Fauna
 - a. Less animal habitat
 - i. Alteration of habitat
 - b. Less food sources
 - i. Alteration of plant habitats
 - 3. Climate
 - a. Alteration of microclimates via development
 - i. Destroy certain habitats
 - ii. Disrupt local energy balance
 - iii. Affect climate on a global scale
- ii. Human
 - 1. Culture of natives
 - a. Presence of Outsiders
 - i. Native adapt to be what the tourists want to see
 - 1. Behavior changes
 - 2. Dress changes
 - 3. Daily life changes
 - a. Be more exotic
 - ii. Exposure to foreign cultures
 - 1. Desire unpractical things
 - a. Political movements
 - 2. Alter their lives to be like tourists
 - iii. Unequal treatment
 - 1. Some favored
 - a. Tribal rivalry
 - 2. Leaders keeping income
 - a. Poverty to the people
 - b. One wealthy elite

- 2. Tourists
 - a. Waste
 - i. Sewage
 - ii. Trash
 - b. Uses
 - i. Natural Resources
 - 1. Water
 - 2. Food
 - c. Attitudes
 - i. Not all are sustainable
 - 1. Litter
 - 2. Destruct environment
 - a. Leave paths
 - b. Destroy vegetation
 - c. Harm animals
- 3. Organizations
 - a. Treatment of natives
 - i. Use them for profit
 - ii. Do not give them fair portions of pay
 - iii. Do not include them in major decisions
 - 1. Tours
 - 2. Environmental alterations
 - 3. Lodge plans

d. Chapter 4: Case study of Ecotourism in Ecuador

- i. Impact on environment
 - 1. Impact on fauna
 - a. Chick example from reading
 - 2. Impact on flora
 - a. Orchid examples from reading
- ii. Impact on people
 - 1. Native populations
 - a. Indigenous
 - i. Culture
 - ii. Livelihood
 - iii. Income sources
 - iv. Relations/attitudes to foreigners
 - b. Non-indigenous natives
 - i. Livelihood
 - ii. Income sources
 - iii. Relations/attitudes to other natives
 - 2. Foreign Populations
 - a. Corporations
 - i. Image
 - ii. Money

- b. NGOs
- c. Tourists
 - i. Ideals
 - ii. Future practices
- iii. Impact on Economy
 - 1. Income of towns/villages
 - a. Farming
 - i. Cash crop
 - ii. Subsistence
 - b. Ranching
 - 2. Income of indigenous
 - a. Subsistence farming
 - b. Working for others
 - 3. Income of foreign investors
 - a. Profitability
 - b. Profit leakage
 - 4. Costs
 - a. Advertising
 - b. Tourist expenses
 - c. General costs for running the lodge
 - 5. Spending
 - a. Tourists to locals
 - b. Locals to local economy
 - c. Foreign owners to locals

e. Chapter 5: Lessons Learned

- i. Ecotourism is a good thing if practiced properly
 - 1. Environmental impacts
 - a. Must be low
 - i. No destruction of environment
 - ii. Build with materials there
 - iii. Maintain environmental condition prior to lodge
 - iv. Limit human disturbance
 - 1. Waste disposal
 - 2. Water use
 - 3. Energy use
 - b. Positive
 - i. Reforestation not deforestation
 - ii. Preservation
 - iii. Protect and preserve flora and fauna
 - c. Land use alterations
 - i. Less for farming
 - 1. Forest regrowth
 - ii. Less for ranching
 - 1. Forest regrowth

- d. Increase awareness
 - i. Tourism leads to publicity of issues in rainforests
 - 1. Possible activists in tourists
- 2. Human impacts
 - a. Preserve local culture
 - i. Alterations mean less people will want to see
 - ii. Provides tourists reasons to come
 - iii. Socially good for the natives
 - iv. Anthropological benefits
 - b. Increase income
 - i. Sustainable source of income
 - ii. Limits environmental impact
 - 1. Less land for poor use
 - a. Farming
 - i. Cash crops
 - b. Ranching
 - c. Mineral exploitation
 - c. Tourists
 - i. Alteration of lifestyles at home
 - 1. Possibly be more sustainable
 - 2. Activists
 - 3. Work to preserve rainforests
 - 4. Income to sustainable practices at lodge
- 3. Economic impacts
 - a. Fair involvement
 - i. Include natives in planning
 - ii. Include natives in pay
 - 1. Fair pay
 - iii. Include natives in management positions
 - iv. Teach natives how to work and run the lodge
 - v. Prevent corruption
 - 1. Lead by example
 - b. Increase stability
 - i. End dependence on farming and ranching
 - 1. Crop failure
 - 2. Lack of food availability
 - 3. Lack of pasture ground
 - 4. Failure to sell at market
 - ii. More money to spend
 - 1. Money from tourists for crafts
 - 2. Money as income for tours
 - 3. Money as income from lodge
 - c. Global participation
 - i. Foreign investment in lodge
 - ii. Foreign money from tourists

- ii. Ecotourism can be bad if practiced poorly
 - 1. Environmental degradation
 - a. Flora
 - b. Fauna
 - c. Habitat destruction
 - d. Deforestation
 - e. Climate change
 - 2. Human
 - a. Cultural alterations
 - b. Corruption
 - c. Failure to establish a successful lodge
 - d. Tourists trash the environment
 - 3. Economy
 - a. Failure make money
 - b. Concentrated money in owners of tribal elites
- iii. Recommendation
 - 1. Establish a plan with the community prior to implementing
 - 2. Follow the plan
 - a. Any alterations should be approved by all
 - 3. Publicize the lodge
 - a. Internet
 - b. Lonely Planet
 - c. AAA
 - d. Other sources

f. Chapter 6: Conclusion

- i. Review results of case studies
 - 1. Positive affects
 - a. Environmental
 - b. Cultural
 - c. Economic
 - 2. Negative affects
 - a. Environmental
 - b. Cultural
 - c. Economic
- ii. Personal discussion
 - 1. Can ecotourism work?
 - 2. Can ecotourism work in all cases?
 - 3. Is ecotourism truly sustainable?

II. Bibliography

Chapter 1: Overview of Ecotourism

"You will experience Amazon life with style." This statement was given by a native employee of an ecolodge near Tena, Ecuador. Her name is Silvya Cajas; she has been working at this Ecuadorian ecolodge for nine years. Ecolodges are fascinating resorts buried within remote locations where there is an interest in the local ecosystem. Whether it is people, the environment, the local economy, or a number of other factors within a specific ecosystem, ecotourism is a means by which foreign peoples may come view these different elements in an environmentally friendly approach.

