

ADVENTURE TRAVEL
WORLD SUMMIT®

PANAMA
7-10 OCTOBER • 2024

Regeneration

a paradigm to connect
with and learn from
indigenous communities
in tourism

TITLE

Welcome!



MAU



LMDM
LA MANO DEL MONO

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LET'S *Play*

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Goal

“earn as much as possible”

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The award

Simple Rules

1. Each round, each team rises “X” or “Y” (you decide)
2. You can talk only within your table team-mates

Simple Rules

$$3X / 1Y = X +10 , Y -30$$

$$2X / 2Y = X +20 , Y -20$$

$$1X / 3Y = X +30, Y -10$$

$$4X / 0Y = X -10, Y /$$

$$0X / 4Y = X /, Y +10$$



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*The team who won, mainly
played...*

X

Y



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*It is more probable to win
playing...*

X

Y

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I interpreted “earning as much as possible” meant that my team should earn as much as possible.

Yes

No



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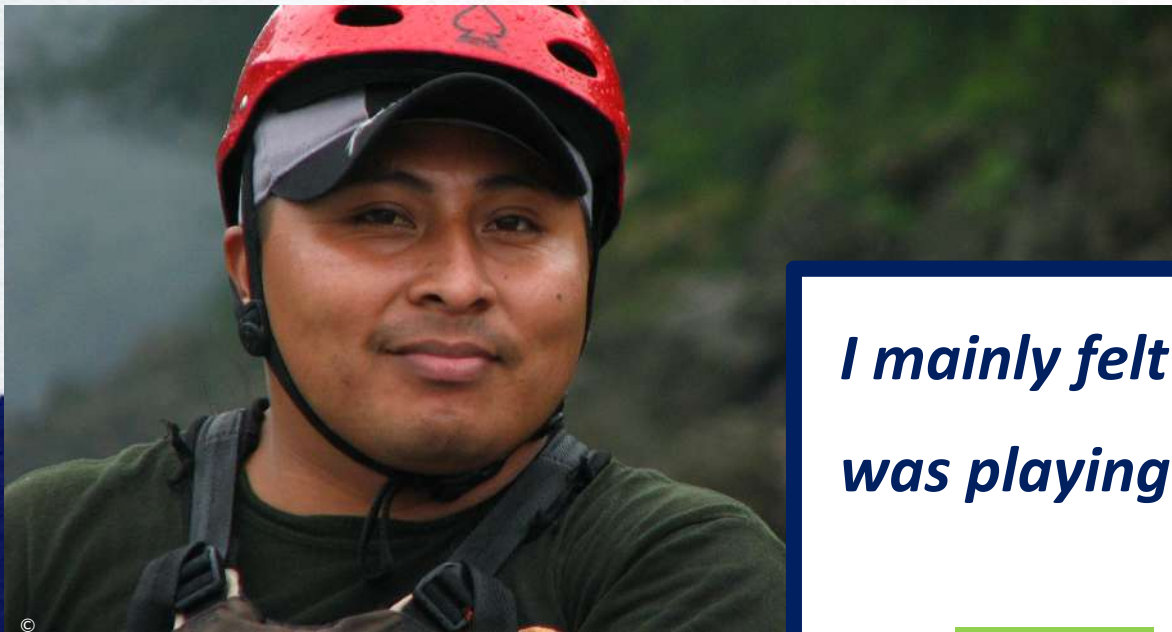
***What was the first proposal
you heard when you had open
Mic?***

X

Y

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I mainly felt frustration when I was playing....

X

Y

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*Was it easy to convince others
playing Y?*

Yes

No



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***Did you accomplish the goal of
“earning as much as possible”?***

Yes

No



Got it in
3
rounds

Raramuri Communities

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Got it in 4 rounds

Raramuri Communities

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**Share some “X”
attitudes/practices/actions
you notice in your
company or destination**

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Share some “Y”
attitudes/practices/actions
you notice in your
company or destination

