

The background of the slide features a dense arrangement of green leaves in various shades, from light lime to deep forest green. The leaves are layered, creating a sense of depth. At the bottom of the image, there are ripples on a light blue-green surface, suggesting water. A large, semi-transparent white rounded rectangle is centered over the image, containing the title text.

**SHADES OF GREEN: PARADORES
PERSPECTIVE ON SUSTAINABILITY**

PARADORES SUSTAINABLE STRATEGIES

- Located in or near natural/historic places
- Represent culture and traditions
- Family owned
- Employer of community members
- Procures activities with communities
- Environment conscious



PRECEDENT AND STATEMENT OF PROBLEM

1970	Puerto Rico's Environmental Public Policy Act
1972	Declaration of Stockholm
1975	Puerto Rico's Forest Act
1976	Puerto Rico's Conservation, Development and Use of Waste Resources Act
1987	Report on the World Commission on Environment and Development
1992	Earth Summit in Rio
1994	Global Conference on Sustainable Development in Barbados
1998	Puerto Rico's Forest Amendment Act

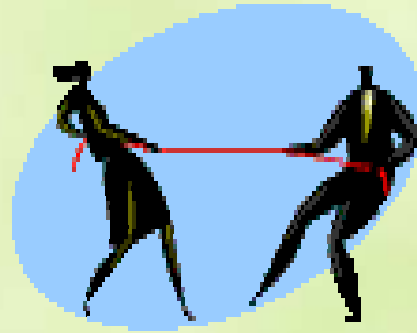
1998	Puerto Rico's Ecotourism Act
2002	Puerto Rico's Ecotourism Amendment Act
2002	World Summit on Sustainable Development
2004	Puerto Rico's Public Policy on Sustainable Development Act
2004	Puerto Rico's Water Resources Development Plan Act
2004	Puerto Rico's Renewal Energy Development Act
2004	Puerto Rico's Environmental Public Policy Act
2004	Puerto Rico's Master Plan for Land Use Act



PRECEDENT AND STATEMENT OF PROBLEM

- History of environmental laws and regulations
- Absence of action plan
- Economic model review

ISSUES



...B...U...R...E...A...U...C...R...A...C...Y...

ISSUES

- Country context
- Understanding sustainability
- Flexibility as essential characteristic