These resorts are fascinating because of the many unique elements they incorporate into the tourism industry. Unlike an all-inclusive resort such as Sandals in Jamaica, or a vacation resort such as Northstar at Lake Tahoe, ecolodges and ecoresorts give their guests and opportunity to reside within what is considered 'relatively pristine' nature. Ecolodge and ecoresort guests will enjoy the comforts of home such as a large bed, running water, and cuisine that they will not have to find or prepare, but they will often not have access to is electricity, spas and salons, high-class bars, laundry services, and in some cases hot water. These resorts offer a view of 'exotic' people and their 'native' environment without greatly altering the viewed atmosphere.

Over the past twenty years the ecotourism industry has increased exponentially in size. However, the impacts of the ecotourism industry are only beginning to be evaluated. The purpose of this senior project is to complete an evaluation of several case studies to determine what the impacts of ecotourism are and whether they are developing or destroying local communities (or possibly destroying communities in order to develop

them). The impacts in particular that will be looked at are the effects made on people, the environment, and the local economies.

People are one of the main factors that will be evaluated in this project. The reason for this is that the human race has put itself at the center of every activity on the planet. Humans focus greatly on how the environment impacts *them*, rather than how they are impacting the environment. Human beings consider how the economy is impacting *their* spending and *their* lives, but rarely is the impact people make on the earth through their economic practices contemplated. Therefore, presenting this material with a human aspect will appeal to the human mind and emotions. It will also factor in a main portion of ecotourism aside from the environment. Two types of people will be considered. One type of people is the local native people and the other type is the foreign people who come to the region for tourism and business.

Native cultures are often overlooked as humans. When ecotourism is considered, people generally think of the tourists coming to the area as well as the foreigners who establish and manage the ecoresorts. Yet the people who are native and local to the area often are not cogitated. One possible reason for this is that the people contribute little to no capital to the tourism industry, as they will not be tourists. Another possible reason is that the people are not viewed as humans, but rather they are viewed as an asset to work at the ecolodge. In more recent times, the local people are becoming more valued by ecolodge owners and managers. There is now an interest in touring the villages and homes of the native people. Whether the reason is for profit through tours of the natives' towns, or because of a genuine interest in the well being of the native people, the locals are being more closely evaluated and included in ecolodge management.

Tourists are another main group of consideration for ecolodge personnel. Tourists are the main reason for the founding of ecolodges; they are one component of the foreign group of people to be discussed. Though preserving the environment is a factor, without the income of the tourists and a human desire for the rainforests to be preserved, ecolodges would not exist. Tourists provide a market for ecotourism; humans will pay money to view the tropical rainforests and exotic life of other humans in remote areas of the world. Tourists also define the market. Since they have a desire to visit exotic locations, a demand is present. But this type of demand is different than most economic supply and demand relationships. While the majority of demand is met by creating a supply by processing raw materials (such as clothing during the industrial revolution from cotton), this supply and demand relationship focuses on the demand being met by preserving the supply. This is very beneficial for the environment and preservation of the native lifestyle and livelihoods. In this particular system, one group of human's desires gives way to satisfying the stability of another group's life.

Another group of foreign people to be considered in this evaluation is the faction of people who build and manage these ecolodges. The people in this group range from members of Non Governmental Organizations (NGOs) to members of corporations and large firms. Practices and methods of these people differ as well. Some people establish ecolodges and teach the native people how to manage and direct them without outside control, while other people establish and run the lodges for the entire time they are in operation.

The environment is also another factor that will be evaluated in this project. Many components of the environment will be assessed; plants, animals, and the means by which

humans impact the environment will all be considered. Plants in the amazon rainforest are some of the rarest in the world. According to Dr. William Preston of California Polytechnic State University in San Luis Obispo, the rainforest has "one sixth of the planets biodiversity." (Preston 2010). The plants in the region offer unknown values to human life as well as the proven values of oxygen and the current climate to the human race. However, these plants are threatened daily by farming and ranching practices, climate alterations, unsustainable logging, and many other factors. The flora in the Amazon rainforest are in danger of becoming extinct in some extreme cases. Without these trees, shrubs, vines, and other vegetation that comprise the "lungs of the planet," the human race would suffer (Preston 2010).

The fauna in the Amazon are equally important as the flora. The impacts of farming and ranching practices are causing the vegetation to be destroyed; this in turn leads to the animals being displaced and destroyed. Since the animal populations do not have habitat to live in, the general populations of several species will be demolished. This also affects the human population through their food supply. For instance, if a small bug is killed that a particular bird feeds on, then that bird population will dwindle, and if human beings consume this bird, humans will need to find another source of food as the number of birds is declining. The food chain is affected by every alteration to any feeding patterns. No matter how small the alteration may seem, it will make an impact.

The human race and its actions are the main cause for alterations to both the flora and fauna of the Amazon rainforest. There are several reasons humans destruct the habitats in the rainforest. Whether it is for wood, specialty crops (bananas, coffee, pineapple, etc.), or cheap labor, people drive the market to cause other humans to cut down

and develop portions of the rainforest; this is common in nations with an underdeveloped economy, as materials can be obtained at a lower price. This is related to the supply and demand topic briefly discussed earlier. The human race has a demand for wood, specialty crops, and resources at cheap costs; therefore the supply is taken from the rainforest. These destructive paths that are being taken within the rainforest can be altered by the demands of humans residing in other parts of the world.

Economics is a leading factor in the destruction and development of the forests in the Amazon basin. The economies that will be evaluated are those of the local people in the Ecuadorian Amazon. The economic impacts of ecotourism depend on who owns the lodge, who manages the lodge, who works at the lodge, and how the lodge relates to the villages it uses for touring. Some ecolodges are owned and managed by a foreign company, but the employees are native. Other lodges are owned by foreigners, managed by locals, and have local labor as a cheap source of lodge employees and tour guides. Economics will focus mainly on where the money goes and how people decide where the money goes. The case studies revealed that some money stays within the community (the amount varies on who the lodge owner is and how they chose to divide the funds) while some goes to foreign investors and corporations.

Ecotourism, though new, is a popular means of touring remote areas of the world. People can take their Disneyland style jungle cruise in real life and not have to worry about the real dangers in the Amazon rainforest as they will have local, native guides to protect them. It can be a sustainable, reliable tourism base that preserves the environment and provides income for the native people in a sustainable manner (as opposed to some

farming and ranching practices). However, it can also be a corrupt, liquidating business that exploits the native people, destroys the environment, and traps tourists.

Ecotourism impacts people from the most remote places of the Amazon rainforest to the most crowded streets of New York City. The workers at ecoresorts are most often native people of the area, while the owners and managers of these resorts are from a foreign, developed country. The local people that are impacted are both indigenous natives to the area as well as non-indigenous residents (such as managers, residents who moved to the area from another nation, and natives to the area that do not claim an Amerindian background). The group of foreign people who will be impacted by ecotourism varies more than the native group. The investors and owners of the lodges and resorts, as well as NGOs evaluating the lodges, are all parts of the group of foreign people being affected. The other group will be tourists. However, tourists will be more directly impacted, as they will be in the foreign land immersed in the people and place around them.