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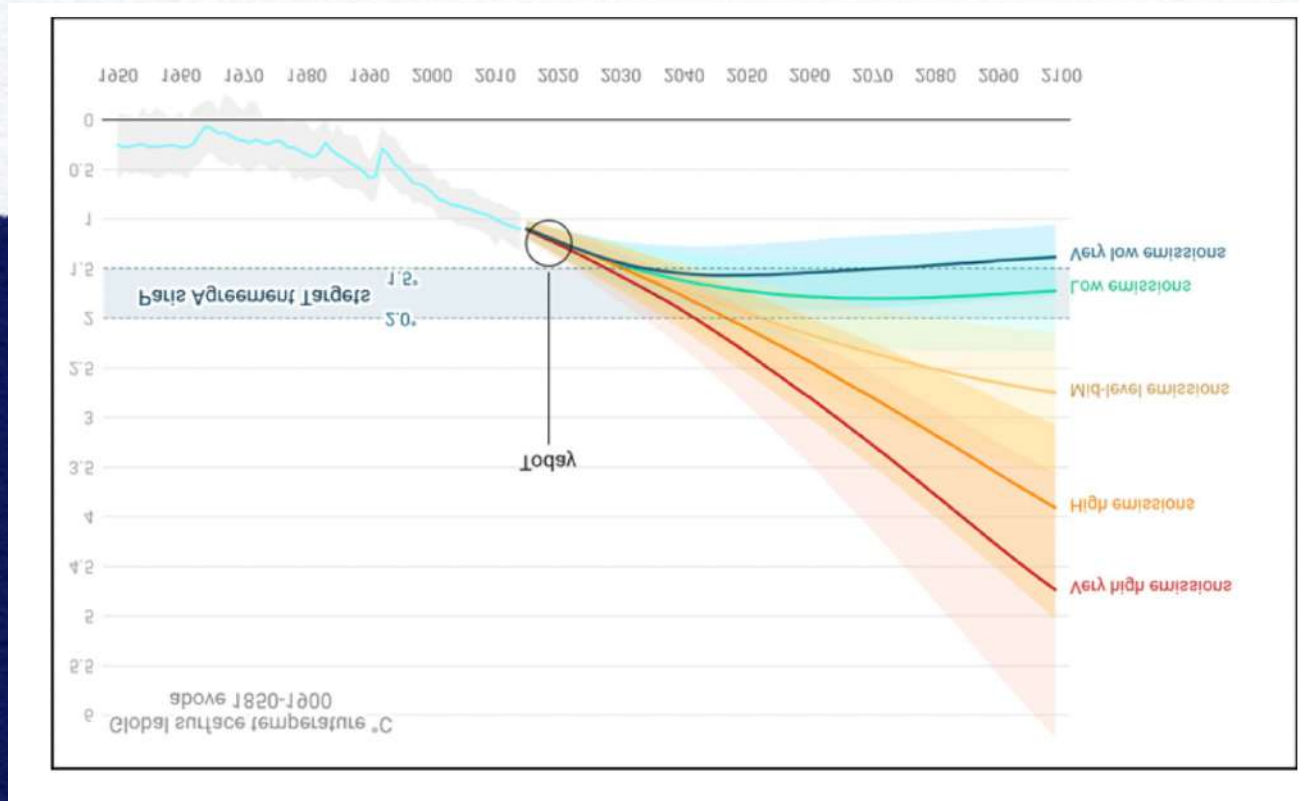
Regeneration