KEY AREAS

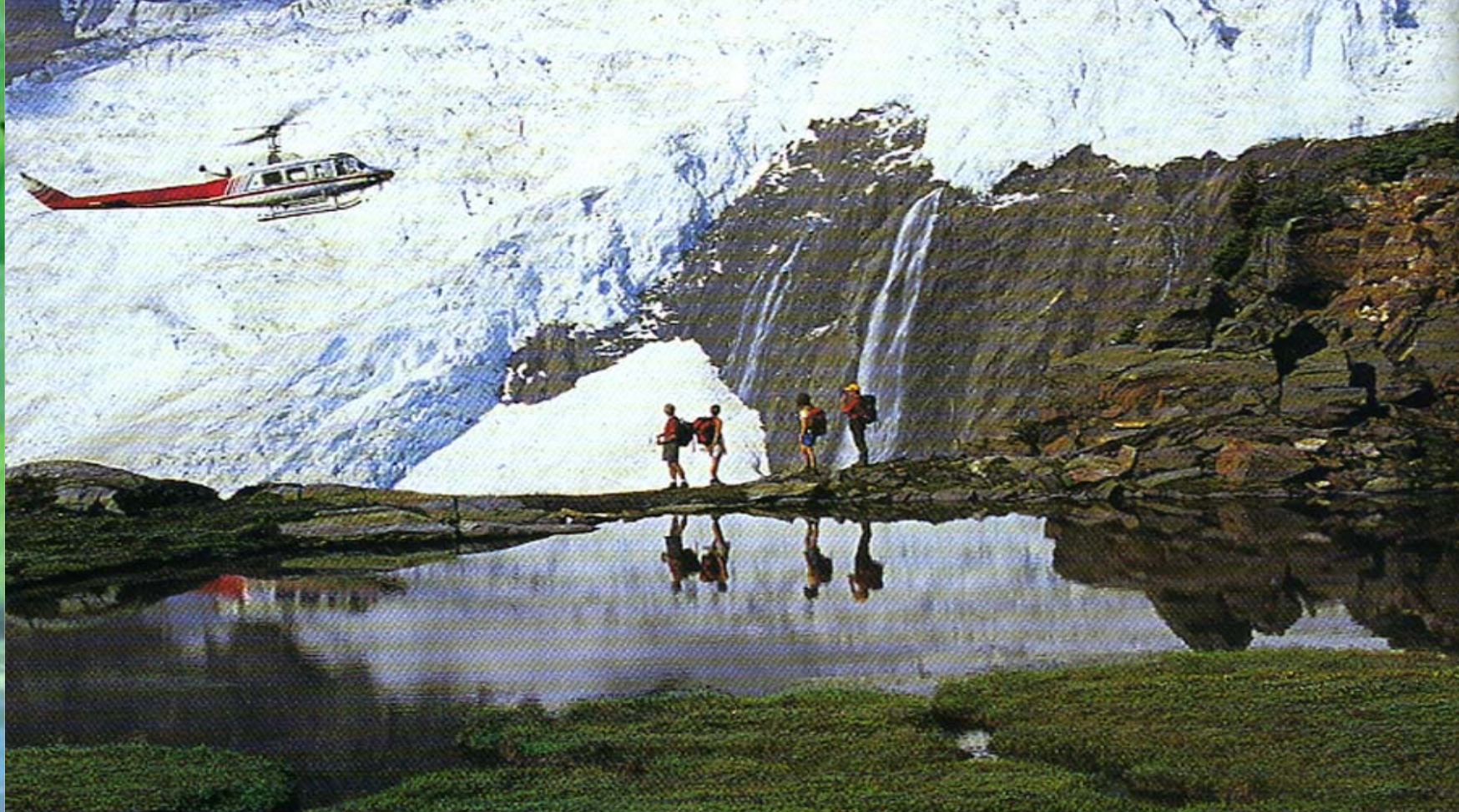
- Technical assistance
- Incentives
- Sustained gross income
- Growth in number of visitors
- Green space/open space policies
- Clear and flexible guidelines