Alterations and impacts are also made by ecotourism on villages, rainforests, and tourism industries. Villages are impacted through their economy, culture, livelihood, and attitudes. Economic alterations can be as simple as changing from a marketing economy to a service economy, or as complex as shifting from a non-existent economy to a complex economy. Cultural alterations are made by influence of a foreign civilization on the native village culture; variations range from dress to language. Native peoples will alter their appearance if the believe it pleases the tourists (Stronza, 2001). Impacts also effect the livelihood of the population as villages may be founded on subsistence agriculture and move into serving the public through selling crafts. Attitudes of villages are another variable that can be altered. People may move from a peaceful existence where tradition

distributes goods equally to an attitude of discontentment because one neighbor may receive more income selling their good or services to people than another. Rainforests are impacted in ways of destruction and development. While some flora and fauna may be destroyed, others may be protected for people to view on nature hikes. Climate is also at risk from being altered on the local and micro level as destruction for development of more complex villages and housing settlements may yield to a vastly different environment. Tourism industries can be modified as drastically as moving from non-tourism based industry to an economic alteration where tourism is the only industry present. The new ecotourism industries can vary through sustainability and forms.

Ecotourism is practiced in two main location variations: regions and ecosystems. The main regions are in South America, Central America, North America, Asia, and the Caribbean. Ecosystems vary in waterways, forests, and villages. Waterways where ecotourism is seen include rivers, streams, oceans, and lakes. Whether for travel, human consumption, or tourism, waterways are altered by both appearance and flow. Forests that are impacted by ecotourism include extremely rare cloud forests, tropical rainforests, and jungle sections of forest. Villages are also a location where ecotourism is practiced. Local people, subsistence farms, ranches, and cash crop farms are all locations where ecotourism impacts are made.

Chapter 2: Benefits of Ecotourism

The advantages of ecotourism affect the environment, the people, and the economy. The benefits of these advantages are felt at many different levels; local, indigenous populations that reside within the rainforest environment and live on a subsistence economy, to foreign investors who reside within the concrete forests of developed nations with a free market economy, all experience these advantages.

Environmental benefits of ecotourism emphasize preservation of the environment. Environmental protection is a key priority to ecotourist, as the environment itself is one of the main reasons why people are touring the area. Ecoresort owners ensure the survival and maintenance of several different habitats and environments to secure the existence of their business. Protected components include forests, flora, fauna, and climate; all of these are codependent on one another. The protection of the forest ensures the survival of the flora and fauna within it. Even the slightest alteration to tree coverage can alter the habitat for plants and animals as well as the climate. As current climate research in Brazil has shown, clearing of trees creates an overall drying of the rainforest climate in which rain becomes less common while winds and fires become regular and dry out the area. Also, with the loss of trees for lumber and more space for housing, comes the loss of habitat for other flora and fauna. Certain plants can only grow in the presence of other flora; if one of the plant species is removed, than the other will have a difficult time prospering. Take for example vines growing in the rainforest. If trees that reach the top of canopy are removed, than the vines do not have a mean of elevating themselves off of the ground and absorbing sunlight to complete photosynthesis. Fauna are also dependent in a similar way. Linsenmair writes of how human impacts brought down the survival rates of Hoatzin

chicks. Destruction of the rainforest environment greatly reduced the number of chicks that made it past their adolescent stage. Because fewer habitats were provided, the chicks had little nesting ground that would be safe from humans (Linsenmair, 2003). Environmental preservation is a priority to ecoresort owners. Without an intact environment, ecotours would be useless. Tourists would not pay to come see portions of the rainforest that have been devastated or developed.

There are several means used to protect the environment; two that are most prominent are tourism and sustainability. Tourism, whether for self-interested and unselfish reasons, provides protection. Tourism offers publicity, the ability to reach a large group of people, and the ability to speak to a large range of people. Publicity offered by ecotourism attracts people to the area to view the exotic locations they have heard about. Since ecotourism is attractive to people who have extra money to travel (which virtually all forms of tourism require), it has the ability to impact people in developed nations across the world. This impact range makes ecotourism attractive; people in the developed world desire to venture out and experience relatively pristine natural conditions different from the developed world they reside in. Ecotourism also ensures environmental protection through the numbers of tourists it draws to a location. Some people travel alone, but it is less common to be a lone ecotourist. Since the human race has a natural pack tendency, they feel safer in numbers and will therefore travel to remote locations as ecotourist with more than one person going. This translates to profit for the lodges.

Environmental reconstruction is another advantage of ecotourism. There are three main foci of this restoration. Tourism, as both an income source and a publicity vehicle, is one of the reasons. An ecoresort relies on a pristine environment for touring. Maintaining

the environment through re-planting trees and ensuring continued soil fertility allow for the environment to reconstruct itself and potentially stay intact. It creates and environment as close to pristine as possible (hence the term 'relatively pristine'). This also acts as free publicity for certain organizations and companies. A corporation, for example, can have representatives' travel into the rainforest and partake in re-vegetation processes to better the companies' image (even if they are a lumber company). Ensuring the survival of previously harvested or destroyed portions of the rainforest also contributes to the sustainability of logging and farming. Soil fertility is maintained along with overall forest coverage if re-vegetation is practiced. Reconstruction also benefits the global climate. The Amazon rainforest climate contributes to the global climate in several ways. Its oxygen contribution is only one of these means. The rainforests also contribute moisture to the atmosphere that can be carried to other parts of the world through winds. Species diversity is also a benefit of environmental reconstruction. The rainforests are a vastly untapped resource. According to Dr. William Preston of California Polytechnic State University, San Luis Obispo, only 10% of rainforest species have been cataloged and explored. The remaining 90% could have the potential for revolutionizing the medical world (Preston 2010).

Human benefits of ecotourism span cultural preservation and sustainability.

Cultural preservation is a key part of ecotourism. Modern ecoresorts take their guests not only on tours of the environment, but also on tours of the native villages. Cultural tourism has become a spotlight for the ecotourism industry today. Through cultural preservation, customs, beliefs, religious practices, livelihoods, and attitudes are a few of the main components protected. Each culture that is toured differs from another; though there may

be similarities. For example, subsistence agriculture may be a common cultural practice between tribes, but what is grown may vary from "various breeds of plantains" and "tubers and manioc" (Beck 2008, 339). These differences between cultures are some of the many unique aspects that draw ecotourists to the area. Viewing a foreign, indigenous population in their natural home is so valuable to tourists that cultural preservation is ensured by ecoresort owners. It is also important to preserve culture to ensure the purity of what tourists see. It would not be attractive for a tourist to venture to foreign exotic lands to a remote village simply to see native people walking around in modern clothes, listening to their iPods, enjoying a Starbucks late, and relishing in their new, materialistic lifestyle.

