



## Convention on Biological Diversity

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INDIGENOUS AND LOCAL COMMUNITIES, TOURISM  
AND BIODIVERSITY WORKSHOP SERIES: NEW  
INFORMATION AND WEB-BASED TECHNOLOGIES,  
LATIN AMERICA AND THE CARIBBEAN WORKSHOP  
WITH A FOCUS ON FOREST ECOSYSTEMS

Panama City, 6-8 April 2010

**INDIGENOUS AND LOCAL COMMUNITIES, TOURISM AND BIODIVERSITY WORKSHOP  
SERIES: NEW INFORMATION AND WEB-BASED TECHNOLOGIES,**

**LATIN AMERICA AND THE CARIBBEAN WORKSHOP WITH A FOCUS ON FOREST  
ECOSYSTEMS**

### INTRODUCTION

#### *A. Background*

1. Under Article 8(j) of the Convention on Biological Diversity, Parties undertake to respect, preserve and maintain the knowledge, innovations and practices of indigenous and local communities relevant to the conservation and sustainable use of biological diversity, and promote their wider application with the approval and involvement of the holders of such knowledge, innovations and practices.
2. In paragraph 7 of decision IX/13 E, on Article 8(j) and related provisions, the Conference of the Parties requested the Executive Secretary to convene, subject to the availability of financial resources, further regional and subregional workshops on community-friendly communication tools on traditional knowledge related to the conservation and sustainable use of biodiversity.
3. In paragraph 8 of its decision VII/14, on biological diversity and tourism, the Conference of the Parties invited relevant organizations to provide indigenous and local communities with capacity-building and financial resources to support their active participation in tourism policy-making, development planning, product development and management indicated by the Guidelines.
4. In accordance with these decisions and thanks to the generosity of the Government of Spain, the Executive Secretary convened a Capacity-building Workshop with a focus on forest ecosystems, for indigenous and local community representatives from the Latin American and Caribbean region. The purpose of the meeting was to provide the opportunity to build and strengthen the capacity of representatives of indigenous and local communities, and their tour operators, with knowledge of the use of new information technologies and communication to enable them to improve presentation of their products and services and in turn raise awareness to visitors on the conservation and sustainable use of biodiversity.

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5. The meeting was organized by the Secretariat of the Convention on Biological Diversity in collaboration with the United Nations Environment Programme (UNEP) its regional office for Latin America and the Caribbean (ROLAC).

6. This workshop was held in Panama City, from 6 to 8 April 2010. Indigenous and local communities were invited by the Executive Secretary to submit their applications through the notification Ref: SCBD/SEL/OH/cr/cm/68036. On the notification Ref: SCBD/SEL/OH/cr/fs/70937, the Executive Secretary informed the Parties of the list of selected participants to obtain financial support to participate in the meeting. Selected participants received a sponsorship that included payment of their travel, lodging and meals.

7. A list of documents and resources for the meeting is available in annex I and II of the annotated agenda (UNEP/CBD/WS-TOURIDG/3/1/Add.1).

### ***B. Attendance***

8. A total of 18 indigenous and local community representatives from Latin-American and Caribbean region and 2 representatives of the Government of Panama participated in the workshop. The complete list of participants is available in annex I of this report.

## **ITEM 1. OPENING OF THE MEETING**

9. The meeting was opened at 9 am on Tuesday, 6 April 2010. On behalf of the Executive Secretary of the Convention on Biological Diversity, Ahmed Djoghlaif, the Programme Officer for Sustainable use, Tourism and Island Biodiversity, Mr Oliver Hillel, welcomed participants and expressed his gratitude to the Government of Panama for hosting this important event. He highlighted the fundamental role of many indigenous communities as tour operators, and the interrelationship between biodiversity and cultural diversity. He explained that according to a study **of 40% of IUCN protected areas** that had the richest biodiversity were areas managed by Indigenous and Local Communities.

10. On behalf of the Government of Panama, the representative of the National Environmental Authority ANAM, Lisseth Ms. Rodriguez, welcomed the participants and thanked the organizers for hosting the meeting.

11. Representing the Government of Panama (through the Tourism Authority of Panama, ATP), Ms. Lisseth Rodríguez said that for Panama it was an honour to host the meeting that would lead the indigenous and local communities to access information on the use of new technologies of information and web-based communication to enhance their efforts. She said that Panama had a growing number of indigenous tourism sites and with it the responsibility to develop them in a culturally and environmentally sensitive way. Finally, she encouraged participants to replicate the skills and techniques learned in their respective countries, and to create networks and exchange information.