KANDALAMA
HOTEL
SRI LANKA



H I G H
PERFORMANCE
SUSTAINABILITY



ECO-LODGE

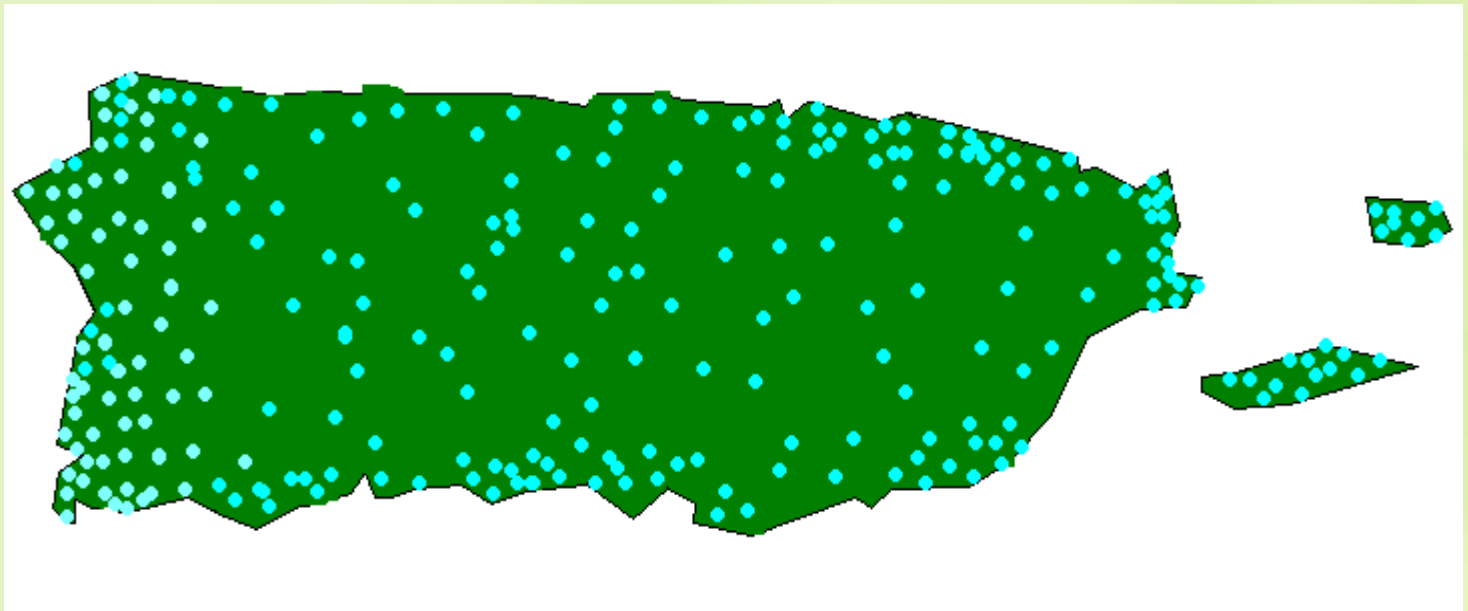


POTENTIALS and PITFALLS

CHALLENGES FACING PUERTO RICO

- A downward economy
- An intricately rigid business climate
- Infrastructure dependent on oil based energy
- Environmental impact from development and commerce
- Efficient management of public administration