Tourists want to see a simpler life free of modern vices. Preserving livelihoods is also an important factor. It is difficult to balance a tourism industry within a subsistence economy. If natives transition from a subsistence economy to a tourists-based sales economy then the tradition of subsistence farming is lost and forgotten. Subsistence cultivated foods would not provide adequate sustenance for all people.

The reasons for the desire to protect these cultural traits are not only because of tourism, but also because there is a general interest among ecoresort owners to preserve the virtually un-impacted lifestyles of people for the benefit of the native population. The native people value their traditions and customs. They are often unwilling victims of circumstance when it comes to ecotourism. It is by chance that their village is within the tourism range of the new ecoresorts being constructed. The anthropological benefits of protecting human cultures from impacts via ecotourism allows for the culture to continue living the way it has in the past. It also provides a means to study how these people lived and how they survive the potential cultural alterations.

Another human benefit of ecotourism is the sustainability of the native people's residences. Homes of indigenous peoples along with the homes of other non-indigenous natives are sustainable and environmentally protective. The sustainability that has been practiced in remote locations of the Amazon is something to be admired by all. These villages survive on subsistence agriculture and small-scale farming while maintaining the environment. The quality of the environment is detrimental to the survival of the village itself. If the environment is not in adequate condition, then the villages cannot feed, cloth, and sustain themselves. The native people, both indigenous and not, have a codependent relationship with the soils, vegetation, and animals that compose their environment.

Another reason ecotourism is beneficial for these local villages and towns is because it allows for them to continue life as they have for generations without modern development. In developed nations, building has been valued greatly, but development is not the only way to provide income. While plantations spread like a disease through portions of South America, development is not what other parts of the continent need to survive.

Sustainability also ranges beyond human culture and livelihood. An important part of sustainability is protecting the environment from logging, large-scale cattle ranches, and plantations. When sustainable lifestyles become more of a nuisance than a normal way of life, natives resort to logging (both legally and illegally) and large-scale farms and ranches. Trees are cut down and sold as lumber, and foreign market based crops are cultivated and sold to other nations. Sustainability permits the survival of cultural traditions and stewardship of the rainforest.

Economies also benefit from ecotourism. Both income for foreign and native peoples, along with economic stimulation through tourists and locals, are the main

categories for the advantages ecotourism can potentially offer. Income modifications and alterations can be beneficial for native people. Tourism can contribute to a higher grossing economy and more money for the native populations to spend by a sustainable means. A tourist-based economy would prohibit people from utilizing the land in unsustainable ranches and farms. It would allow for re-vegetation of the area, as people would abandon farms and ranches to sell goods or offer services to tourists.

Ecotourism also provides a consistent source of income. Since farming and ranching practices depends so greatly on the weather, an entire enterprise can be lost with one poor weather event. There is also the danger of non-existent market demand for food items cultivated on local farms; whether the produce can be bought for a cheaper price or the market is flooded, no demand for produce equates for no produce being sold. Tourism provides a constant market with a continuous demand for goods and services that simultaneously will uphold the environment. Foreign groups also provide a new income source. Both corporations and NGOs put more money into the economy from the income they receive. Author Wood notes that NGOs are present within the ecotourism industry and that they are making contributions to certain resorts that allow them to stay in business (Wood 1998). Corporations and companies that own ecoresorts put the income they collect from tourists towards items such as environmental preservation policies and wages. NGOs also receive donations from foreign people that they can put toward community development, environmental maintenance, and public policy.

Economic stimulation is another benefit of ecotourism. Both tourists and locals benefit and contribute to the stimulus. Tourists spend their time and money on items such as lodging, tours, guided jungle trecks, and local markets. Lodges and ecolodges provide

occupations for the native people. Some villagers and townspeople are hired to work in the resort; occupations range from housekeeping, to groundskeepers, to chefs. These jobs provide a steady source of income for native people that otherwise may not have been available. Locals are given occupations as guides. They know the environment well as they have been raised within it. They can give the tourists a complete history of the rainforests while also informing them of the plants and animals that depend on it for their survival. Tours of the native villages are another means of locals receiving income. The tribes receive income if they allow people to come view their lifestyle. Natives can also sell crafts, trinkets, and photographs to the tourists to profit as well. The local, non-indigenous, markets are also stimulated, as tourists will purchase items from them. Everything from exotic foods to unique handcrafts is sourced for income. All of the revenue from tourists allows the native people to live with luxuries that they had previously never experienced.

Locals in turn will provide economic growth with the money they have gained from the tourists. The new money allows for locals to have a constant income source. As mentioned before, farming and ranching is not a steady revenue source; the business can bankrupt in the span of one storm. Tourism provides a dependable means of money for the local people. Not depending on the environment as a source of income also leads the people away from cash crop and plantation agriculture. Locals can work with the environment rather than against it. Economic growth is the caveat for development and destruction, but in an ecotourism economy it is the perfect compromise. The environment is maintained as the economy develops.

Chapter 3: Limitations of Ecotourism

The possible disadvantages of ecotourism span two of the three main areas evaluated in the potential benefits: the environment, and the people. Author Neto notes that damage has been done to both the environment and the people residing in the environment in the past. It is a priority for ecotourism to end this type of destruction (Neto 2003). The environment is the key to ecotourism, as it is what the entire industry depends on. The flora, fauna, and climate are all at risk when ecotourism arises. Human alterations to the natural environment can both help and hinder the environment itself. While ecotourism has the potential to benefit the environment, it can also bring about its downfall. Flora are at risk by both species removal and human foot traffic. In order to construct ecolodges and amenities for travelers to enjoy, portions of the rainforest are removed. In this process, flora habitat is not only destroyed, but flora species numbers are reduced as well. Destruction also takes place as tourists venture on guided hikes through the rainforest. Trails that were once only used by the native people are now heavily traveled. Ground compaction occurs and the hopes of plants regenerating in the area are vanguished. Not only are the previously made trails at risk, but there is also the potential to create new trails and paths to specific destinations, as tourists would like to believe they are traveling in a remote location. The fauna of the environment are at risk as well. If the flora and habitat are destroyed from development and hiking tours, then the fauna in turn will suffer. Everything from loss of nesting grounds to loss of a food supply are potential consequences.

The climate is also greatly at risk for being destroyed by development as a result of ecotourism. The main alterations can be seen in local climate and microclimate changes.

Microclimate alterations include things as minimal as the variation in the amount of perceptible water accumulated on leaves of grass at the dew point, to the average relative humidity of a specified area. Local alterations will depict things such as lessening of rainfall and dropping of humidity. The unfortunate consequences are as a result of removing trees and allowing winds to blow into newly treeless areas and dry out the surrounding vegetation. The local energy balance is then disrupted giving way to fires.

