



## **Future Challenges and Innovations**

**Ecotourism** – thinking beyond Eco and  
acting beyond Tourism

**Muchas Gracias!**  
**Thank You!**



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**Bunbury Can Catch The Wave!**



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Cloud Forest Air Tram Project







31/08/2012

Cloud Forest Air Tram Project







15/09/2012



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Cloud Forest Air Tram Project







# Cloud Forest Air Tram Project





15/09/2012

Cloud Forest Air Tram Project







14/09/2012

Cloud Forest Air Tram Project







Cloud Forest Air Tram Project







Cloud Forest Air Tram Project







May 2013

Cloud Forest Air Tram Project







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Amazing Views From The Top







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Amazing Views From The Top







# The Observation Tower Project





The Observation Tower Project







The Observation Tower Project







# The Observation Tower Project





Bird's Eye View from the Air Bike







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The Sky Canopy Bike Project







# The Sky Canopy Bike Project





The Sky Canopy Bike Project







# The Sky Canopy Bike Project





The Cloud Forest From Above







PC800 HYPERFIRE PRO

RECONYX

...and we patiently watch the footage at the Lodge.





MASHPI

RECONYX

...and we patiently watch the footage at the Lodge.





MASHPI CEBUS TR

RECONYX

...and we patiently watch the footage at the Lodge.





PC800 HYPERFIRE PRO

RECONYX

...and we patiently watch the footage at the Lodge.



2011-09-05 7:32:48 AM M 3/3

19°C



PC800 HYPERFIRE PRO

RECONYX

Hidden Cameras Capture the Forest's Biodiversity







PC800 HYPERFIRE PRO

RECONYX

...and we patiently watch the footage at the Lodge.



2011-08-28 9:03:40 AM M 1/3

64°F



PC800 HYPERFIRE PRO

RECONYX

Understanding the Remoteness of the Forest







Stealth Cam 11/17/2011 11:58:29 68F

Understanding the Remoteness of the Forest







Natural History Lounge



## Mashpi Lodge Camera Trap Project

The movement of animals inside the forest tells the story of the forest itself. The camera trap project is a new way to study and monitor animals through photographs. Population data is collected to study animal communities within the reserve. Since sighting mammals inside the forest is so difficult, "candid" photography has proven to be a very effective method. The use of camera traps makes for accurate estimates of wildlife populations, helping us better understand the ecological movements of individual animals, while proving the existence of a particular species.

To find the right places to set up cameras, we studied animal footprints and trails. On each trail we found sites with high animal activity, and therefore adapted them to set up the camera traps. After understanding how the cameras worked, the cameras were placed on trails that are used by Mashpi Lodge guests.



### Mashpi Lodge Memberships & Awards



### The Mashpi Biodiversity Gallery







**...AND LOVES WINE TASTING TOO!**





**FORMER TRUCK DRIVER WHO LOVES BEING A WAITER**







**FORMER HUNTER WHO LOVES BEING A BIRDER**







**FORMER LOGGER WHO LOVES BEING A PLANT LOVER**







Nothing Beats The Mashpi Experience...







Nothing Beats The Mashpi Experience...







...with Out-Of-The-Ordinary Views!







Ample Bathrooms





Yaku King Suite





Observation Terrace



**22 ROOMS**

3 yaku suites :: 19 wayra rooms



Official Inauguration of Mashpi Lodge: April 2012







**The Final Outcome** – what we achieved...







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**MASHPI LODGE CONSTRUCTION**







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**MASHPI LODGE CONSTRUCTION**







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**MASHPI LODGE CONSTRUCTION**







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**ALRIGHT...LET'S BUILD A LODGE!**







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**ALRIGHT...LET'S BUILD A LODGE!**





# Club-Winged Manakin





# Club-Winged Manakin





# Club-Winged Manakin







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**SCIENTIFIC MONITORING**







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**SCIENTIFIC MONITORING**







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**SCIENTIFIC MONITORING**







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**ALRIGHT...LET'S BUILD A LODGE!**







The Original Idea – what we wanted...







The Original Idea – what we wanted...



# Mashpi Reserve Protects **1,200 Hectares** of Tropical & Subtropical Forests



## Location & Geography of Mashpi





90% of the air we breathe is produced in  
tropical & subtropical forests

However, Ecuador loses about 12% of its  
forests every year due to logging...

...and reforestation reaches only about 4%.

That difference is not enough, unless we  
make profound changes.