An indigenous paradigm to learn from

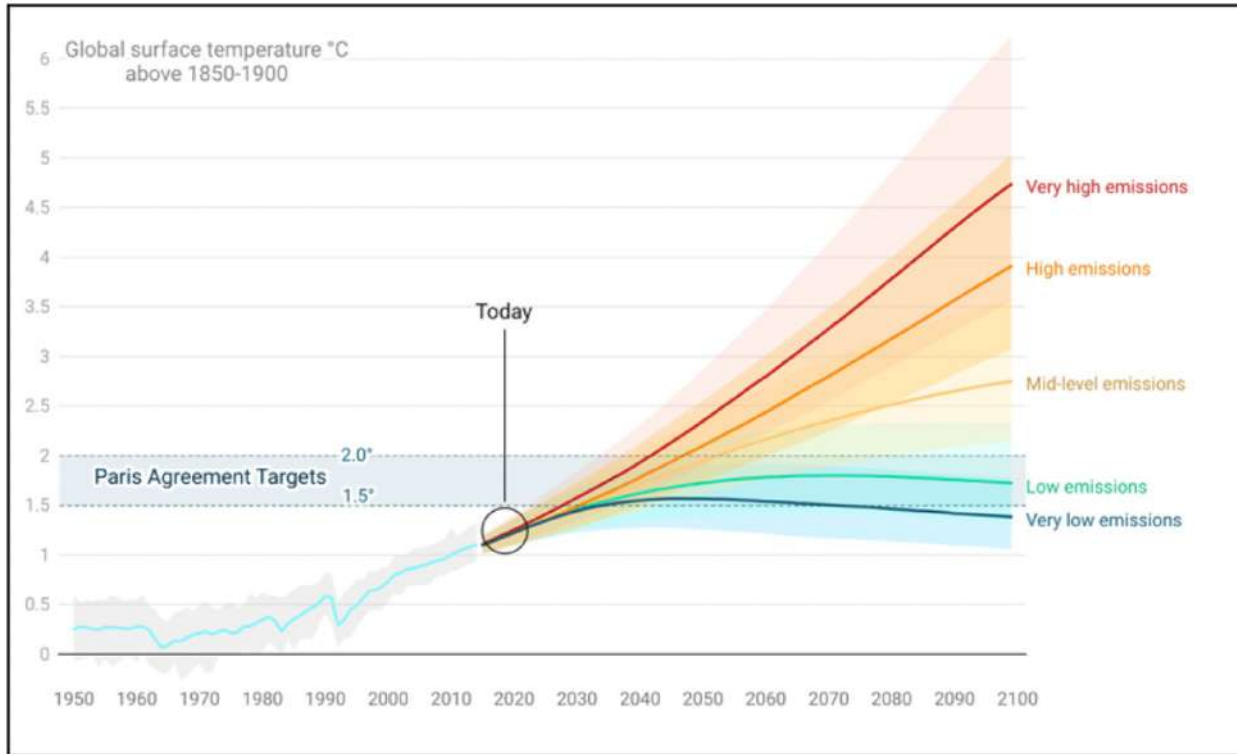
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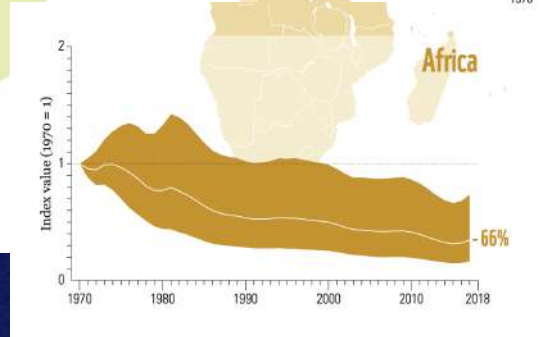
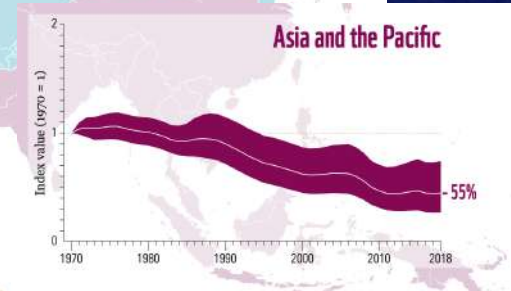
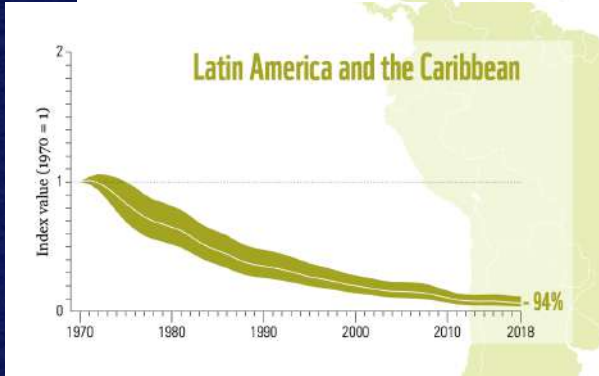
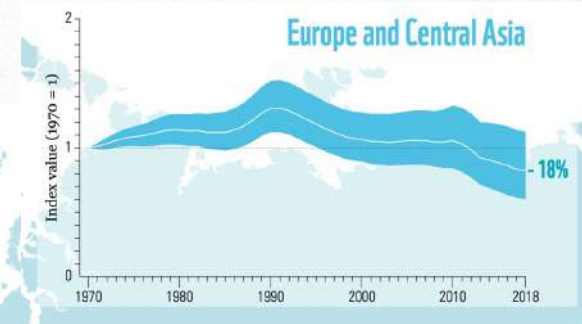
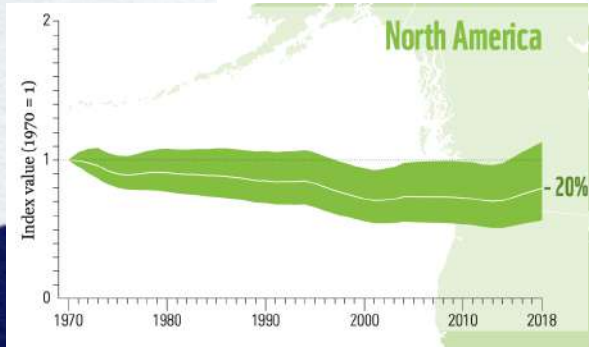
A real game...