Human populations can also be negatively impacted because of development in environmentally intact regions. The cultural alterations for the natives are potentially problematic, the lifestyles and culture of the tourists are vastly different from what the environment previously has experienced, and the culture and ideals of foreign-owned corporations can lead to mistreatment. McCool writes that many people "sympathize with farmer activities (considered to be at the very bottom of the socio-economic scale) as every man's right to possess a piece of land with which to feed his family." (McCool 2008, 190). Though development is common and can have disastrous effects, people do understand that it is a necessity for others to feed their families and survive.

The indigenous, native population will be influenced by cultural variations and lifestyle alterations. Indigenous tribes, such as the Quechua in the Andes, have a culture that has remained separate from alteration by foreign populations for several centuries. Though almost no culture in existence is completely free of influence by a foreign culture, the Andean civilizations of native people have had little to no impact from external cultures. One such area in particular where a cultural distinction can be made is food. Borman writes of an ecotourism model constructed within a Cofan population, "Cofan ideas of cooking conflicted sharply with the palates and gastrointestinal needs of our tourists."

(Borman 2008, 22). Food is one of the primary depictions of culture, and the lack of alteration of traditions exhibits how native populations have resisted the influence of foreign peoples. However, when ecotourism begins in a remote, virtually untouched location, cultural alterations are certain to be made. Referring again to the Cofan example, Borman states that "the temptation to hire outside cooks was strong" in order to satisfy the needs of tourists coming to the area (Borman 2008, 22).

The culture of the natives is at high risk for destruction as ecotourism develops. The tribes and native populations were previously not exposed to the cultures of foreign tourists. Wesche stresses the importance of preserving the culture and not allowing cultural trade to take place between the tourists who visit the region and the native people who reside there (Wesche, 1993). In cases where ecotourism becomes popular, the native people are thrust into realization and acceptance of new cultures, ideals, and attitudes. The previously inexperienced presence of outsiders can potentially cause the natives to adapt their current lifestyles to what they think the tourists want to see. For instance, a native person may alter the way they dress to appear more exotic and attractive to the tourists. But dress is not the only alteration made be native people. Behavioral changes and attitude changes are also a possible result. As native people are exposed to things such as the technology that foreigners may bring, they may in turn develop a desire for these things. An item as simple as a camera may become an obsession for native people. Attitudes may be altered as the indigenous people view the means foreigners' treat one another. American cultures, for example, may depict an attitude of selfishness and unwillingness to help one another; a trait that native tribes will not have developed. The sense of community is alive within native people, as they cultivate, hunt and gather for the sake of

the entire tribes survival. While people of developed nations, on the other hand, rarely stop to help a fellow citizen change a tire.

Exposure to foreign, developed cultures can also give way to political changes.

Native people can potentially desire to end equal distribution of goods; the egalitarian society that they were raised in could crumble. If the chief of the tribe, for example, does not collect and redistribute money (or other bartered items) among the people evenly, then there is potential for an uprising. Kuecker writes "cultural creative are the antithesis of corporate globalization, the concentration of wealth and power by a few individuals, companies, governments, and global institutions." (Kuecker 2008, 107). The deviation from traditional egalitarian practices leads to a more developed political system. This unequal treatment also yields issues of favoritism. The division of goods to people may spark tribal rivalry. The chief may also decide to give one member more than another, or the chief may even determine that he deserves more of the income than his tribe members.

This could potentially result in tribal poverty and a political shift to a monarchy.

Tourists also create issues when they bring their culture with them to this exotic location. Issues with resource utilization, human waste, and foreign attitudes all yield to the potential destruction of the ecotourism industry. Human waste creates consequences of where it is to be put. Sewage and trash from foreign tourists can be a large environmental limiter. It is unsanitary to dump the waste into the river systems, but it is also problematic to store it in underground systems as well. Both of these potential storage places can cause water resources to become unusable. There are also no landfills in the area; the issue of where to rid the ecolodges of trash is not easily solved.

Resource utilization by foreigners in the lodges is potentially unsustainable as well. Food provided to the tourists causes an increased demand for growth in the area. It also potentially causes the issue of importing goods rather than purchasing them from local growers, as the native farmers may not be able to sustainably cultivate enough sustenance to feed the tourists. There are also issues with the types of food foreigners' demand. They may not have a desire to eat native fruits and rainforest plants for their entire stay; they may request foods that are more familiar to them and easier for their digestive systems to process. Water usage is not a standard; it varies by culture and development of the native nations. People of developed nations use a great deal more water than the native people do. While tourists hail from locations where daily showers are the norm and water usage is excessive compared to the natives, water resources in the ecolodge area may not be able to sustain such a usage. Water reservoirs must be constructed to meet the cultural demand of tourists for water. This in turn could lead to less ground water being available as well as less water in the river systems.

Tourists' attitudes may also cause issues to arise. People who are coming to these remote locations hail from areas of environmental destruction. It is possible that tourists may damage the preserved environment (even if unintentionally). Hikers may leave the designated trails and trample native flora of the area. As mentioned before, they may also potentially destroy nesting habitat of native animals and scare them away to invade the territory of others. This results in territory issues and the potential for destruction of the flora and fauna habitat in the rainforest.

Another potential problem is the impact of organizations of the native people. The treatment of natives by the corporations that own the ecolodges can hypothetically be

terrible. There is great potential for use of the natives as nothing more than a tool to make money. Foreign owners have the opportunity to rob the native populations of adequate pay. In the tourist areas of village expeditions, hikes, and lodge employees, owners can mismanage their power and not follow through with the promised wages for indigenous people. There is also the issue that the lodges will stay owned and managed by the corporation. This would exclude that native population from a majority of the income and lodge decisions. In this situation, natives would become victims of circumstance. They would not be able to partake in decision-making that would affect their environment and way of life. They would also be barred from deciding how the lodge would incorporate the environmental and cultural aspects of touring. The native people would be merely an instrument for foreigners to profit from this new economic industry.

Chapter 4: Case Study of Ecotourism in Ecuador

One of the best places in the world to find an ecoresort is the small South American nation of Ecuador. Ecuador is so unique and special because it houses two of the most desired destinations of ecotourists: tropical rainforest and the Galapagos Islands.

Ecoresorts have become more and more common in this remote nation, and case studies of these resorts have as well. These case studies were completed by several people (all of whom can be seen in the bibliography of this paper). Identified and discussed in the works are the impacts on the native people, the impacts on the environment, and the impacts on the economy.

