

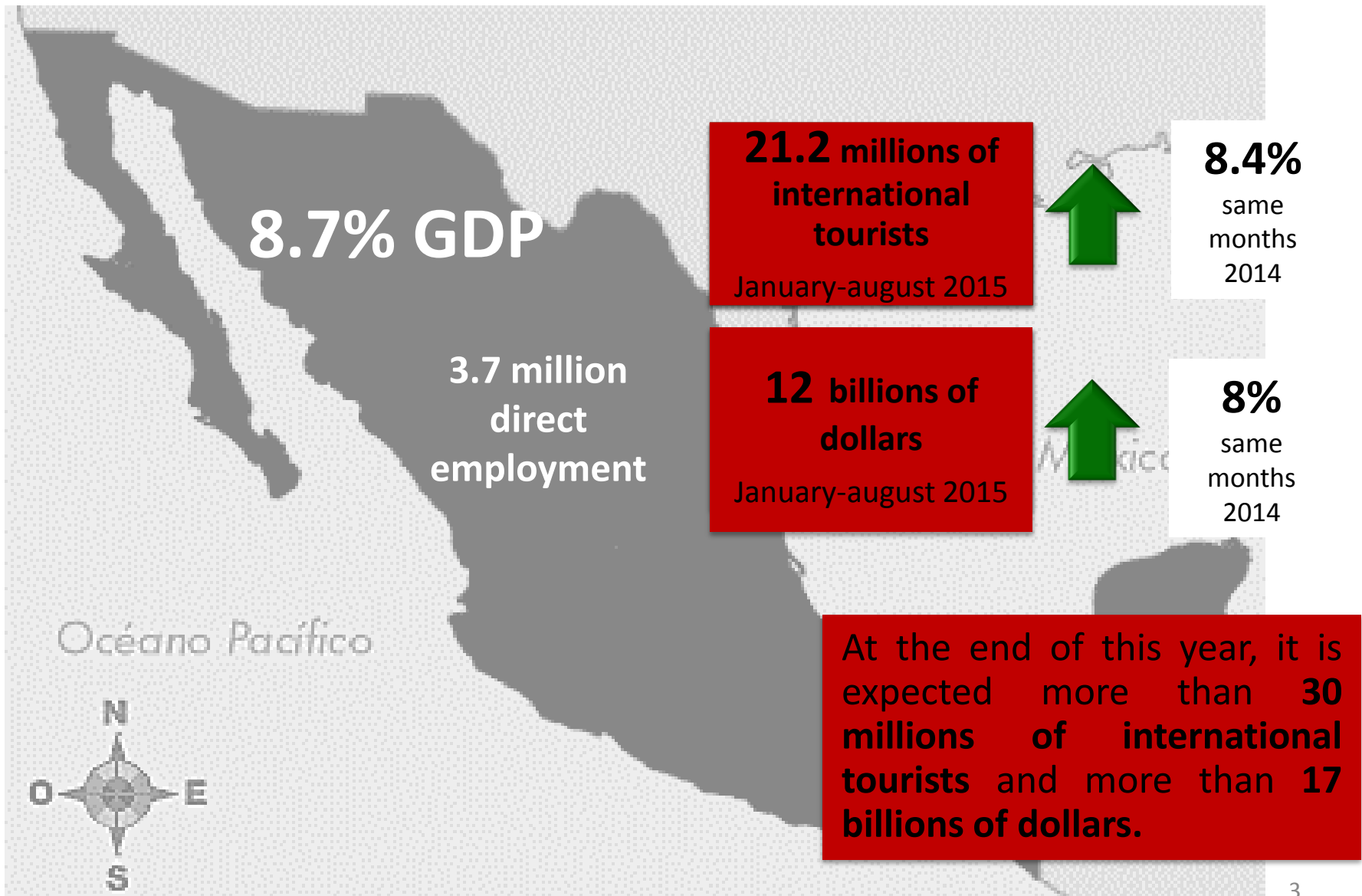
International Expert Workshop on Biodiversity Mainstreaming

