



WWF-TOI-CI-MARTI Pilot Project in the Riviera and Costa Maya

In the Riviera and Costa Maya, the exponential expansion of tourism infrastructure such as hotels or resorts caused coastal habitat destruction, water pollution and loss of biodiversity. The TOI and WWF decided to join forces to ensure that, for the period ahead, good practices are adopted by concerned tourism stakeholders. The adoption of sustainable practices would help improve the quality of the tourism experience at the local level; safeguard the destination; and safeguard the future of tourism business. Tourism will thus be able to make a substantial contribution to the conservation of natural and cultural environments; advance economic and social development; and improve the well-being of local people.

Having recognized the importance of a credible and transparent cooperation at destination level, through establishing a dialogue with local and national authorities, private sector, civil society and NGOs, the TOI, WWF and MARTI identified the following objectives to be achieved by the year 2010:

1. Work towards the adoption of Good Environmental Practices by TOI hotel suppliers in Riviera and Costa Maya, which would help reduce potable water consumption, waste water generation and solid waste generation. This will be measured with the existing indicators.
2. Work towards the integration and adoption of sustainable Siting, Design and Construction practices in federal regulations, to help decrease the continuation of inappropriate and unplanned tourism development.
3. Raise tourists' awareness of natural environments and habitats and facilitate their voluntary contribution to strengthen management effectiveness of natural protected areas in the Riviera and Costa Maya. The project partners would design first a questionnaire to evaluate tourists' interests in and demand for environmental issues and their willingness for voluntary contribution.

In 2009 WWF, TOI, MARTI and CI will review and eventually re-design the strategy to be adopted in the year 2010.

For more information, please contact

Verena Wende
WWF/TOI Cooperation Manager
Humboldtstraße 140
51149 Köln
Tel: + 49 2203 42 1078
Fax: + 49 2203 42 359
Email: wwf-toi-cooperation@gmx.net