Impacts on the environment recorded while studying ecoresorts are those of flora and fauna. Beck writes of a study completed in Podocarpus National Park located in southern Ecuador. This is Ecuador's "first conservation area, whose goal is to protect the country's last intact mountain rainforest ecosystem;" it is "largely untouched by humans." (Beck 2008, 337). Actions are being taken within these fragile ecosystems to uphold and protect the native plants. Beck's example is just one of many of these. Authors Bromberek and Zbigniew describe the importance of national parks and preservation areas referring to the "numbers of visitors to national parks and protected areas" and how these parks "are extremely important to habitats as they constitute the last refuges for endangered species." (Bromberek and Zbigniew 2009, 7). The importance of protected areas to maintain tourism and sustain the environment is realized by many professionals and authors who have studied the Amazon in particular. Case studies have revealed that preservation and conservation are detrimental to ecotourism's survival; because if there is not a preserved and conserved environment for tourists, ecotourism will not exist.

There are also case studies that delve into human impacts. The effects of ecotourism on native people is highly studied, arguably even more so than environmental impacts. The majority of consequences evaluated deal with how the native people handle the invasion of foreign culture. Both tribal and non-indigenous groups are written about by several authors. The culture, livelihoods, income sources, relationships, and attitudes are all assessed. Author Grindle argues "an increasingly marginalized peasantry is bound to disappear, forced off the land and absorbed into a rural or urban labor force, their numbers and insecurity serving to keep wages extremely low." (Grindle 1986, 22). This possible effect of ecotourism was evaluated in parts of Latin America. The move from a subsistence livelihood and income source to a market-based tourist economy would result in a large peasant class with little rights and money. It is argued that this in turn could potentially result in uprisings among the lower income classes and a new form of government. Culture is also at risk. The "mass influx of beach-going vacationers" can impact how the natives perceive people. With such a vastly different culture always making its mark on the natives, it would be difficult to maintain the untouched culture they already possess. Foreign populations are also impacted as corporations and NGOs come to the area. It has been noted that some of the "struggles have pitted local communities and NGOs not only against their own governments, the World Bank, and USAID but also, not infrequently, against the agendas of international conservation organizations." (Honey 1999, 84). NGOs and ecoresort owners must find a means of balancing their work and industry with the regulations and politics of such organizations.

There is also the impact on the economy to be considered. Free trade verses local trades and leakages are some of the main issues. With the influx of money into a new

ecotourism economy, there is risk of a situation where "weak nation capital cannot compete with strong foreign companies." (Honey 1999, 86). This has the potential to send the majority of money to foreign corporations and owners while the local nations, with their undeveloped economy, lose most of the profit. A closely related potential issue is also leakage. Leakage is a cause for concern, as native people would like to keep a decent amount of their profits in their country to further development. There are methods being evaluated that focus on "finding mechanisms to retain more of the profits within the country, not simply in the hands of the private sector but for use by local communities and the central government for conservation and economic development projects." (Honey 1999, 89). It is detrimental to the survival of ecotourism that money be handled properly. If foreign business owners do not receive adequate money to keep the business alive, then the entire economy that was brought with tourism will fall to pieces. Everyone would suffer, as the industry would become obsolete; reverting back to old ways of living could be the difference between starvation and prosperity for native people. Economic prosperity in the ecotourism industry is dependent on everyone involved within it. These case studies evaluated are only few of several that yield very similar results.

One of the researchers discussed an examination completed by a team in Ecuador studying six different areas: La Gamba, Cerro de Oro, Drake Bay (Agujitas and Los Planes), and La Amistad (Altamira and Biolley). The results showed economic benefits were found by the researchers to make an improvement on the lives of the indigenous people. The economy was improved, and the local people generated more income. (Stem 2003).

Author Peaty describes a specific ecoresort in the Kapawi region of Ecuador. Peaty focuses on community- based ecotourism in particular. Collaboration with the local

community is a main concern for this type of tourism. The Kapawi ecotourist is currently in the control of foreign funders. In 2011 it will be given to the local Achuar people to control. There are doubts to whether or not they will be able to balance the books, and if they cannot do, whether or not they would be able to close the operation (Peaty 2007). This is practiced in other resorts as well. Peaty notes that there is faith in the success of the lodge as the native have been trained strictly on a specific guideline. Stronza also writes of Kapawi. She notes that Kapawi is known for having an agreement with the local people to sustain their relationship together as well as their culture and involvement in the industry (Stronza 2003). The codependency of the native and foreign people at this resort is a specific case study that is written about by many researchers.

Another case study focused on people within Ecuador. Sven Wunder researched the impact of the native Quechua people near the Cuyabeno Wildlife Reserve in Ecuador are the subjects of this article. Their livelihoods were assessed by the author in a methodical means to determine how effective the ecotourism industry was at increasing income for the natives as well the cultural impacts it made on them. Income size was determined by a method of separating out the income sources, amount of tourism to the area, jobs performed, degree of specialization, and the appeal of the area to tourists. These things together affect the amount of purchasing power of the native peoples in their local markets. The research concluded that an increase in purchasing power and tourism resulted in a change in attitudes and behaviors of the native people. These behaviors included creating conservation zones and the reduction of exploitation of the local environment. There was also a decrease in hunting and poor farming practices (Wunder, 1999).

Chapter 5: Lessons Learned

Ecotourism can be both a good thing and a bad thing; the determination of which it is to be depends on how it is practiced. Environmental, human, and economic impacts must all be minimal and made by a sustainable means that benefits the environment in which it is practiced.

In order for ecotourism to be beneficial, Environmental impacts must be low and positive. Land use alterations must be minimal and only pertain to certain industries. There must be little to no destruction of the environment, as this destruction would eventually lead to a lack of desire to see the environment. Tourists are not going to pay to see what is left of a pristine habitat when there is still an intact habitat in existence. Another means by which impact is kept low is by utilizing the natural resources present in the area. Ecolodges, for example, can be constructed of the same materials the natives use to build their homes. This would prohibit importing foreign resources and limit the amount of money spent to develop the rainforest. This also adds an element of sustainability as excess material can be incorporated back into the soils. Maintaining the environmental condition that was the norm prior to the lodge is also important. Degradation of the environment because of building means dilapidation of the ecotourism economy. Another aspect of keeping a low impact is to regulate the amount of resources utilized. Water use must be monitored and regulated to maintain supply without impacting the local water budget.

Environmental impacts must also be positive. Both preservation and conservation should be practiced in the appropriate areas. Protection of the native plant and animals species must be done to the best of people's abilities. Reforestation should also be

practiced. Though in some cases deforestation may be inevitable (such as removing trees to construct a lodging structure) the deforested trees could be used as building material. There is also the consideration of land use alterations. While changing the landscape to rid certain areas of farming and ranching, sustainable food sources should not be removed. Farming practices that are environmentally sustainable would be the best locations to get food supplies from. That also opens up the possibility of tours for foreigners to see how food is grown in ecotourism locations.