12. On behalf of the Regional Bureau for Latin America and the Caribbean for UNEP, Ms. Andrea Brosco, Legal Officer, Programme Coordinator for Environmental Law, said that it was an honour for her office to host the meeting. She emphasized that the sustainable use of the biological diversity in Latin America and the Caribbean was essential for development. She highlighted that it was common interest for all to conserve biodiversity and tourism, providing an opportunity to reconcile their sustainable use. She thanked the Secretariat of the Convention on Biological Diversity for conducting the meeting to promote tourism products from local indigenous communities through the use of new information technologies based on Internet, and to promote tourism, respecting biological and cultural diversity. Finally, she welcomed all participants and encouraged them to make an intensive use of the time to learn the tools offered by new web technologies.

## **ITEM 2. ORGANIZATIONAL MATTERS**

### **2.1. Agenda**

13. Participants adopted the provisional agenda (UNEP/CBD/WS-TOURIDG/3/1) prepared by the Executive Secretary and circulated in advance of the workshop.

### **2.2. Organization of work**

14. The meeting was facilitated by two Programme Officers from the Secretariat of the Convention on Biological Diversity (Viviana Figueroa and Oliver Hillel), two representatives of the Regional Office for Latin America and the Caribbean of UNEP (Selene and Alex Pires Berdiales Carneiros) and two experts in tourism and new technologies of information and communication, Mr. Scott Muller and Harold Maduro respectively.

15. On the first day of the meeting, participants were organized into teams and were provided with a laptop with internet access.

### **2.3. Objectives of the workshop**

16. The Programme Officer of sustainable use, Tourism and Island Biodiversity Mr. Oliver Hillel explained the objectives of the meeting on capacity-building in the context of decisions IX/13 E and VII/14 under the Conference of the Parties to participants, stressing that the main objective was to strengthen the capacity of representatives of indigenous and local communities and tour operators with knowledge to be able to use the new information technologies and communication to improve the presentation of their products and services and in turn sensitize visitors on the conservation and sustainable use of biodiversity.

17. As a result of the meeting, an opportunity was provided for capacity-building to the participants with knowledge in the applications of new information technologies in tourism initiatives, including the improvement of their websites, creating blogs and networks among others. Likewise, national organizations were able to exchange their experiences within the region of Latin America and the Caribbean.

## **ITEM 3. TOOLS, INFORMATION AND WEB-BASED TECHNOLOGIES AVAILABLE TO INDIGENOUS AND LOCAL COMMUNITIES IN THE CONVENTION ON BIOLOGICAL DIVERSITY (TRADITIONAL KNOWLEDGE PORTAL, BIODIVERSITY AND TOURISM NETWORK AND OTHERS)**

18. Under this item, Ms. Viviana Figueroa of the SCBD provided an introduction to the Convention on Biological Diversity, its origins, objectives and structure, with a focus on Article 8(j) and related provisions, the guidelines “Akwe:Kon” and “Tourism and Biodiversity.”

19. She showed the Web-based tools used by the Secretariat and its website, the Biodiversity Network Gateway and Tourism and the traditional knowledge portal. The participants were invited to visit the Secretariat’s website.

19. The participants expressed interest in having access to the website information on TK, particularly the mechanism for facilitating the participation of Indigenous and Local Communities, the Voluntary Fund and its operation.

**ITEM 4. TOURISM AND SUSTAINABLE USE OF BIOLOGICAL DIVERSITY IN SENSITIVE ECOSYSTEMS MANAGED BY INDIGENOUS PEOPLES: NEEDS ASSESSMENT, PLANNING TOOLS, CHALLENGES AND PROPOSED STRATEGIES**

18. Each participant presented his/her website identifying products, customers, natural and cultural heritage, particularly as these are the efforts for the conservation and sustainable use of biodiversity in their operations and tourist services.