**Conservation** without Money is **Conversation**

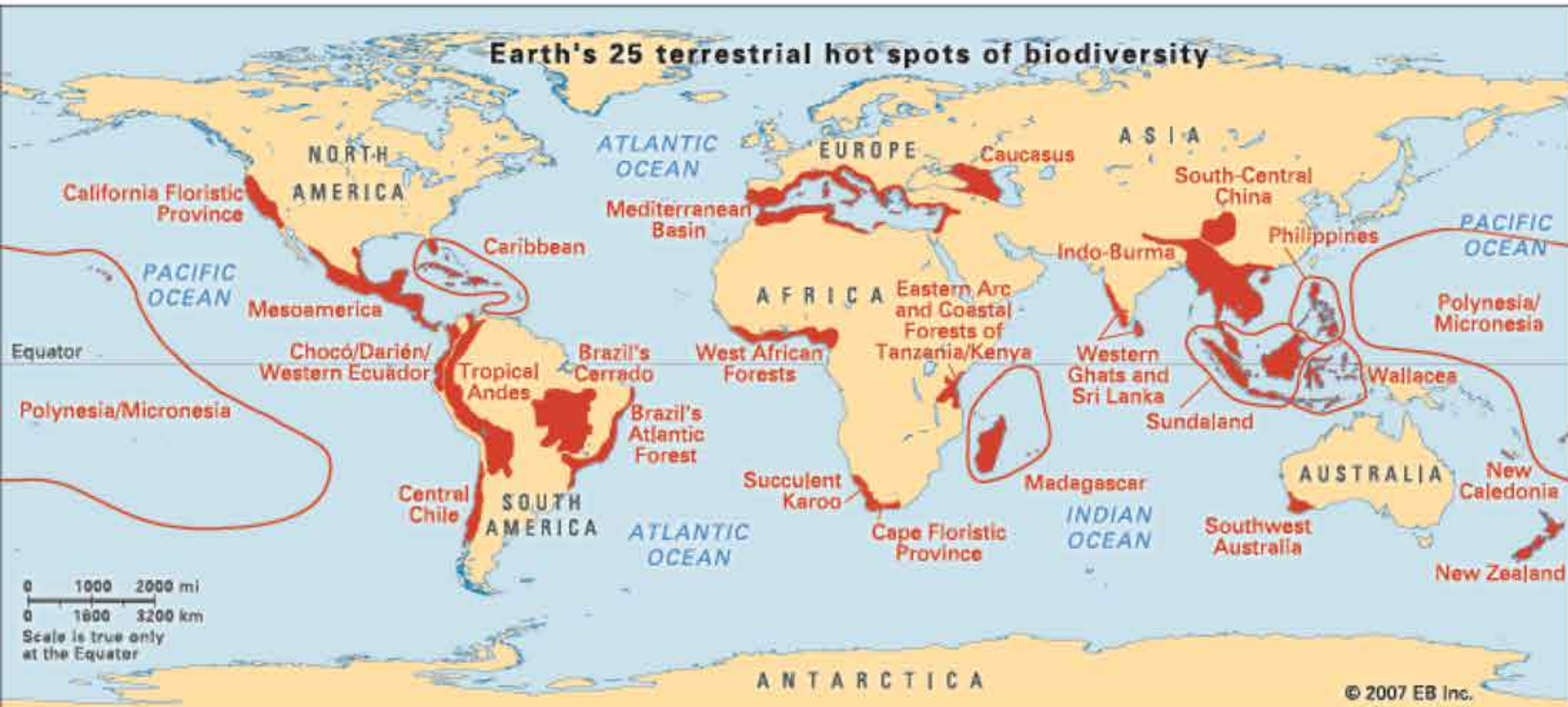








Basically, high biodiversity concentrated in few places...



...and these became the World's reserves of biodiversity.

**Where on VIP Can You Find Biodiversity?**



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# THE CASE OF MASHPI LODGE







This is how Sustainability works in the Galapagos Islands





Plastic Waste Becomes  
Options For People





# Burned Oils' & Toxic Materials Collection



FUNDACION  
**GALAPAGOS**  
ECUADOR



The **RELUSAN** Initiative in San Cristobal Island collected over 25,000 gallons of burned oils and 7,000 Kg of oil filters, and other toxic materials.







We ship these items back to the mainland at our own expense





Plastics & Cardboard are recycled back in the mainland





Compacting and Grinding Plastics





Solid waste contributes to supply the demand of some needs









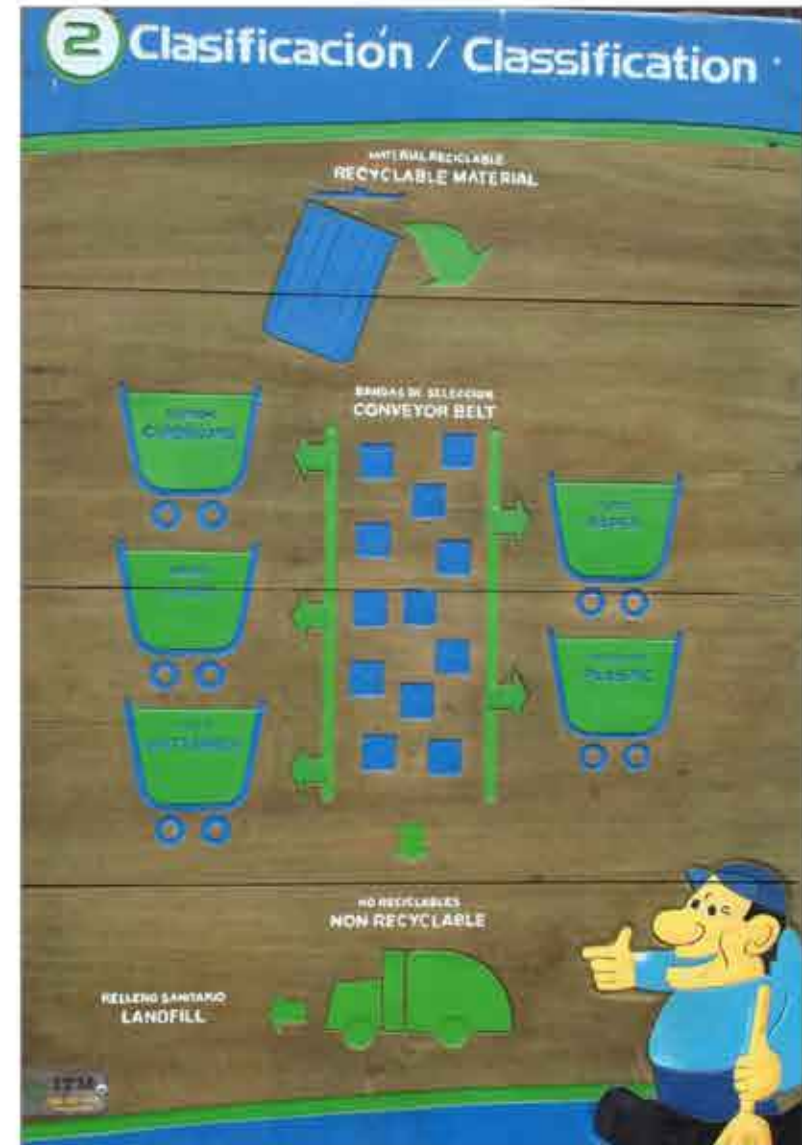
Grind glass to almost powder



# Solid-Waste Recycling Center



FUNDACION  
**GALAPAGOS**  
ECUADOR



Over **4 million** Kg of solid waste already processed



# Coastal Clean-Up



**124** coastal cleanup trips have collected **120,392 Kg**



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Coastal Cleaning



# Education & Community Support



So far, 66 local students have been invited in 2012 for Galápagos expeditions, 248 local students since 1998 & 12 local senior citizens





EXPEDITION VOYAGES FOR GALÁPAGOS SCHOOL CHILDREN





Our Commitment started by supporting the early work of the Galapagos National Park and the Charles Darwin Research Station.