Preservation of culture is extremely important. Human impacts can greatly affect the lives of other humans in the area. Actions must be taken to preserve the cultures of the native peoples, as that is one of the components of the ecotourism industry. It is important to ensure that interactions are not only limited, but also beneficial. Author Borman writes of his experience as a tribal member. He notes that his culture, the Cofan culture, "established the continuance of [their] Cofan form of knowledge as a viable path for young people within the community to pursue." (Borman 2008, 23). In order to protect the culture the tribe has known for years, necessary opportunities were given to people within the community to ensure the survival of their traditional past. There are also anthropological benefits of maintaining the culture. The endurance of the culture would allow for research to be conducted monitoring changes in lifestyles, as well as the recording of stories to preserve and display traditional cultures. The influx of money into the native economy causes possible issues with the sustainability of the income and the environmental impact that can potentially be made by tourists. The income must come from a constant source if the tourism industry is expected to survive; the source must also not greatly impact the amount of work done to the land.

Income distribution must also be addressed if ecotourism is going to survive. The natives need to have a steady, appropriate source of income that is distributed to the population in adequate proportions. Borman addresses this issue again relating to the Cofan. He writes that the "new skills [they] were learning... dealt with the multitude of details that went into taking care of the physical needs... were worthy of higher pay." (Borman 2008, 23). He continues to address the issue with the question of "how to justify giving everybody similar wages" as wages "ceased to be a way of paying for day labour, and began to be viewed as a communal reward." (Borman 2008, 23-24). It is important that the native populations be paid what they deserve in the proportions they deserve. It is also valuable for the community to view wages as community pay, as it would reinforce the traditional culture of the people.

Closely related to the income impacts on the native cultures are the economic impacts. Fair involvement, sustainability, and global participation are all factors. Equal involvement is a key factor to the success of the economy. Native people, both indigenous and non-indigenous, should be involved in the planning of the ecoresorts and their tours to ensure proper treatment of everyone involved. Fair pay is also essential. It ensures that everyone is content, and therefore it inhibits uprisings. Natives being included in management positions also ensures that the people are content. They can lobby on behalf of the native populations and have their voices heard. Teaching the native people how to run and manage the lodge also paves the way for them to direct it on their own. It has the potential for foreign involvement to be minimal, if present at all. However, the teaching must done properly as well. Natives must be taught to prevent corruption; this can be accomplished by teaching the managers to lead by a good example.

The increased stability brought about by economic growth and alteration has the potential to be highly beneficial to the native's lifestyle. An ecotourism economy would end the dependence on crop cultivation. Issues such as crop failure, lack of food, lack of pasture ground, and lack of a selling market would all be abolished. There is also the factor that there would be more money on the market to spend. Income could be brought from tourists purchasing crafts, income from tours, and revenue from the lodge. The income from these places provides a sustainable and virtually ensured source of money. Global participation is also a component of economic impacts. Foreign investments in the lodge provide a reliable means to keep the ecotourism economy going.

Yet ecotourism can result in devastation; if practiced poorly, ecotourism can be destructive. There can be issues with environmental degradation, human cultural degradation, and economic complications. The destruction of the environment can be brought on by deforestation to provide lodging for the tourists. There is also the chance that development and an influx of people would require the natives to alter the crops they grow along with the amount of land used to grow them. Soil and land quality would then dramatically drop, as the land would be used unsustainably. Climate change, destruction of habitat, and extinction of species are also possible results of poorly practiced ecotourism due to environmental degradation.

Human impacts also have the potential to be negative. Cultural alterations, corruption, failure to establish a successful lodge, and the potential for tourists to leave traces on the environment are all potential issues. The native peoples must use caution when allowing tourists to come into their villages. If native people allow the foreign cultures of tourists to influence the way the live their lives, then the culture of the native

people is at risk for being destroyed. Corruption both within lodge management and the villages is a potential risk. Equal and fair occupations and pay must transpire; if they do not, there is a possibility for uprising and eventually the fall of the ecotourism industry. Failure to establish a successful ecolodge business has perhaps the most extreme impact on people. If the entire region is altered to support a tourism industry, and if the ecolodge fails, people are required to revert back to their old ways several issues can arise. People may not have the land and resources to complete the regression successfully. The issue of tourists leaving trash in the environment is unlikely, yet possible. In general, ecotourists are people who are concerned with the environment. Yet there is a chance that they will litter and begin a tradition of trashing the natural environment in remote locations.

A poorly practiced economy is also a potential concern. Failure to make a profit from the resorts as well as a concentration of the money in the hands of the owners and villages' chiefs are two of the most prominent matters. If the ecoresorts do not bring in profit, then the foreign corporations and owners would have no reason to keep them open, this would end the industry. This has happened with some ecoresorts. They were noted to have a well-structured business plan, but even that cannot guarantee the survival of the industry. Authors Oglethorpe and Zografos discuss a Multi-Criteria Analysis (MCA) model that was used in Alto Napo, Ecuador. Their MCA example illustrates the structured business plan and its ability to have issues. The MCA itself was successful with a few issues centering on gender and reluctance of people to end their small-scale farming industry to work for the ecotourism industry (Oglethorpe and Zografos 2004). People play a role in the success of the plans of ecoresorts. Another means by which people play a role is through money. Revenue concentrated in the hands of an elite few also has the potential

for terminating the industry. If the profits are kept within foreign investors, then the native people could potentially end their agreements because of not receiving money. The issue with the tribal leaders keeping most of the money also has the prospective to end the industry. If the locals are not pleased with the distribution of goods, then it is likely that they will refuse working.

The recommendations to avoid these potential bad practices are not a guarantee that the industry will be successful and prosperous. There are three main suggestions for practicing ecotourism fairly, sustainably, and affectively. The first is to establish a plan with the community that encompasses all people, from natives, to tribes, to foreign managers and owners. This ensures that all voices are accounted for and that everyone can assist in the process and practice of the industry. The second is to follow the plan made by all people. Though there are times when deviations from the plan will have to occur, it should be followed unless there are any issues. When divergence needs to take place, the compromise and new plan must be decided on by all people. The third practice that would help to make the industry successful is to publicize the lodge. The Internet, Lonely Planet, AAA and other sources would provide the lodge with a trusted source of publicity. Publicity equates to guests at the lodge and tourists to spend money in the area.

Chapter 6: Conclusion and Reflections

Ecotourism is rapidly on the rise in almost every continent on earth. Though the potential benefits are great, the potential consequences are great as well. What determines the survival of the industry is the means by which ecotourism is practiced. Everything must be fair for all parties involved. As the case studies have shown, fairness determines the happiness of the native people. If the natives are unhappy, then the industry has great potential to fail because of resistance to touring. Fairness also encompasses the preservation of cultures. It is only just for the culture of the native people to be preserved and reiterated. This in turn will ensure that there is still a foreign culture for tourists to come see. Environmental impacts must be kept to a minimum. Any alterations that take place should be small and only for the sake of preserving the resources and environment that are currently there. Any large alterations that take place should be reforestation and preservation acts. Models and case studies have shown that even preservation and conservation may still have unintentional issues. Economics lie on shaky ground. Everything can be practiced ideally, but the economy can still fail if people do not spend the money to come and stay at the ecoresorts. Some issues are simply beyond the control of any of the people working in the ecoresorts industry.

