



MINISTERIO DE
AMBIENTE



REGIONAL WORKSHOP: CAPACITY BUILDING FOR FOSTERING ECOTOURISM (CANADA, PANAMA, COSTA RICA, AND CHILE)

Thursday March 3, 2022

10:00 to 12:40 (Panama City, Panama; Ottawa, Canada; Quito, Ecuador)
9:00 to 11:40 (San José, Costa Rica; Mexico City, Mexico; Tegucigalpa, Honduras)
12:00 to 14:40 (Santiago, Chile)

Online event (Zoom [link](#))

Simultaneous Spanish-English/English-Spanish interpretation will be available.

Objectives:

- Strengthen capacity on fostering ecotourism, and more specifically through information sharing on Canada's visitor experience approach and ecotourism linkages to ecological conservation and restoration. This includes introductory information on approaches to accommodation, safety and signage; an overview of Parks Canada's expertise in protected area conservation and of the *Principles and Guidelines for Ecological Restoration in Canada's Protected Natural Areas*;
- Promote knowledge exchange on fostering ecotourism, while providing an opportunity for regional collaboration and networking;
- Build momentum towards adopting ecotourism practices as part of a green and sustainable economic recovery from the pandemic.

Attendees:

The target audience for this workshop are government representatives, including experts working on ecotourism and/or ecosystems conservation, who could benefit from the material presented and discussed, as included in the provisional schedule below. Participants are expected from:

- **Panama:** MiAmbiente - Ministry of Environment of Panama;
- **Costa Rica:** National System of Conservation Areas (SINAC), and Ministry of Environment and Energy (MINAE);
- **Chile:** Ministry of Environment, Undersecretary of Tourism (SUBTURISMO), and National Forestry Corporation (CONAF);
- **Ecuador:** Ministry of Tourism of Ecuador;
- **Canada:** Environment and Climate Change Canada, and Parks Canada.

This event will also be attended by government representatives from **Mexico** and from **Honduras** as observers.

Schedule:

Session I	Fostering ecotourism – 1 hour 10 minutes
5 min	<p>1. <u>Opening remarks</u></p> <p><i>Jeanne-Marie Huddleston, Director General, Bilateral Affairs and Trade, ECCC, Canada</i></p>
25 min	<p>2. <u>Presentation from Parks Canada:</u></p> <p>A) Fostering ecotourism through visitor experience</p> <p><i>Alain Nantel, Manager, Visitor Service, Safety and Activities, Visitor Experience Branch, Parks Canada</i></p> <ul style="list-style-type: none"> • Overview of Canada’s Visitor Experience Strategy Parks Canada’s Visitor Experience Strategy guides planning for all aspects of the visitor experience at its protected heritage places (national parks, national historic sites, etc.). • Overview of Canada’s approach to Trail and Accommodations Planning Parks Canada will share an overview of its industry leading practices in sustainable trail and accommodation planning, design and construction. • Overview of Canada’s approach to Visitor Safety Planning Parks Canada’s approach to visitor safety is focused on an activity-based risk assessment. Activities practiced in the park are reviewed one by one, risks are identified and assessed, and mitigation measures are proposed to manage significant risks. • Brief Overview of Parks Canada’s Quality Visitor Experience (QVE) Training QVE provides a framework/opportunity for all staff to receive common messaging and practice skills to support visitor experience priorities and procedures.
10 min	<p>3. <u>Q & A</u> (all participants)</p>

<p>20 min</p>	<p>4. <u>Presentation from Parks Canada:</u></p> <p>B) Ecotourism linkages to ecological conservation and restoration</p> <ul style="list-style-type: none"> <p>Overview of Parks Canada’s expertise in ecological conservation</p> <p><i>Anna Lee-Carswell, Intergovernmental Collaboration, Protected Areas Establishment and Conservation, Parks Canada</i></p> <p>Parks Canada will briefly describe its expertise and capacity in various disciplines related to the conservation of protected areas (e.g. monitoring, Species at Risk, Indigenous leadership in conservation, landscape-scale conservation, connecting people to nature (#NaturalezaParaTodos), and more).</p> <p>Overview of Canada’s <i>Principles and Guidelines for Ecological Restoration in Canada’s Protected Natural Areas</i> with a focus on Parks Canada’s monitoring program</p> <p><i>Gilles Seutin, Chief Ecosystem Scientist, Protected Areas Establishment and Conservation, Parks Canada</i></p> <p>Parks Canada’s <i>Principles and Guidelines for Ecological Restoration in Canada’s Protected Natural Areas</i> (2008) describe an approach to restoration that will ensure that parks and protected areas continue to safeguard ecological integrity, while providing opportunities for meaningful engagement and experiences that connect the public, communities, and visitors to these special places and help ensure their relevance into the future.</p>
<p>10 min</p>	<p>5. <u>Q &A</u> (all participants)</p>
<p>5 min</p>	<p>BREAK</p>
<p>Session II</p>	<p>Knowledge exchange on ecotourism – 1 hour 25 min</p>
<p>3 min</p>	<p>6. <u>Session I recap</u></p> <p><i>Agustí Bordas-i-Cuscó, Manager, Pan-American Affairs, ECCC, Canada</i></p>

<p>15- 20 min</p>	<p>7. <u>Presentation from Panama:</u> Promoting Sustainable Tourism as a Conservation Strategy in Protected Areas</p> <p><i>Milagro Garrido, Directorate of Protected Areas and Biodiversity, MiAmbiente – Ministry of Environment of Panama, Panama</i></p>
<p>15- 20 min</p>	<p>8. <u>Presentation from Costa Rica:</u> Tourism Management in Protected Wildlife Areas of Costa Rica</p> <p><i>Guisselle Méndez Vega, Coordinator, Sustainable Tourism Program, National System of Conservation Areas, Costa Rica</i></p>
<p>15- 20 min</p>	<p>9. <u>Presentation from Chile:</u> Process of Tourism Valorization of Protected Areas in Chile</p> <p><i>Francisco Díaz, Head of Experiences Development Unit, Undersecretariat of Tourism, Chile</i></p>
<p>15 min</p>	<p>10. <u>Presentation from Ecuador</u></p> <p><i>Gabriela Guzmán Montalvo, Director of Products and Destinations, Ministry of Tourism, Ecuador</i></p>
<p>10 min</p>	<p>11. <u>Discussion period</u> (all participants)</p> <ul style="list-style-type: none"> • Opening questions • Open floor for discussion
<p>2 min</p>	<p>12. <u>Closing remarks and next steps</u></p> <p><i>Jeanne-Marie Huddleston, Director General, Bilateral Affairs and Trade, ECCC, Canada</i></p>