Parque Nacional  
GALÁPAGOS



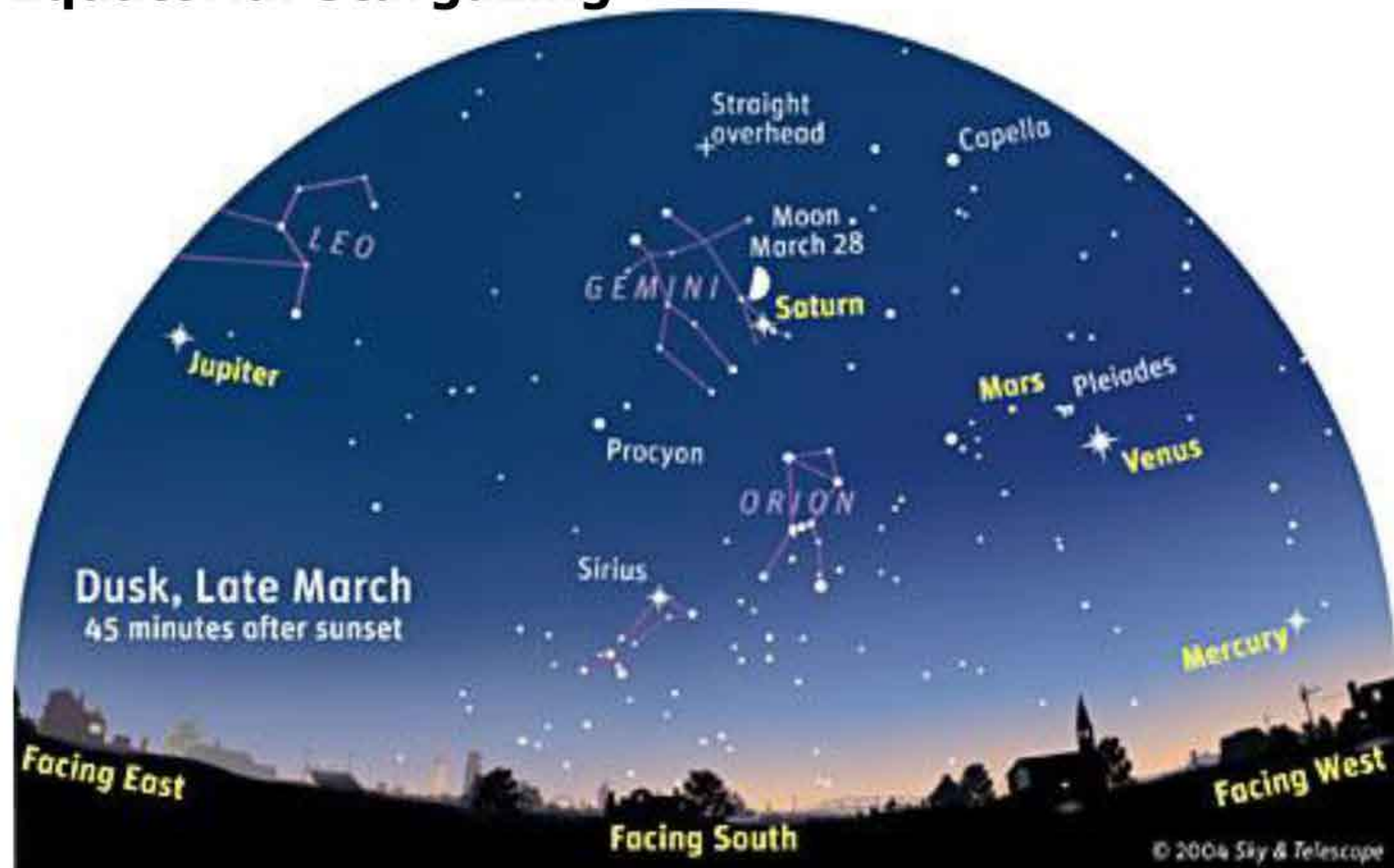
FUNDACION  
CHARLES DARWIN  
PARA LAS  
ISLAS GALAPAGOS

FUNDACION  
**GALAPAGOS**  
ECUADOR





# Equatorial Stargazing



GALÁPAGOS ISLANDS





PETE OXFORD

GALÁPAGOS ISLANDS

 **Metropolitan  
Touring**



# GBB = Glass-Bottom Boat



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 **Metropolitan  
Touring**



# Awesome Snorkeling

















































# Galápagos National Park Rules

- Do not touch, handle, or disturb any species. Animals are in the wild.
- Do not feed the animals.
- Please stay on trails and as a group.
- Make sure your cameras have their auto flash mode turned off. No flash.
- Absolutely, no smoking.
- No collecting any natural items.
- Be a good environmentalist: report any violations to ship's Naturalists.
- Please remember: we are an Expedition not a Cruise.

*M/V*  
*Santa Cruz*  
GALAPAGOS • ECUADOR



*M/V*  
*Santa Cruz*  
GALAPAGOS • ECUADOR





Our Galápagos Fleet of Experiences







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**Bunbury Can Catch The Wave!**