**17-19 November 2015
Mexico City**

The case of Mexico: Sustainable Tourism

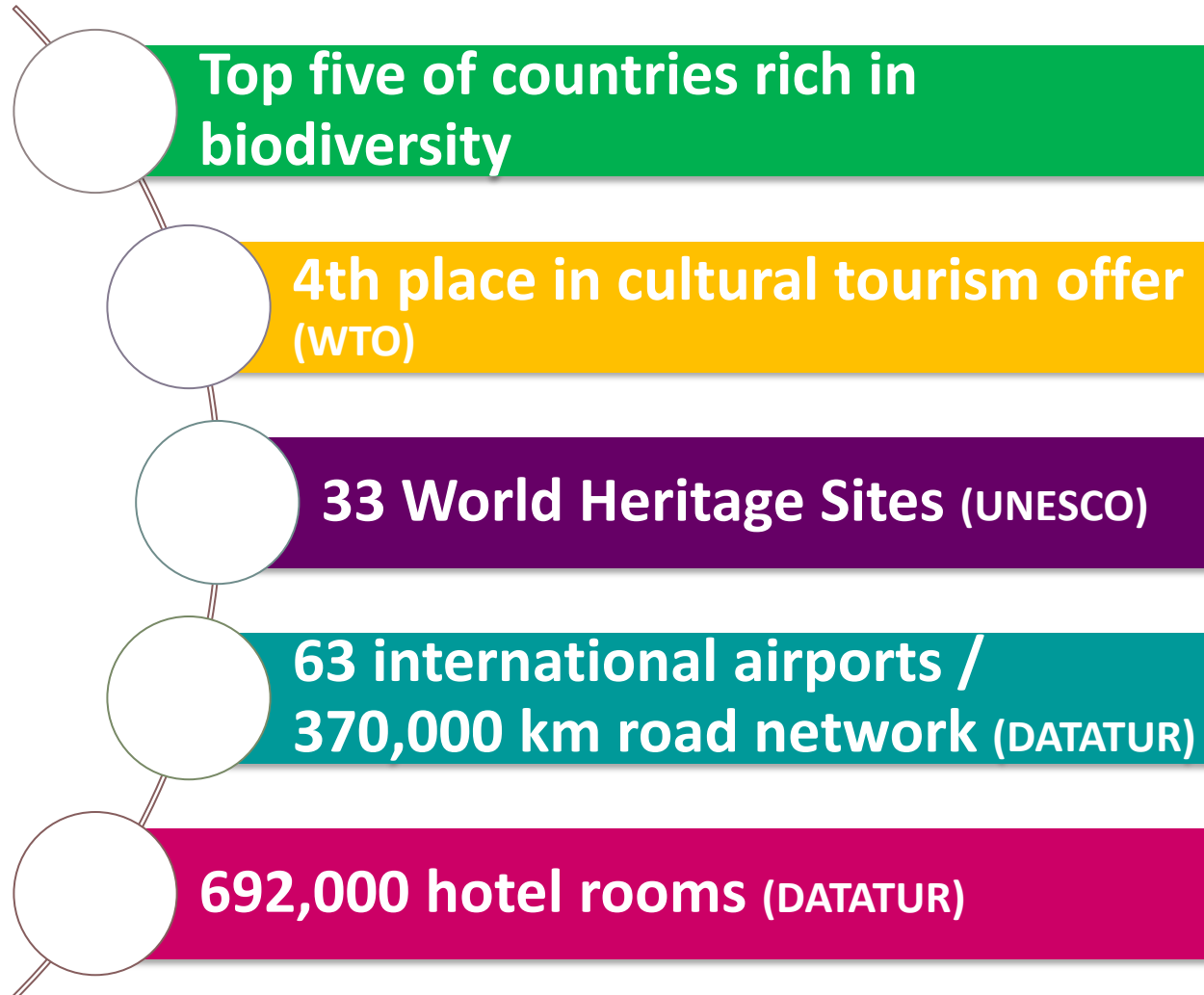
“Biodiversity for the human well-being”

TOURISM IN MEXICO: How is this sector performing?



TOURISM IN MEXICO

Mexico is one of the countries with more natural and cultural diversity in the world.