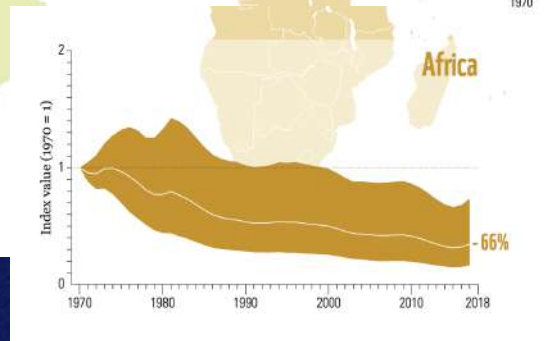
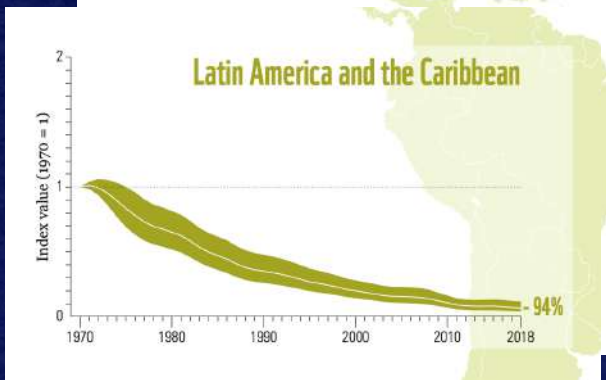
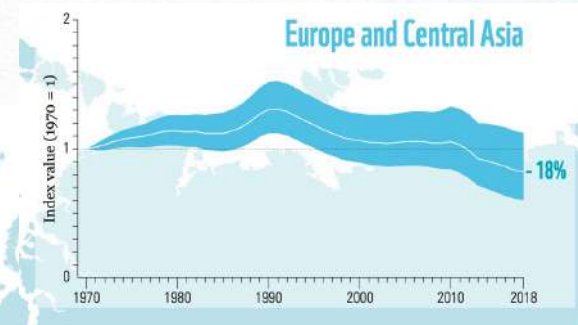
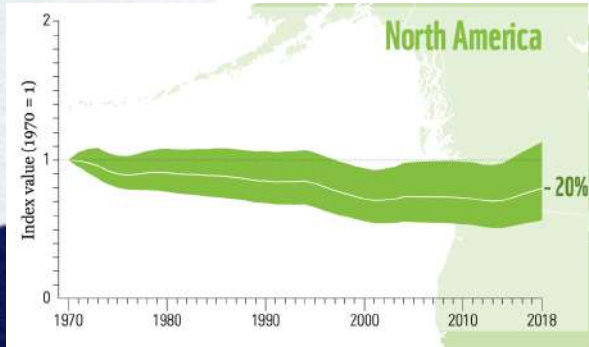
Climate Change



A real game...