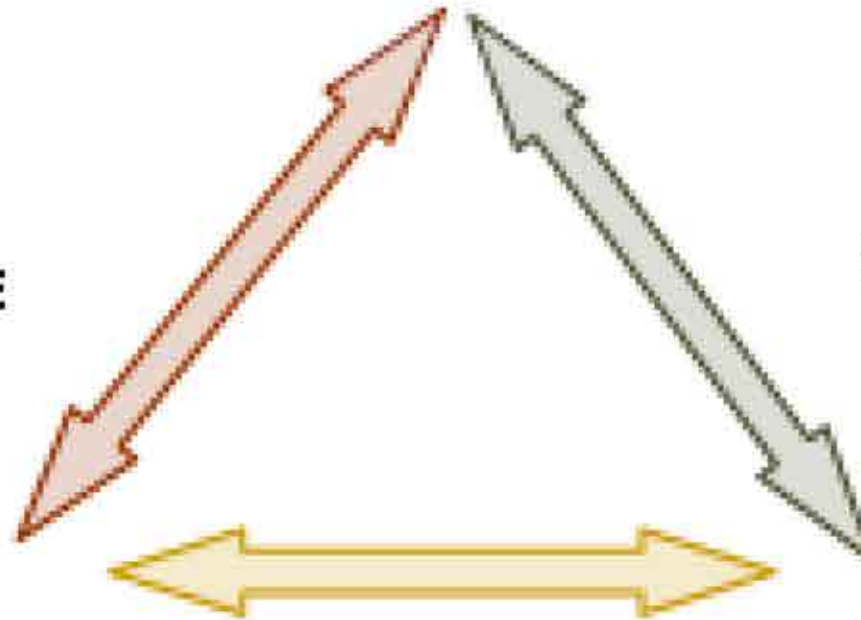




# **LOCAL COMMUNITY**

**THE NEED TO  
IMPROVE  
QUALITY OF LIFE**

**THE NEED TO  
EXPERIENCE  
SOMETHING NEW  
& GENUINE**



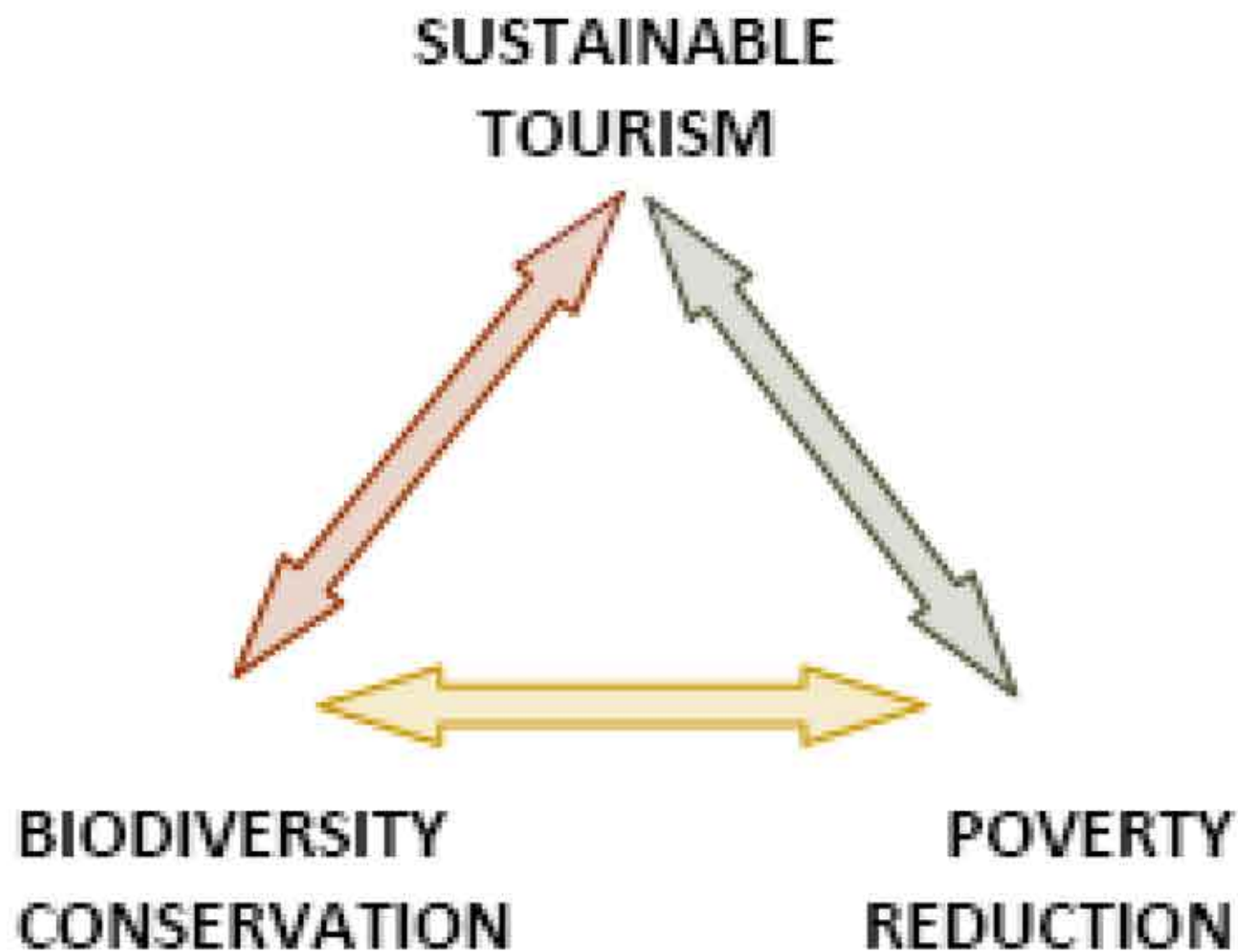
**LOCAL  
GOVERNMENT**

**BUSINESS  
SPIRIT**

**THE NEED TO BE  
GREAT CITIZENS**

**STRATEGIC PARTNERSHIPS MUST GENERATE SYNERGY IN ORDER TO  
CONSIDER THEM SUCCESSFUL & PRODUCTIVE**

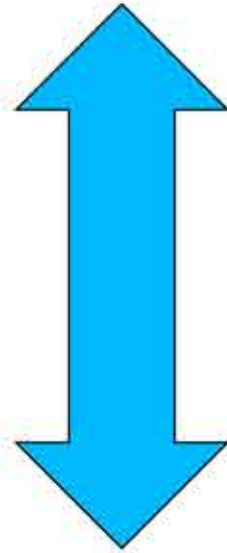




**Sustainable Tourism** is part of the synergy between biodiversity conservation and poverty reduction.



# ECOTOURISM



# ENVIRONMENT



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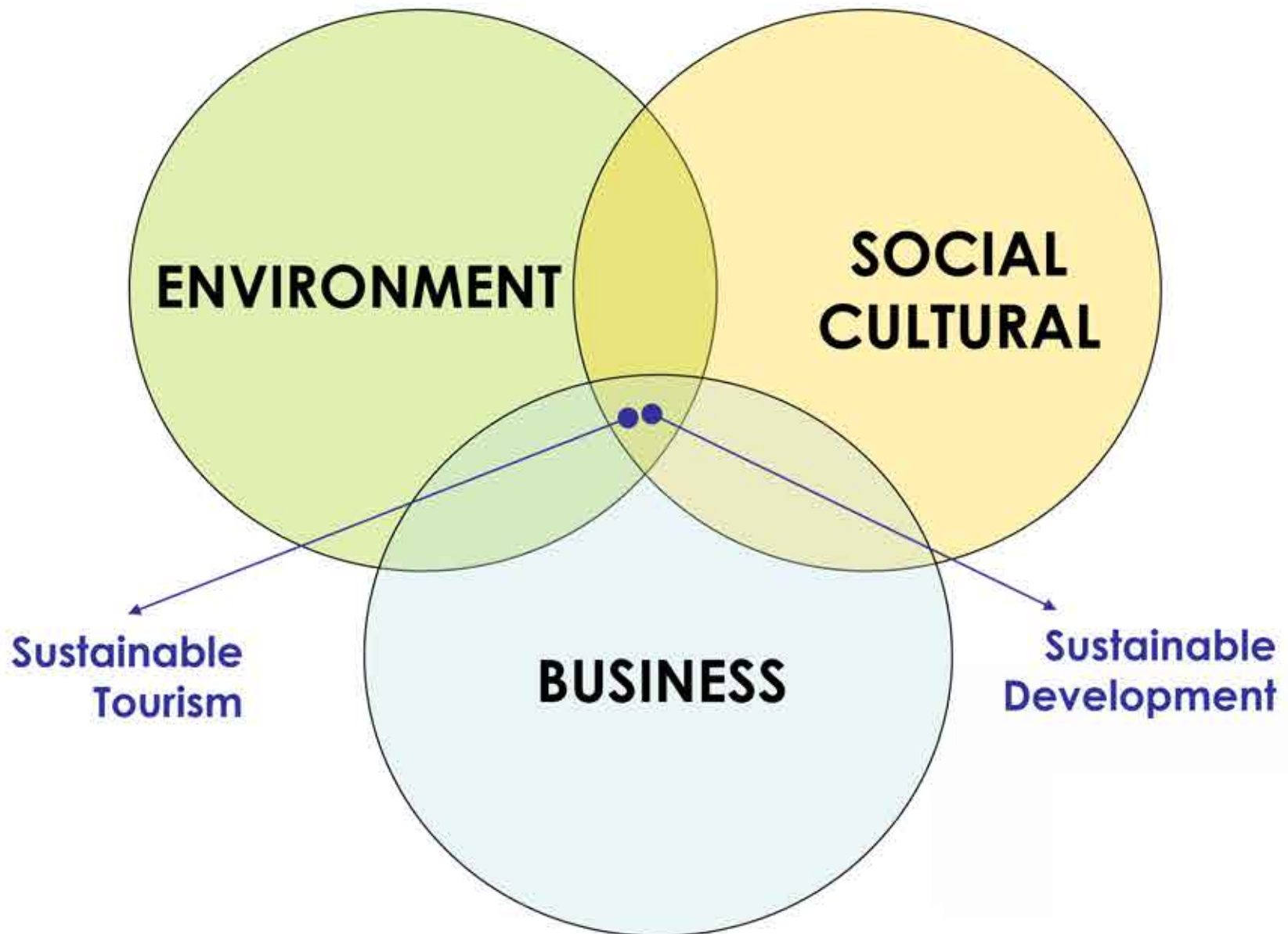