NATIONAL DEVELOPMENT PLAN

**General
Objective**

**Enabling Mexico to achieve its full
potential**

**Five
national
goals**

**I. Achieve
a Mexico
at peace**

**II. Achieve
an Inclusive
Mexico**

**III. Build a
Mexico with
Quality
Education**

**IV. Promote
a
Prosperous
Mexico**

**V. Consolidate
a Mexico with
global
responsibility.**

Objective 4.11

**Take advantage of the
touristic potential in Mexico
to generate more economic
income for the country.**

NATIONAL TOURISM POLICY



**Sectoral
planning and
transformation**



**Innovation and
Competitivity**



Promotion



**Sustainability
and
Social Benefits**



**SUSTAINABILITY &
BIODIVERSITY**

SECTORAL PROGRAMME OF TOURISM 2013-2018



SECTORAL PRIORITIES

- 1 To transform the tourism sector in order to take full advantage of the touristic potential.
- 2 To strengthen the **competitive** advantage of the touristic offer.
- 3 To enable public-private **funding** and **investment**.
- 4 To drive tourism **promotion** in order to contribute to the diversification of markets.
- 5 To foster sustainable **development** in touristic destinations.

- General Law on Tourism
- General Law on Tourism's Norms and Procedures

What has the Ministry of Tourism been doing about Sustainability, Climate Change and Territorial Planning?

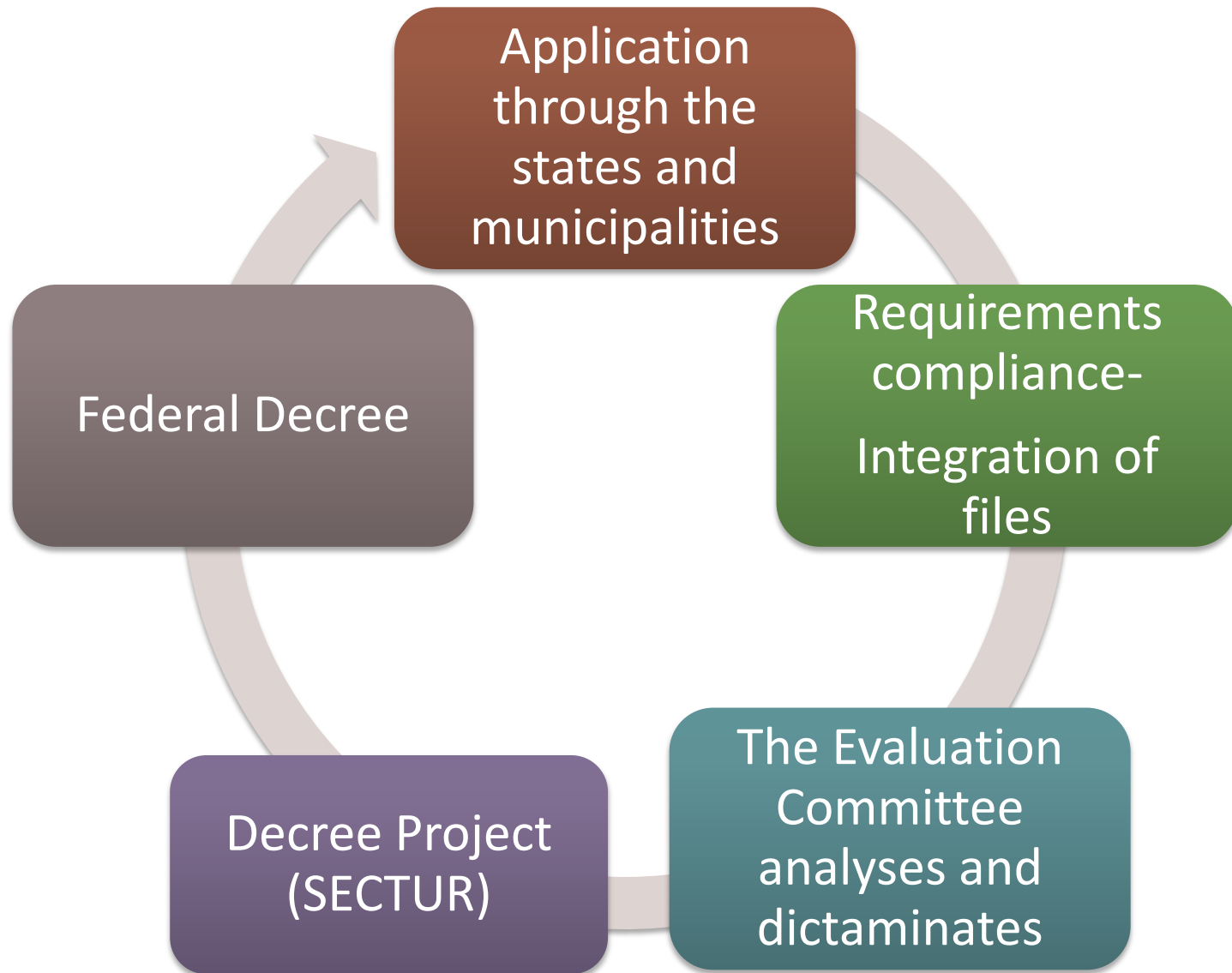
TOURISTIC SUSTAINABLE DEVELOPMENT AREAS

Areas from the national territory geographically located and demarcated, due to its natural and cultural characteristics they represent a touristic attraction.

