

# Practical Guide for the Development of Biodiversity-based Tourism Products

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Calle Capitán Haya, 42  
28020 Madrid, Spain

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**Practical Guide for the Development of Biodiversity-based Tourism Products**

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World Tourism Organization  
Calle Capitán Haya, 42  
28020 Madrid, Spain  
Tel.: (+34) 915 678 100  
Fax: (+34) 915 713 733  
Website: [www.unwto.org](http://www.unwto.org)  
Email: [omt@unwto.org](mailto:omt@unwto.org)

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## Aim of the “Practical Guide”

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In recent years the requirements for sustainable tourism strategies have widened to include the search for tools that guarantee more benefits for the local community and indigenous populations, particularly in rural areas. These areas are mostly characterized by rich biological diversity, the central asset for tourism. However, as yet there is insufficient local expertise to create tourism that is beneficial to the local community and maintains the local biodiversity, determining that the course of development is in a sustainable direction. The “Practical Guide” intends to fill this gap by providing local product developers and tour operators with respective management tools and helpful suggestions, during the development of biodiversity based tourism products.

In the international tourism market typical tour operators are searching for new products, integrating new countries into their portfolio in order to diversify their tourism packages. This is a strategy to keep clients on board as well as to attract new ones. In doing so tour operators employ tourism product developers who discover new territories and design products and packages together with local tourist agencies in the targeted destinations. These tour operators and their product developers are one of the two target groups for this Practical Guide.

The other target group consists of people, tourist agencies, non-governmental organisations and others in a specific destination who develop a tourism product or package. This target group has the advantage over international tour operators because they know their country inside out. This knowledge allows them to put special emphasis on (a) the involvement of local communities and (b) the conservation of natural and cultural resources.

This Practical Guide has been written by authors coming from these two target groups. It should bring these two groups together when developing biodiversity-based tourism products, which should minimize negative impacts on the natural and cultural resources while bringing equal benefit to the local communities and finally the expected profit for the tour operator.

The aim of the Practical Guide is to raise awareness on the issue of biodiversity conservation with tourism operations and to give ideas on planning, management, marketing and monitoring of such biodiversity-based tourism products. The authors and editors are confident that this approach will be valuable for nature, the tourist, the hosts and the entrepreneurs.

This Practical Guide is divided into four parts. The first part 'Introduction' focuses on the fundamentals of sustainable tourism product development, nature conservation through sustainable tourism, the involvement of relevant stakeholders particularly the local community, local operators and local tour guides.

The second part of the Practical Guide focuses on tools and methodologies that local tour operators and local tour guides can use when developing biodiversity based tourism products.

The third part of the Practical Guide focuses on tools and methodologies that can be used to develop biodiversity based tourism product by external tour operators.

The fourth part of the Practical Guide is a case study on biodiversity based tourism product development from Pangandaran, Indonesia. The case study offers a brief description of the good practice, a history of its development and process of implementation. It also provides a description of the benefits of such development process, and practice, both for the local tour operators, local tour guides, the local community as well as other relevant stakeholders.

For the complete version of the “Practical Guide for the Development of Biodiversity-based Tourism Products”, kindly access the UNWTO Elibrary at [www.e-unwto.org](http://www.e-unwto.org).

The document can be found by searching the ISBN: 978-92-844-1340-9