I would like to take this section of the paper and deliver my personal opinions on the topic of ecotourism. I have three main questions I asked myself at the beginning of this project. They are "Can ecotourism successfully work?" "Can ecotourism work in all cases?" and "Is ecotourism truly sustainable?" None of these questions have a clear, definite answer; they all depend on the situation in which ecotourism is practiced.

I do believe that ecotourism can successfully work in some cases. If the proper precautions are taken and equality and fairness is extended to all people, the economy, and the environment, then ecotourism can bring in a profit. All of the case studies and evaluations completed throughout this paper show that if procedures and measures are taken to plan an effective balance between all people and the environment, then ecotourism has the potential to be successful. There are instances, however, when all of these things are done and ecoresorts still fail. Some things are beyond the control of the resorts. Even with publicity, people may still not desire to come to the resorts. The economies from which tourists are from play a role in whether or not people will travel to this foreign country and take part in ecotourism. Failure is, in some cases, not the fault of the ecoresorts.

The question of whether or not ecotourism can work in all cases is answered easily:

No, it cannot. There is no way to blanket the topic of ecotourism. Some resorts are
successful, while others are not. Having a basic model and plan for all potential resorts to
follow still does not guarantee that the resort will be successful. Having a successful
ecoresorts is similar to having any other successful business; it requires luck and timing. I
do believe that ecotourism can be successful in virtually any place on earth, but timing and
publicity are essential things to have on your side.

But how sustainable is ecotourism, really? This is a question that I still do not have a definite answer for. There are so many variations on the practice of ecotourism that defining how sustainably they are is virtually impossible. But to generalize, I would say that ecoresorts and ecotourism are sustainable. They have to be, by definition. The benefit, from an environmental perspective, of ecotourism is that the environment must be intact

and in great condition in order for people to want to come see it. The only question of unsustainability would be waste disposal and water usage. But ecoresorts that have been studied have answers to these problems. Things such as cold water for shower limits the time and water used. Waste is sorted and recycled, composted, or discarded in a safe location. Sustainability is, safely said, a major component of ecotourism, but is every ecoresorts sustainable? I cannot truly answer this.

Bibliography

- Beck, Erwin; et all. 2008. Gradients in a Tropical Mountain Ecosystem of Ecuador. Part IV.2.A: "Planned Disturbance as a Strategy for a Sustainable Use." Berlin, Germany: Springer.
- Bromberek, Zbigniew. 2009. <u>Eco-Resorts: Planning and Design for the Tropics.</u> "A Question of Sustainability" and "Tropical Tourism and Eco Tourism: Scale and Trends". Burlington, MA: Elsevier.
- Cajas, Sylvia. 2010. Personal interview. November 21.
- Durham, William H., R. Borman, and Amanda Stronza. 2008. <u>Ecotourism and Conservation in the Americas</u>. Part II: Community-based Ecotourism and Part VI: Outcomes for Communities. Cambridge, MA: CAB Int.
- Grindle, Merilee S. 1986. <u>State and Countryside: Developmental Policy and Agrarian Politics in Latin America.</u> "The State and Agrarian Change" and Poverty and Survival among to Rural Poor". Baltimore, MD: The Johns Hopkins university Press.
- Honey, Martha. 1999. <u>Ecotourism and Sustainable Development: Who Owns Paradise?</u> "Ecotourism Today." Washington, DC: Island Press.
- Kuecker, Glen David and Richard Stahler-Sholk and Harry E Vanden. 2008. <u>Latin American</u>
 <u>Social Movements in the Twenty-First Century: Resistance, Power, and Democracy.</u>
 "Fighting for the Forests Revisited". Lanham, MD: Rowman & Littlefield Publishers Inc.
- Linsenmair, K. Eduard and Antje Müllner and Martin Wikelski. 2003. "Exposure to Ecotourism Reduces Survival and Affects Stress Response in Hoatzin Chicks (*Opisthocomus hoazin*)," in *Elsevier Biological Conservation*. 118. Pp 549-558.
- McCool, Stephen and R. Neil Moisey. 2008. <u>Tourism, Recreation, and Sustainability: Linking Culture and the Environment, Second Edition.</u> Part II Tourism, Place, and Community: "Community Perspectives in Sustainable Tourism: Lessons from Peru." Cambridge, MA: CAB Int.
- Neto, Frederico. 2003. "A new approach to Sustainable Tourism Development: Moving Beyond Environmental Protection," in *Natural Resources Forum 27*. Pp 212-222. Oxford: Blackwell Publishing.
- Oglethorpe, David, and Christos Zografos. 2004. "Multi-Criteria Analysis in Ecotourism: Using Goal Programming to Explore Sustainable Solutions," in *Current Issues in Tourism*. Vol 7, No. 1. Pp 20-43.

- Peaty, David. 2007. "Community-Based Ecotourism in Ecuador and Its Contributions to the Alleviation of Poverty," in *Memoirs of humanities, Human and Social Science of Ritsumekan University*. Pp. 57-82.
- Preston, William. 2010. California Polytechnic State University, San Luis Obispo. Lecture on Amazonia.
- Stem, Caroline J, et all. 2003. "Community Participation in Ecotourism Benefits: The Link to Conservation Practices and Perspective," in *Society and Natural Resources*. Pp. 387-413.
- Stronza, Amanda. 2001. "Anthropology of Tourism: Forging New Ground for Ecotourism and Other Alternatives," in *Annual Review of Anthropology*. Review 30. Pp. 261-283.
- Stronza, Amanda. 2003. "The Kapawi Indigenous Corporate Partnership for Ecotourism in Ecuador." Stanford Graduate School of Business. SI-42. Pp 1-16.
- Wesche, Rolf. 1993. "Ecotourism and Indigenous Peoples in the Resource Frontier of the Ecuadorian Amazon." University of Ottawa: Department of Geography. KIN 6N5. Pp 34-45.
- Wood, Megan Epler. 1998. "Meeting the Global Challenge of Community Participation in Ecotourism: Case Studies and Lessons from Ecuador." American Verde Working Papers-Number 2. Pp. 1-32.
- Wunder, Sven. 1999. "Promoting Forest Conservtion through Ecotourism Income?" in *Center for Internatinoal Forestry Research (CIFOR) – Occasional Paper*. Number 21. Pp 1-24.