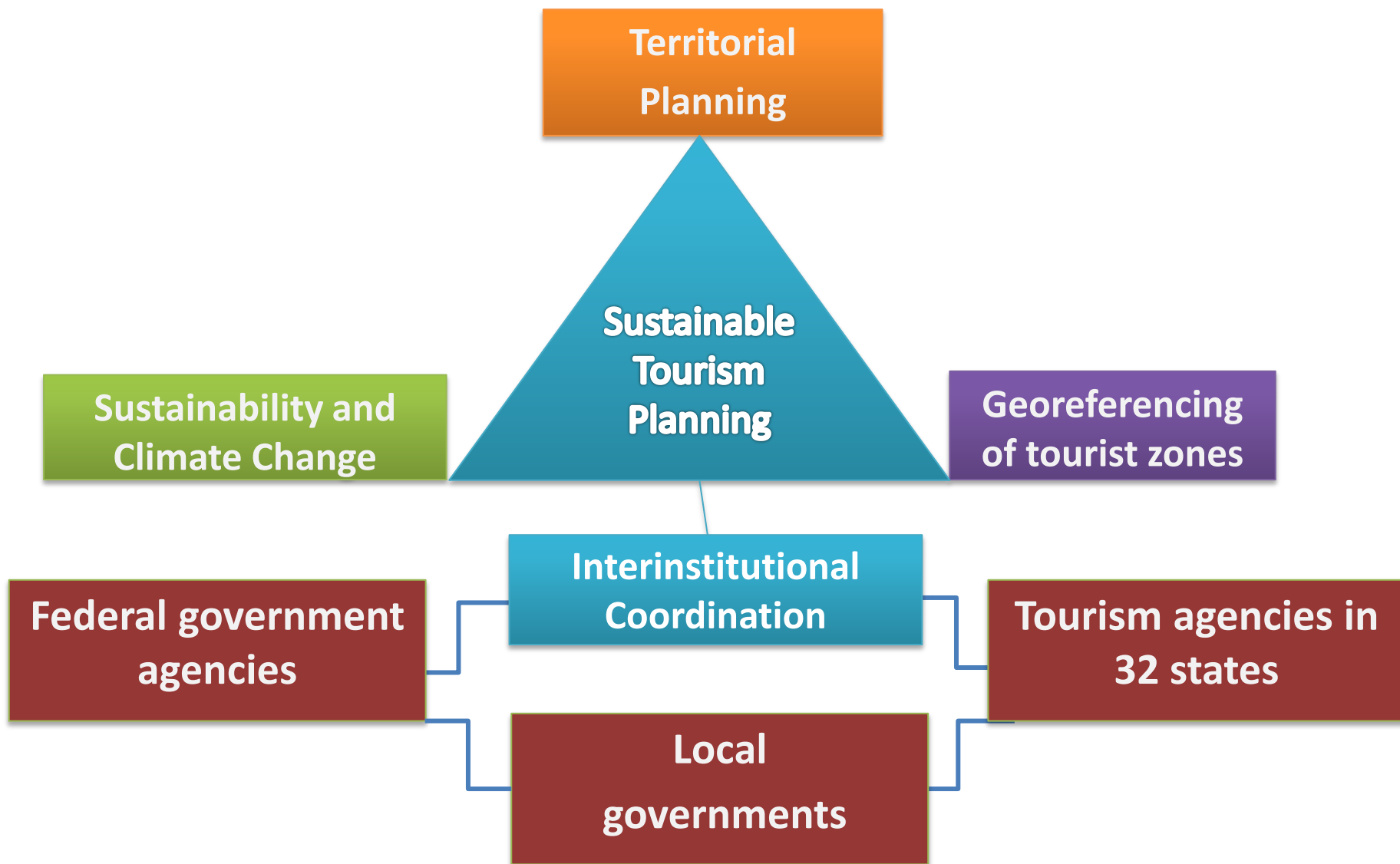
(Art. 31-VIII GLT)