20. Mr. Alex Pires Carneiro, representative of the Regional Office for Latin America and the Caribbean Environment Programme (UNEP) gave a presentation on Ecotourism, biodiversity and ecosystems in Latin America and the Caribbean. The speaker remarked that Latin America and the Caribbean was one of the richest regions in terms of biodiversity, with an encouraging percentage of its area under protection, but at the same time faced unprecedented levels of deforestation. Over 600 different ethnics of indigenous communities lived in the region, representing 40 to 50 million inhabitants. Mr. Pires added that the region recognized the clear relationship between culture and biodiversity. He also said that ecotourism had increased considerably in recent years, and that there was a relationship between ecotourism and environmental awareness. Tourism trends in Latin America and the Caribbean were discussed, connecting markets and products with emphasis on market segmentation, achieving the potential of biodiversity and culture, as well as recommendations and limits.

21. As a special guest, Mr. Jorge Ventocilla spoke about “The interplay between cultural and natural heritage in Panama”. In his presentation he remarked that a correlation existed between indigenous land and forest remnants, also extending to marine areas. Mr. Ventocilla presented a map of indigenous peoples in Panama and forest areas and expressed some thoughts on tourism in indigenous areas.

22. In the ensuing debate, Participants commented that indigenous peoples had initially experienced difficulties to understand the tourism industry, as usually the worldview of indigenous peoples determined that all people were welcomed in their community without having to pay, and at the present time, in their own community, they had several tourism initiatives managed by themselves.

23. The Internet was addressed as a medium for communication; web page designs should be user-centric. Participants discussed their websites as marketing tools as well as Web design and operations, use and Web architecture.

24. There was a visit to the BioMuseo of Panama, guided by Mr. Lider Sucre, Executive Director of the Amador Foundation, with an emphasis on the interpretation of the nature and history of Panama, and the use of the Web as a communication tool.

**ITEM 5. FOLLOW-UP ACTIVITIES**

25. Each of the participants created an email account as well as blogs, and learned to use data sharing programmes such as Picasa.

26. The development of web pages, their design and content creation of site map, “posts” on the Internet and connection to social networks (Flickr, YouTube, Facebook, etc.) were also discussed. Each of the participants was asked to formulate a six-month vision on “networking”.

27. Participants proposed the creation of communication groups, blogs and the use all Web tools to stay connected and likewise exchange expertise and information on the topic of the meeting.

28. One participant created his blog on tourism Embera (<http://turismoembera.blogspot.com/>) and within three hours had received a significant amount of visits, thanks to the use of twitter to send messages.

29. In order to monitor the application of Internet tools that the participants learned, the organizers of the meeting held subsequent follow-up, and within six months, intends to inform participants on the impact of the techniques learned in their tourism products. Participants also agreed to manage a network organization, with support from the Convention on Biological Diversity, to maintain an active exchange of experiences, opportunities, knowledge and customers related to tourism and biodiversity in indigenous and local communities in Latin America and the Caribbean.

#### **ITEM 6. ADOPTION OF THE REPORT**

30. Participants expressed their proposals and considerations orally, thanking the organizers, particularly SCBD, UNEP ORPAC and specially the Government of Spain for its financial support. Participants completed an evaluation form on the content of the meeting.

31. Analysis revealed that:

- Most participants described the meeting as very good, that what they learned was fully applicable to their activities.
- Recommendations included a request for the Secretariat to continue similar meetings in other regions of the world, as well as to continue to monitor and support the participants in applying the knowledge obtained in their tourism initiatives.

33. After seven days of meeting, some participants began to report progress in improving their websites as well as the creation of their blogs and contact groups (e.g., The Association of Tourism Embera, [www .blogspot.turismoembera.com](http://www.blogspot.turismoembera.com) in Panama and the National Organization of Indigenous Peoples of Argentina, <http://www.marchanacionalindigena.blogspot.com>). The appendix includes information from the participants and their sites.