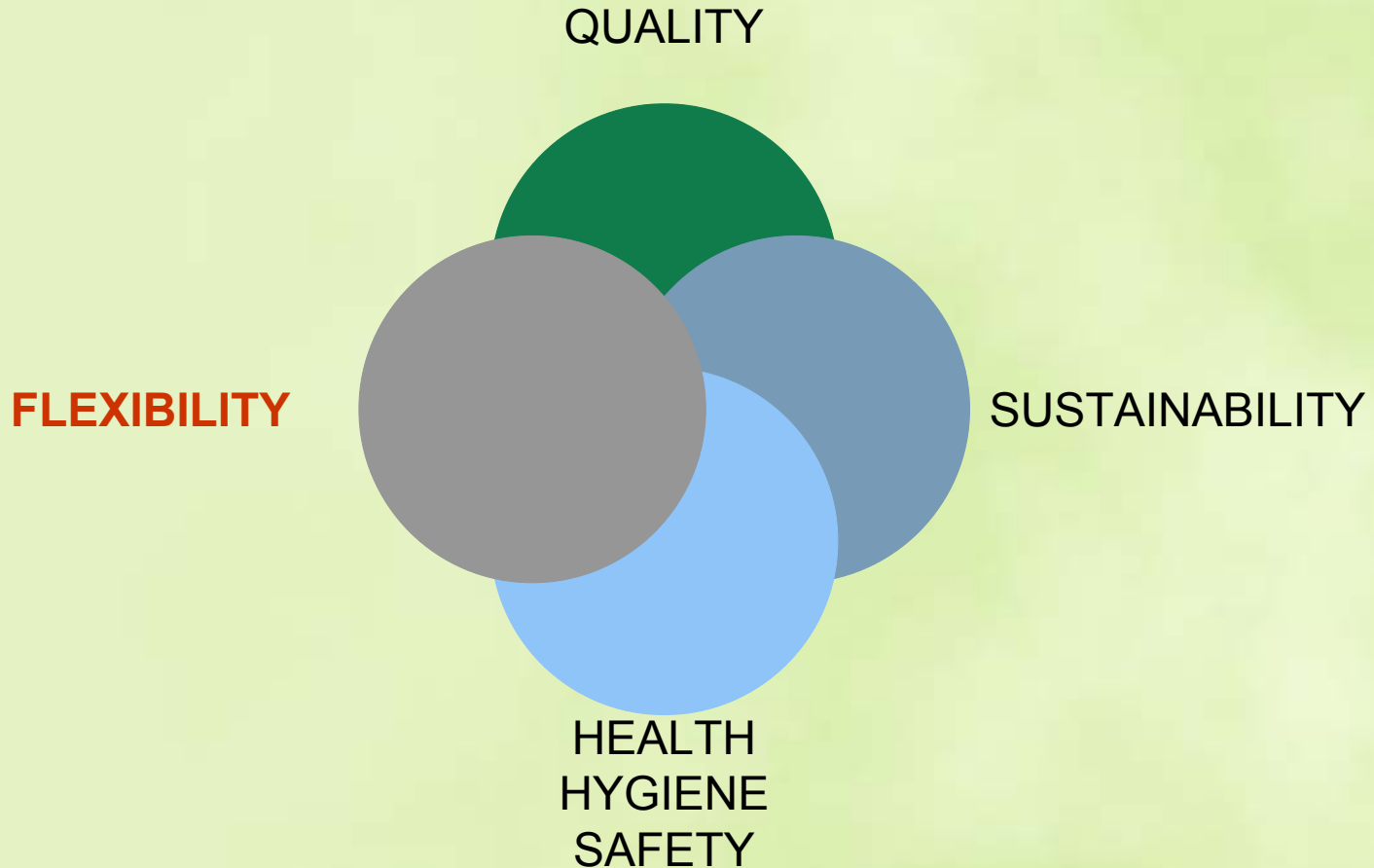
SMALL CHANGES CREATE A LARGE EFFECT



CHALLENGES OF SMALL PROPERTIES

- Integrate sustainable principles into values of owners
- Ability to measure levels of sustainability
- Focus on performance and quality of service
- Increase profit margin
- Increase number of visitors and length of stay
- Get government agencies to act based on sustainable principles
- Incentives
- Access to funds
- Positioning in international market
- Guide booklet
- Booklet as tool for certification

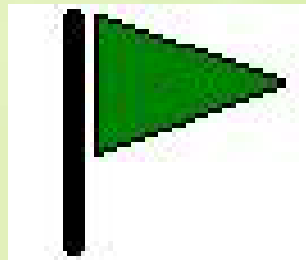
CERTIFICATION



CREATING BALANCE AMONG FACTORS

CERTIFICATION

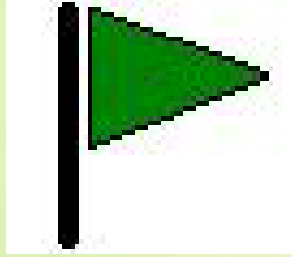
- Adding a fourth factor: flexibility
- Rewarding and meaningful experience



CRITERIA TO CONSIDER FOR GUIDELINES

- Few steps to get from “here to there”
- Adjust to our reality
- Allow for creativity and transition
- Respect design
- Address all types of tourism facilities
- Performance
- Differentiate standards and guides

GETTING FROM “HERE TO THERE”



- Fun and satisfying
- Create a simple guide
- Establish mission statement, objectives, concise action plan
- Educate hotel employees
- Create local certification program: “GREEN FLAG”
- Establish alliances at municipal and regional levels

WHAT TO EXPECT

- Uncertain future
- Good governance
- Constant reviews for results

QUESTIONS

- Shouldn't we look for relief with solutions that support a natural evolution towards sustainable lifestyle?
- Is it only the economic model that is faulty or do we need to review our ways of thinking?
- Is our attitude driven by convenience or conscience?



THANK YOU!!!