STC- 12:
KEEPING THE RIGHT BALANCE
THE POWER OF PARTNERSHIPS

HACIENDO LA DIFERENCIA

12th Annual Caribbean Conference on Sustainable Tourism Development
Bermuda, April 3-6, 2011
THE WORLD’S LARGEST UNDERGROUND RIVER AND CAVE SYSTEMS
PLAYA DEL CARMEN 1974-1980
Accelerated growth in the Riviera Maya

Increase in hotel rooms 1995 - 2010
THE MESOAMERICAN REEF TOURISM INITIATIVE - MARTI

A non-profit Initiative established in October 2006 by Amigos de Sian Ka’an, Coral Reef Alliance, CI and joined by the Riviera Maya Hotel Association in 2009.

MARTI’s activity area is the Mesoamerican Reef, the world’s second largest coral reef formation, implementing programs in the Mexican Caribbean, Honduras and Belize.
Vision
Transform tourism into a positive force for healthy reefs and vibrant communities in the Mesoamerican Reef region.

With whom
We work with leaders of the main tourism sectors: Hotels, Investors, Developers, Architects, Tour Operators, Marine Recreation Providers, and Cruise Destinations to implement sustainable best practices in the operations and activities of our partners.
MARTI’S 4 PRINCIPLE STRATEGIES:

• Marine Recreation Operators
  Best Practices boat operation, diving and snorkeling

• Sustainable Hotel Operation
  Best Practices in hotel operation, social-cultural and CC

• Sustainable Planning, Design & Construction
  New hotels and resorts, private reserves, mangrove protection

• Cruise lines
  Destination Management, awareness
MARTI’s Local Alliances
PROMOTING SUSTAINABLE PLANNING, DESIGN AND CONSTRUCTION

Strategies:

Working with Developers, Investors and Architects towards the application of sustainable practices in Planning, Design and Construction of new hotels and resorts. We engage these stakeholders highlighting increased safety for their investment and improved medium term cost benefits through lower operational costs.

MARTI Guide for sustainable Planning, Design and Construction in the Mexican Caribbean
MARTI SUPPORTERS AND ALLIES

WWF

transat

 amigos de Sian Ka’an
Conservando el Patrimonio Natural de Quintana Roo

TOUR OPERATOR INITIATIVE
FOR SUSTAINABLE TOURISM DEVELOPMENT

SEMARNAT
SECRETARÍA DE MEDIO AMBIENTE Y RECURSOS NATURALES

ASEOJ
ASOCIACIÓN DE HOTELEROS RIVIERA MAYA

marti
the MesoAmerican Reef Tourism Initiative

CONSERVATION INTERNATIONAL

THE CORAL REEF ALLIANCE

gtz

 SECRETARÍA DE TURISMO QUINTANA ROO

SEDETUR

Rainforest Alliance

marti
the MesoAmerican Reef Tourism Initiative
PROJECTS WITH MARTI ALLIES

• Quintana Roo Low Carbon Tourism Initiative
• Public-Private-Partnership in solid waste management
• Implementation of Global Sustainable Tourism Criteria in Banyan Tree Fairmont and Rosewood Mayakoba.
• Standard on “Sustainable Siting, Design, Construction, Operation and Abandonment of Tourism Installations in the Yucatan”
LESSONS LEARNT

Recommended ingredients for a successful Initiative:

- A structured and efficient program according to the needs of clients.
- Participation of the private, public and social sector.
- Links and strategic alliances with local and international stakeholders.
- Inclusion of local professionals.
- Take advantage of the experiences and specialization of each partner.
- A name and a logo (brand) that can be easily recognized.
Thank you!

M en C THOMAS MELLER
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MARTI

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