**Requires a
Federal Decree**

PROCEDURE TO DICTAMINATE: TOURISTIC SUSTAINABLE DEVELOPMENT AREAS



CONCEPTUAL FRAMEWORK: TRANSVERSALITY



MINISTRY'S OF
TOURISM BUDGET

Several projects: territorial planning,
energy efficiency, sustainability

SECTORAL FUND
CONACYT-SECTUR

Research of Vulnerability and Adaptation
Programs facing climate variability and
climate change

UNDER REVIEW

GLOBAL
ENVIRONMENT FUND
(GEF)
2015-2020

“Reinforcement of Sustainable
Tourism in Mexico, through
biodiversity conservation and by
reducing adverse impacts of
climate change and soil
degradation”



SPECIAL PROGRAMME FOR CLIMATE CHANGE

In order to contribute to the National Policy on Climate Change, in the framework of the **Special Programme for Climate Change 2014 – 2018**, the Ministry of Tourism included 6 lines of action:

1. To encourage communitary and sustainable tourism projects.
2. To promote the reestablishment in the balance of the water cycle.
3. To drive energy efficiency actions.
4. To promote an inventory of Greenhouse Gas emissions.
5. To design a Guide to Climate Change adaptation and relief.
6. To elaborate susceptibility diagnosis, adaptation programmes and early warning systems.



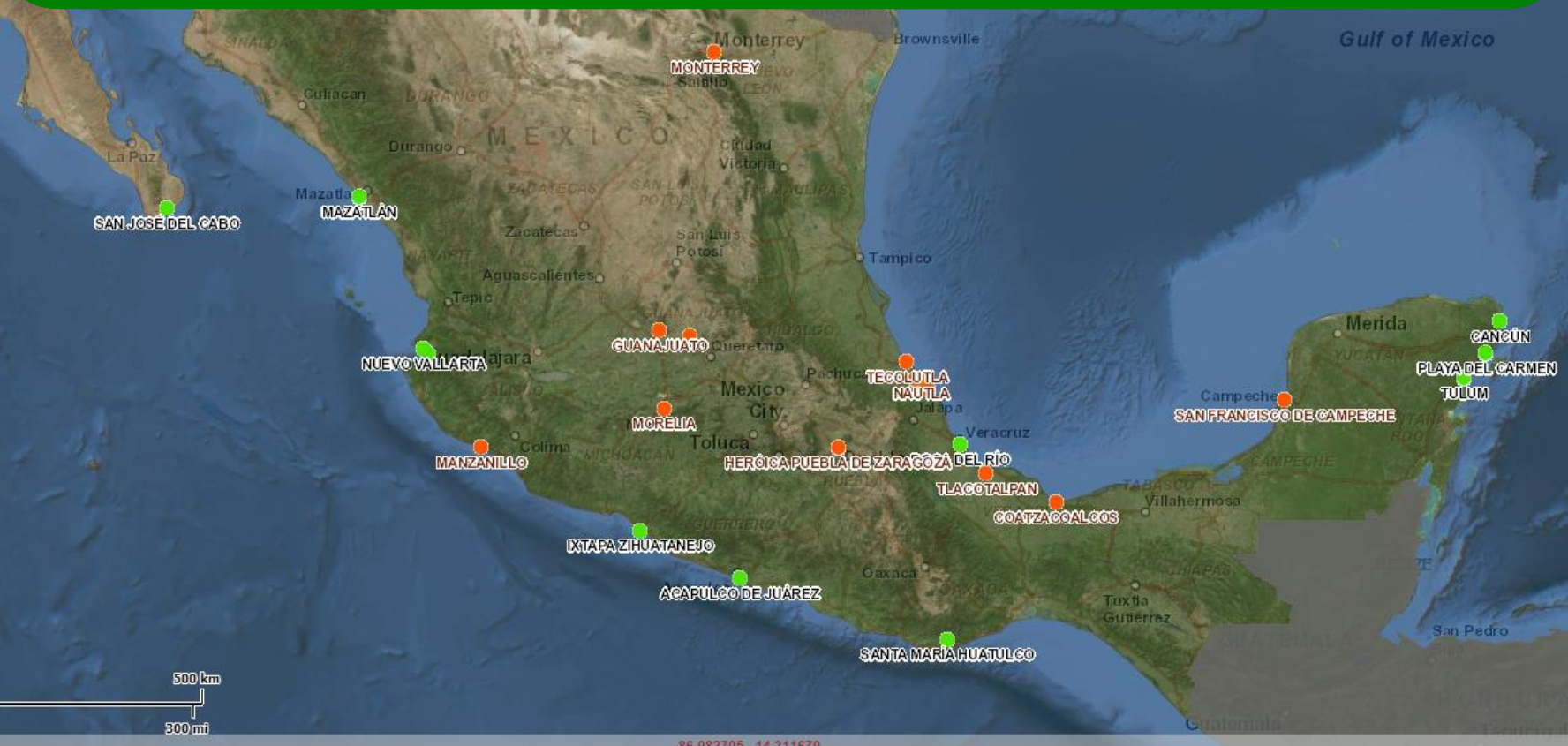
Guide of High Impact Actions for Climate Change adaptation and relief