**SUSTAINABILITY:** meeting current human needs without endangering our descendants, and their future needs.





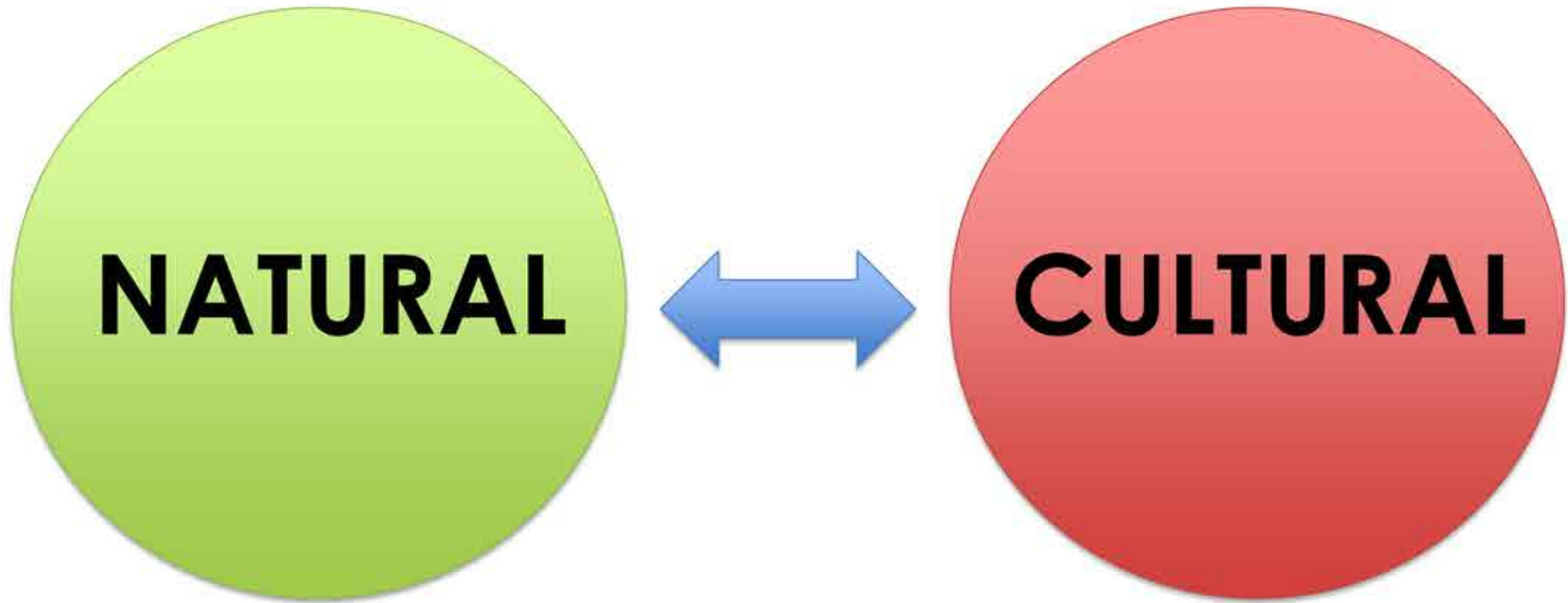
# SUSTAINABILITY 101

How can we embrace it?



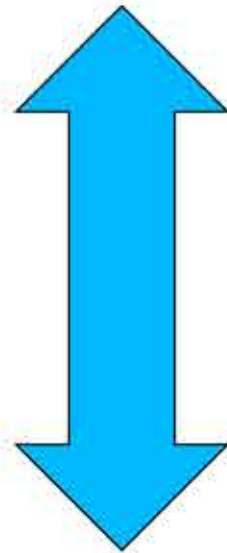


# ENVIRONMENT





# ECOTOURISM



# ENVIRONMENT



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Tourism is one of the world's fastest growing industries. It is also a source of increasing stress on fragile ecosystems. Its social, economic and environmental impacts are immense and complex, not least because tourism concentrates on vulnerable natural and cultural sites. The challenge is therefore to ensure that tourism operations are developed in harmony with environmental considerations.