#### **ITEM 7. CLOSURE OF THE MEETING.**

32. The meeting was officially closed by the representative of the Executive Secretary at 5 pm on 8 April 2010.

**Annex I – Participants**

|                                     |  |                                       |  |
|-------------------------------------|--|---------------------------------------|--|
| 1. Argentina                        | Organización Nacional de Pueblos Indígenas (ONPIA)/Cooperativa de Trabajo y Turismo Indígena Chakana | Sr. Jorge Omar Ramos                  | www.casajujuy.com.ar   |
| 2. Bolivia                          | Chalalán Ecolodge  | Sr. Freddy Limaco Navi                | www.chalalan.com   |
| 3. Costa Rica                       | Finca Educativa Kan Tan, Kus Kura Sociedad Civil   | Sr. Alancay Morales G.                | http://www.kan-tan.org   |
| 4. Guatemala                        | Fundación Maya   | Sra. Elena Brito Herrera              |  |
| 5. Guatemala                        | Consejo Nacional de Áreas Protegidas de Guatemala (CONAP)  | Sr. Julio Rolando Tzirin Batzin       | http://www.conap.gob.gt  |
| 6. Honduras                         | La Alianza La Ruta Moskitia (LARUMO)   | Sr. Elmor Carlos Matute Wood          | http://www.larutamoskitia.com  |
| 7. México                           | Red Indígena de Turismo de México (RITA)   | Sr. José Antonio Medina Oviedo        | http://www.rita.com.mx   |
| 8. México                           | Red de Turismo Alternativo Totaltikpak   | Sr. José Andrés García Bazán          | www.lareta.org   |
| 9. Surinam                          | Foundation Nature Conservation Surinam (STINASU)   | Sra. Verónica Djoehari                | http://www.stinasu.com   |
| 10. Surinam                         | Foundation Nature Conservation Surinam (STINASU)   | Sr. Amatroesijat Soerotto             | http://www.stinasu.com   |
| 11. Ecuador                         | RainForest Alliance  | Sr. Patricio Fernando Yucta Aucancela | http://www.rainforest-alliance.org   |
| 12. Colombia                        | Organización Indígena Kankuama (OIK) Asociación de Artesanas Indígenas Kankuamas (ASOARKA)           | Sra. Rosa Manuela Montero             | www.kankui.com   |
| 13. Panamá                          | Weckso Lodge, Organización de Desarrollo Sostenible Ecoturístico Naso (ODESEN)                       | Sr. Eladio Beitia                     | http://weckso.org  |
| 14. Panamá                          | Yandup Island Lodge  | Sra. Nadili Alvarado García           | http://www.yandupisland.com/   |
| 15. Panamá                          | Congreso General Kuna  | Sra. Dineida Marly Garrido González   | http://www.congresogeneralkuna.org   |
| 16. Panamá                          | Congreso General Kuna  | Sra. Anaís Boyd                       | http://www.congresogeneralkuna.org   |
| 17. Panamá                          | Organización de Jóvenes Emberá y Wounnan de Panamá (OJEWEP)  | Sr. Adolfo Mezua                      | <a href="http://www.ojewpanama.org">http://www.ojewpanama.org</a><br><a href="http://turismoeembera.blogspot.com/">http://turismoeembera.blogspot.com/</a> |
| 18. Panamá                          | Congreso General de la Cuenca Hidrográfica del Canal de Panamá - Pueblo Embera                       | Sr. Neldo Tocamo                      | http://www.ojewpanama.org  |
| 19. Autoridad Nacional del Ambiente | Departamento de Áreas Protegidas para la Comarca Ngabe Bugle   | Sra. Lisseth Rodríguez                |  |
| 20. Autoridad del Turismo Panameño  | Técnico del Departamento de Planificación  | Sr. Juan Portugal                     |  |

**Annex II - Evaluation Form**

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**INDIGENOUS AND LOCAL COMMUNITIES, TOURISM AND BIODIVERSITY WORKSHOP  
SERIES: NEW INFORMATION AND WEB-BASED TECHNOLOGIES,  
LATIN AMERICA AND THE CARIBBEAN WORKSHOP WITH A FOCUS ON FOREST  
ECOSYSTEMS**

Panama City, Panama 6-8 April 2010.

**Workshop Evaluation**

Please answer the various questions in order to evaluate the workshop including suggestions for future workshops

|                             |  |
|-----------------------------|--|
| <b>NAME:</b>                |  |
| <b>ORGANIZATION:</b>        |  |
| <b>COUNTRY:</b>             |  |
| <b>CONTACT INFORMATION:</b> |  |

**I. EXPECTATIONS**

**In general, how do you describe the workshop?**

Very good

Good

Inadequate

Suggestions for future workshops:

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**What you have learned here is it applicable to your activities?**

Totally

Partially

Barely

Suggestions for future workshops:

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**II. CONTENT**

In general, how do you describe the content of the workshop?

Very good

Good

Inadequate

Suggestions for future workshops:

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**III. SUPPORT MATERIAL**

In general, how do you describe the content of the support material?

Very good

Good

Inadequate

Suggestions for future workshops:

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**IV. COMMENTS**

Other suggestions or recommendations you may have.

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