Coral reefs

Supply beach sand
Buffer against storms
Asset for hotel guests
Nursery for marine life
Bases of the Marine Food Chain:

- Mangroves, marshes, and seagrass beds
- Coral reefs
- Cold ocean waters
Geotourism Principle 8

• Promote destination appeal:
  Protect natural habitats, heritage sites, aesthetics, culture; avoid overcrowding
Developing Destination Assets

Build on character of place.
Base tourism on community assets.

Hotels for instance . . .
APPROPRIATE:

Hotel/real estate development, St Martin
SAVE HISTORY. IT PAYS:
Green remodelling usually costs LESS than replacing a building, with much lower environmental impact.
And greater tourism appeal.
Geotourism Principle 13

• **Evaluation**: Conduct regular reviews by all stakeholders. Measure success by economic/social/environmental *benefit per tourist*, *NOT sheer numbers of tourists*. 
Cruise Ship versus Stayover Tourism in Belize

<table>
<thead>
<tr>
<th></th>
<th>Cruise</th>
<th>Stayover</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrivals</td>
<td>800,300</td>
<td>236,600</td>
</tr>
<tr>
<td>Economic</td>
<td>US$31M</td>
<td>$144M</td>
</tr>
</tbody>
</table>

Stayover Advantage: 15x
Geotourism Principle 7

- **Community benefit:** Encourage small business strategies and upward employment mobility
Geotourism Principle 12

- Interactive interpretation: Engage both visitors and hosts in learning about the place!
The geotourism equation:

Environment + culture + history + aesthetics + people = sustainable economic benefit