The Issue of Human Impact





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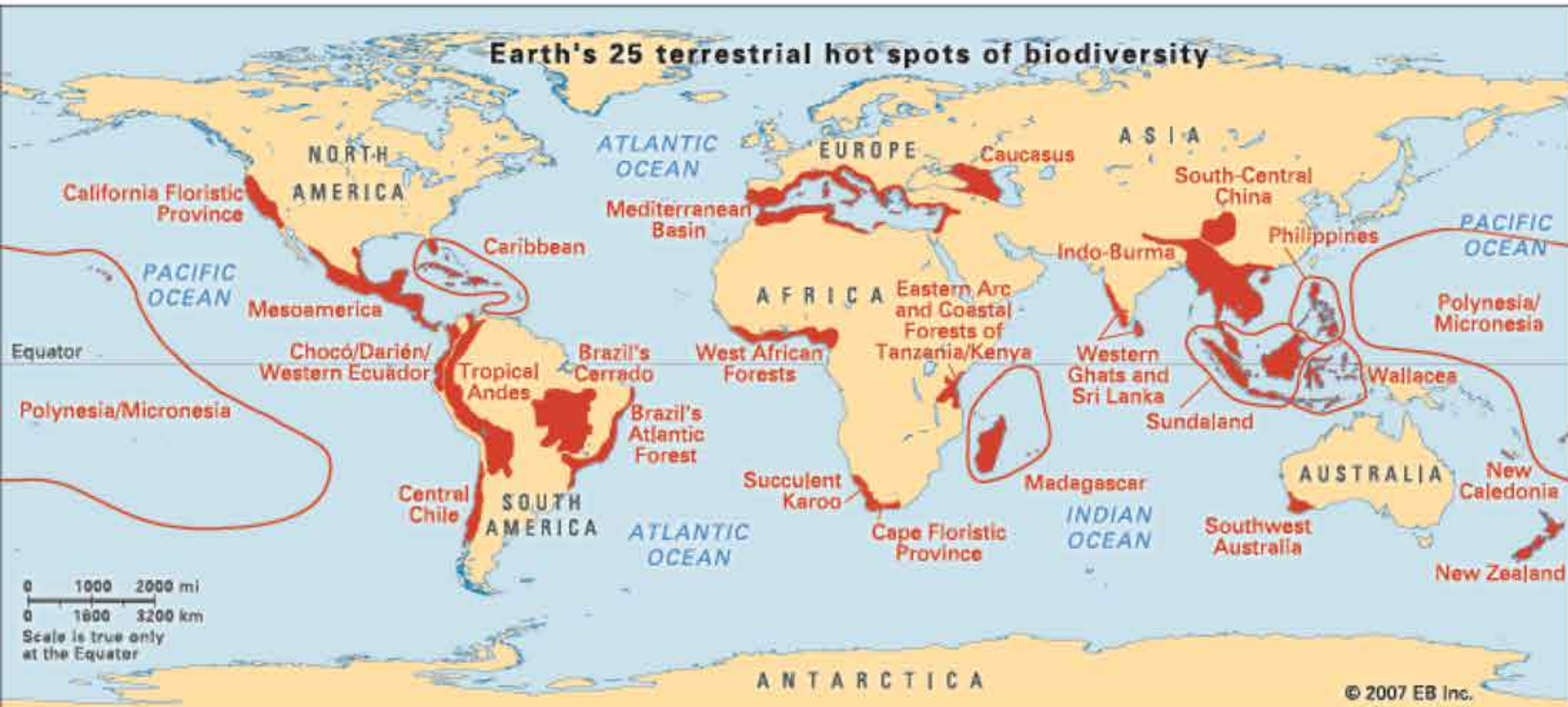




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...and these became the World's reserves of biodiversity.

**Where on VIP Can You Find Biodiversity?**



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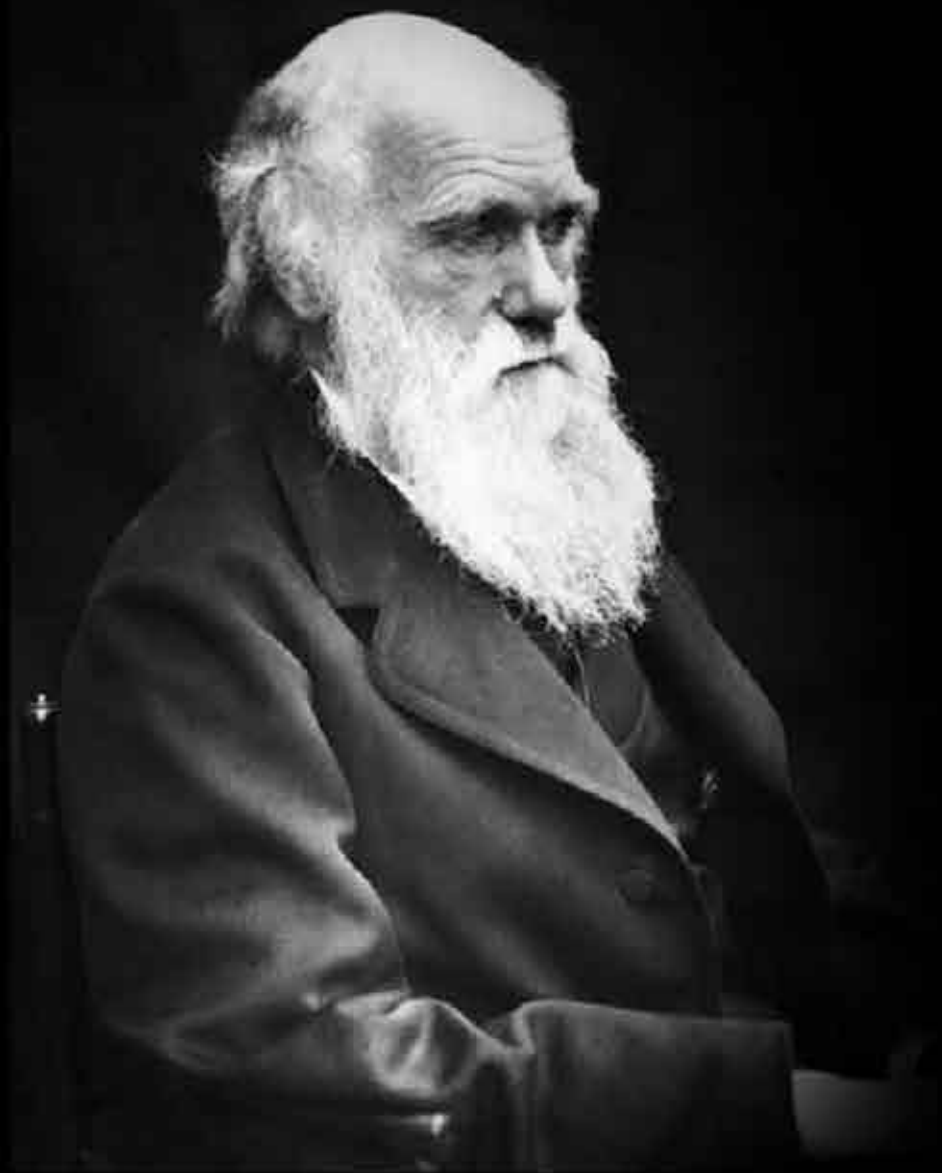
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# **Catch The Wave!**





