

# AN OPTIONAL ORGANIZATION FOR YOUR SPEAKING RESEARCH RESULT

## Oral Presentation: Sustainable Tourism in Ecuador

### Introduction:

**What is Sustainable Tourism?** Sustainable tourism is the concept of visiting a place as a tourist and making a positive impact on the environment, society, and economy. It focuses on minimizing negative impacts and enhancing local cultural and natural experiences, aiming to preserve destinations for future generations.

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### Presentation Plan for 16 Students:

#### Students 1 and 2:

#### Definition and Principles of Sustainable Tourism

- Define sustainable tourism.
- Mention its key principles:
  1. **Environmental Responsibility:** Reduce waste and protect biodiversity.
  2. **Socio-Cultural Integrity:** Respect local culture and traditions.
  3. **Economic Equity:** Ensure benefits for local economies.

**Example: Mashpi Lodge** in Pichincha – eco-friendly lodge preserving the Chocó rainforest, blending luxury with conservation efforts.

#### Students 3 and 4:

#### Sustainable Tourism in Ecuador

- Discuss Ecuador's commitment to sustainable tourism.
- Highlight how Ecuador's biodiversity is a crucial element for sustainable practices.

**Example: Zuleta Hacienda** in Pichincha – a historic hacienda promoting cultural tourism and agroecology, famous for its condor rehabilitation project.

## **Students 5 and 6:**

### **Examples in Pichincha Province**

1. **Pululahua Geobotanical Reserve** – eco-tourism within a dormant volcanic crater, offering hiking and nature observation.
2. **Yanacocha Reserve** – birdwatching paradise focusing on the conservation of endangered species like the Black-breasted Puffleg hummingbird.

## **Students 7 and 8:**

### **Examples in Cotopaxi Province**

1. **Chugchilán and the Quilotoa Loop** – sustainable hiking routes that provide eco-tourism opportunities through rural indigenous communities.
2. **Cotopaxi National Park** – protected area that balances tourism with conservation, home to the active Cotopaxi volcano.

## **Students 9 and 10:**

### **Certifications and Levels of Sustainable Tourism**

- Explain global certifications like **Global Sustainable Tourism Council (GSTC)**, focusing on environmental, socio-cultural, and economic sustainability.
- **Levels of Certification:**
  1. **Basic:** Fulfills minimum criteria.
  2. **Intermediate:** Achieves standards in specific areas.
  3. **Advanced:** Recognized globally for sustainable leadership.

**Examples: GSTC certification for high-standard practices.**

## **Students 11 and 12:**

### **Certifications in Latin America**

- Discuss leading certifications in Latin America like **Rainforest Alliance Certified** and **Biosphere Responsible Tourism**.
- Mention the rising demand for sustainable tourism certifications across the region.

**Example: Huasquila Amazon Lodge** in Ecuador's Napo region – an eco-friendly lodge with Rainforest Alliance certification.

## Students 13 and 14:

### Certifications in Ecuador

- Highlight Ecuador's national sustainable tourism initiatives.
- Discuss local certification bodies such as **Smart Voyager** and the **Programa de Certificación de Turismo Sostenible** (Sustainable Tourism Certification Program) which recognizes eco-friendly practices.

**Example: Bellavista Cloud Forest Reserve** in Pichincha – certified by Smart Voyager for its low-impact eco-lodging practices.

## Students 15 and 16:

### The Role of Stakeholders in Sustainable Tourism

- **Tourists:** Choose eco-friendly options and respect local culture.
- **Tour Operators:** Prioritize sustainable practices and certified suppliers.
- **Local Communities:** Benefit from tourism while preserving traditions and natural resources.
- **Governments and NGOs:** Regulate, promote, and provide resources for sustainability.

**Example: Secret Garden Hostel** in Cotopaxi – a mountain hostel that employs local people and operates using sustainable energy sources.

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## Conclusion:

### Wrap-up by Group Leader

- Emphasize the importance of sustainable tourism in protecting Ecuador's rich biodiversity and cultural heritage.
- Encourage continued efforts to adopt sustainable practices both globally and locally.

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Each student will have approximately 3 minutes to present their section. This breakdown ensures all the content is covered while engaging the class on multiple aspects of sustainable tourism.