To provide planning mechanisms for local governments to design high impact guidelines in the short, medium and long-term in order to mitigate greenhouse gas emissions, and to strive against vulnerability in touristic sites.

SPECIAL PROGRAMME FOR CLIMATE CHANGE

- **Research of Vulnerability and Adaptation Programs facing climate variability and climate change in 25 strategic destinations. (2013-2018)**
- **Proposal of an Early Warning System for extreme hydrometeorological hazards.**



AICHI BIODIVERSITY TARGETS



MAYAKOBA
(Quintana Roo)

HUATULCO
(Oaxaca)

HOLBOX
(Quintana Roo)

SUCCESSFUL CASES: MAYAKOBA



- Tourist complex located in the north of **Playa del Carmen**, Riviera Maya, which includes three hotels.
- 90% of hotels constructions are **behind the mangrove**.

- Rational and **efficient use of water** in golf courses, as well as in the fields.
- The ecosystems associated with the water channels system has increased **fauna** in 500%.



SUCCESSFUL CASES: HUATULCO



- In 2005, Huatulco becomes the **first sustainable tourism community** of the Americas certified under the environmental management system Earthcheck.
- It was incorporated by UNESCO as part of the **Man and Biosphere (MAB)** program, which includes ecological and cultural issues.

- 100% of electric energy is **renewable**.
- 100% of wastewater is **treated**, and reused in golf courses, parks and gardens.
- **Educational and awareness** programs about environment, natural resources, and consumption.

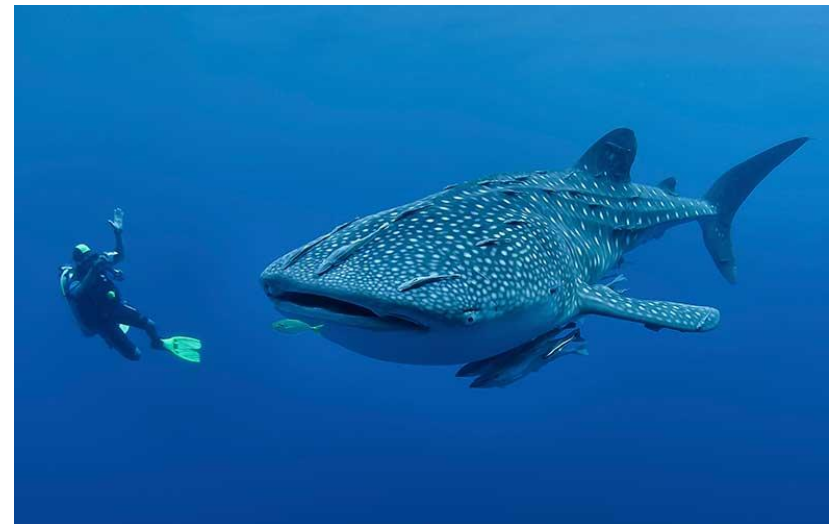


SUCCESSFUL CASES: HOLBOX



- The island is located in **Quintana Roo** and it has 55.948 km².
- It belongs to **Yum Balam Biosphere Reserve**, an area which supports communities to use properly their natural resources, through conservation of fauna and flora.

- **Local development** through tourism, as the community has small enterprises.
- Preservation of **traditions** and natural resources.



1. Implementation of sustainable tourism policies in **state and local governments**.
2. **Local development** in communities through sustainable tourism.
3. **Legally binding instruments** to reinforce sustainability in touristic destinations.
4. Design of **monitoring and evaluation** system for sustainable tourism.

Thank you!

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