*"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."*

*Charles Darwin*





**The Luxury of Biodiversity**





**The Luxury of Biodiversity**







**The Luxury of Biodiversity**





**The Luxury of Biodiversity**







**The Luxury of Biodiversity**







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**The Luxury of Biodiversity**

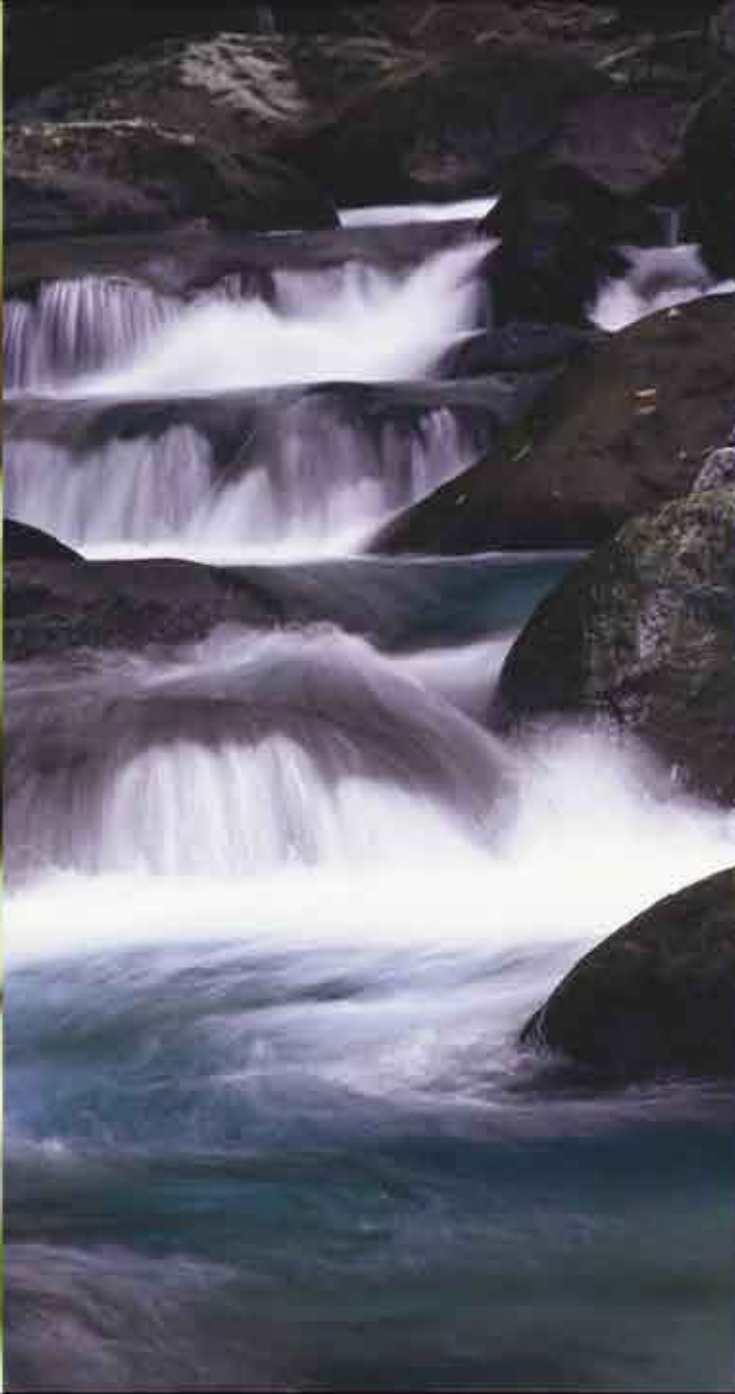




**The Luxury of Biodiversity**







**The Luxury of Biodiversity**



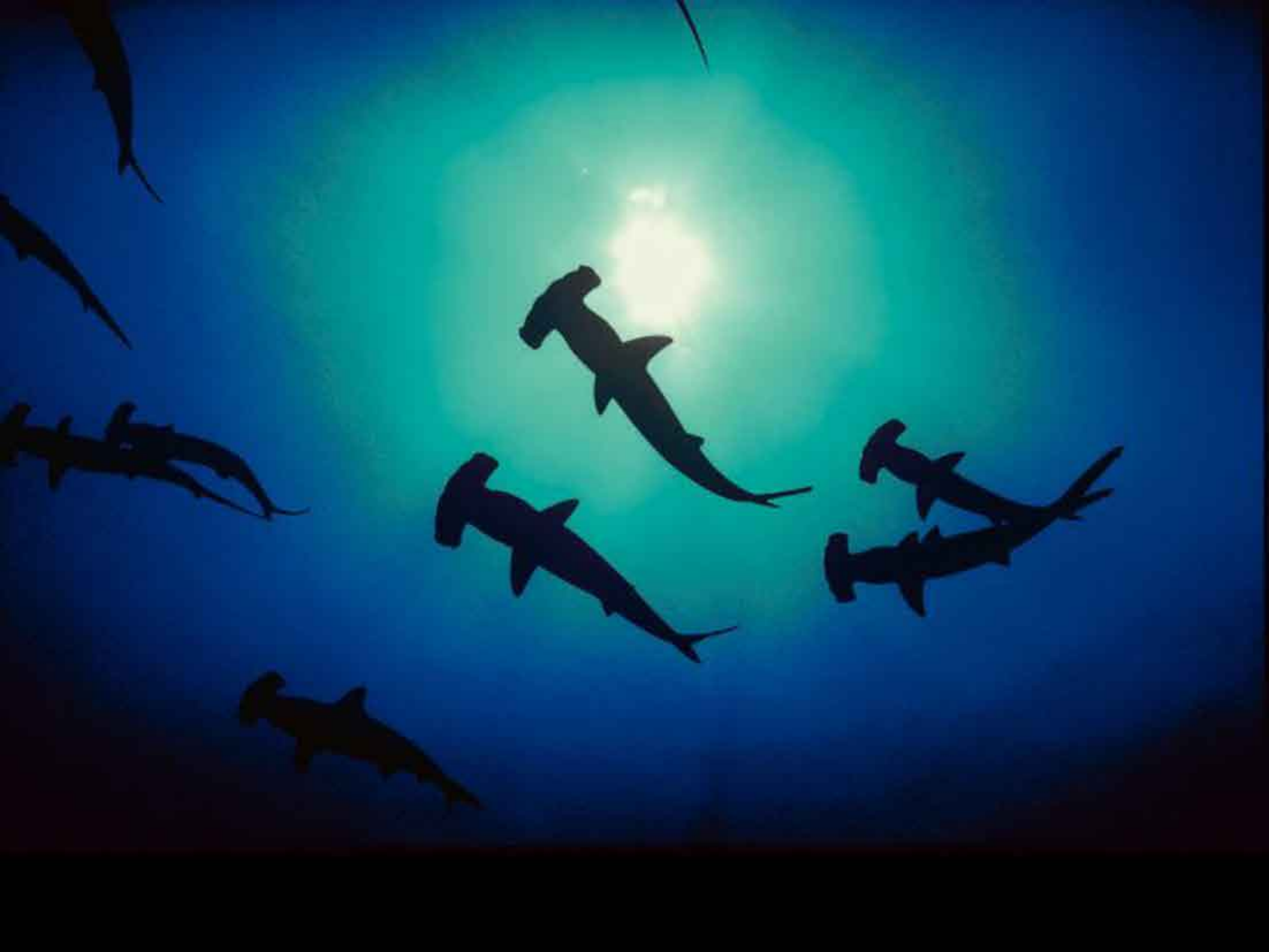






GALÁPAGOS ISLANDS











# GALÁPAGOS ISLANDS







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**"No place on Earth is quite like any other place, but the Galapagos Islands are less like all other places."**







ANDES - CHIMBORAZO VOLCANO



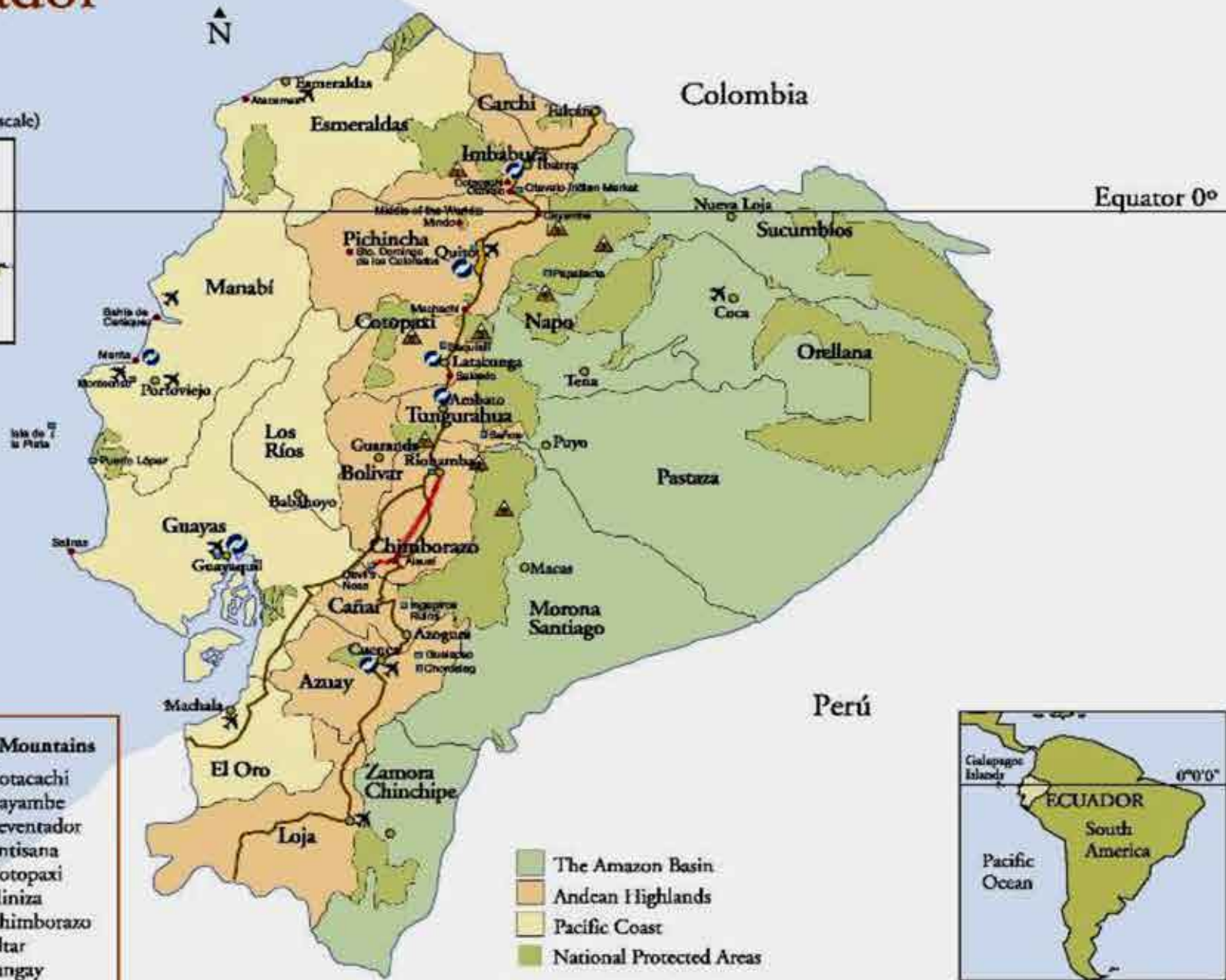


ANDES - COTOPAXI NATIONAL PARK





## Map of Ecuador











Barranquilla



Cartagena



Caribbean



Coffee route

COLOMBIA





Atacama Desert - Chile



Patagonia Torres del Paine National Park - Chile



Easter Island Rapa Nui - Chile



Lakes & Volcanoes

CHILE

 **Metropolitan  
Touring**





ARGENTINA

 **Metropolitan  
Touring**





Machu Picchu



Chimú - Chan



Peru - Natives



Puno - Lake Titicaca

PERU





ECUADOR













## **Future Challenges and Innovations**

**Ecotourism** – thinking beyond Eco and acting beyond Tourism

**Francisco Dousdebés**

Commercial Manager & Environmental Affairs



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