Biodiversity loss

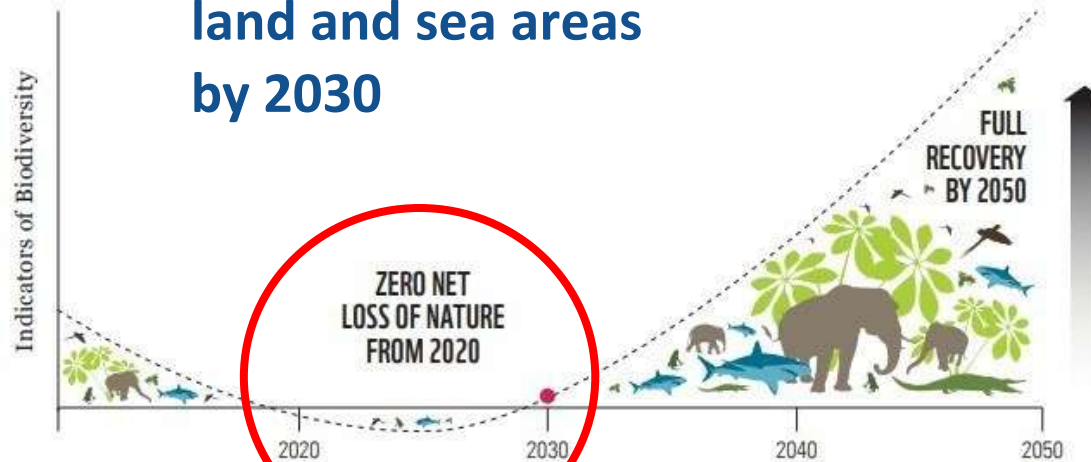


Our biodiversity game...

**GOAL: Effectively
conserve 30% of
land and sea areas
by 2030**

**Figure 23: Nature Positive
by 2030**

*A measurable global goal for
nature. Source: Locke et al.
(2021)¹⁰³.*



80% of biodiversity in LATAM





Is located in
territories of
6% of the
population





Do they live a different paradigm?

What can we learn from
indigenous communities?

Indigenous Tourism : Regenerating Local livelihoods

From 10% to 42%

Women participation in tourism



78%

Tourism strengthens
local governance



+80%

of community-based
tourism enterprises
linked to biodiversity
regeneration



25%

of local economy is
through tourism



+40%

increase of
yearly income

71%

Families uses tourism
income to reinvest in
housing



How to share the Y's?



Tools to enhance regeneration

Connecting the
new paradigm with new
practices



market
ready
tourism

REGENERATIVE RELATIONSHIPS

**GUIDING EMERGENT ADVENTURE
TOURISM ENTERPRISES AND
DESTINATIONS TO BE READY AND
CONNECTED WITH SPECIALIZED
MARKETS**



RESERVA
NATURA

Reservar para Conservar

**DIGITAL BOOKING AND VISITOR'S
MANAGEMENT SYSTEM FOR
NATURAL AREAS TO DETONATE
FINANCES FOR BIODIVERSITY
AND CLIMATE ADAPTATION**



METICHES
POR
NATURALEZA

**DISRUPTIVE MOVEMENT FOR
LOCAL COMMUNITIES TO CREATE
PROUD AND BE "NOSY" IN WHAT
MATTERS: OUR NATURE**

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"Model that guides emerging adventure and experiential tourism enterprises and destinations to be prepared and connected with markets, encouraging sustainability practices and regeneration of natural areas."



- +650 enterprises
- +100 natural areas
- +9,100 families
- +45% income
- 10% to 38% women leading enterprises



www.marketreadytourism.org



**RESERVA
NATURA**

Reservar para Conservar

Allows communities to set up their management needs, educate their visitors and increase their income for management and conservation of their natural areas.

**+1,000% income
for natural areas**

**100% of carrying
capacities mgmnt**

**85% is reinvested
in conservation and
local communities**



**Dynamic
management of
carrying capacities**



**Finances for
biodiversity and
climate action**



**Automatic
communication and
education for visitors**



**Automatic, real-time, cloud
based dashboard for
strategic decisions**

Integra tecnología para la reservación de visitas y manejo sustentable de tu área natural y detona financiamiento para su conservación

CONVOCATORIA NACIONAL

**RESERVAR PARA
Conservar
2.0**



Dirigido a

**Proprietarios y gestores
de áreas naturales**

Fechas importantes

**Cierre de convocatoria:
3 de noviembre de 2024**

**Webinar preguntas y respuestas:
14 de octubre de 2024
16:00 hrs de la CDMX**



www.reservanatura.org



**Disruptive digital movement to be “nosy”
in what is important to us: OUR NATURE
by putting surveillance cameras to degenerative actions**

**+70 sunken boats
Extracted from the
ocean**

**90% of local media
create content to be
“metiches”/”nosy”**

**+5,000 local people
proud to be
“metiches”/”nosy”**

100% replicable in any nature-based destination



www.metichespornaturaleza.com




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*Let's get in touch and
thanks for your feedback*



Is not enough
playing Y,
We need to
spread the word
and inspire
others to play Y

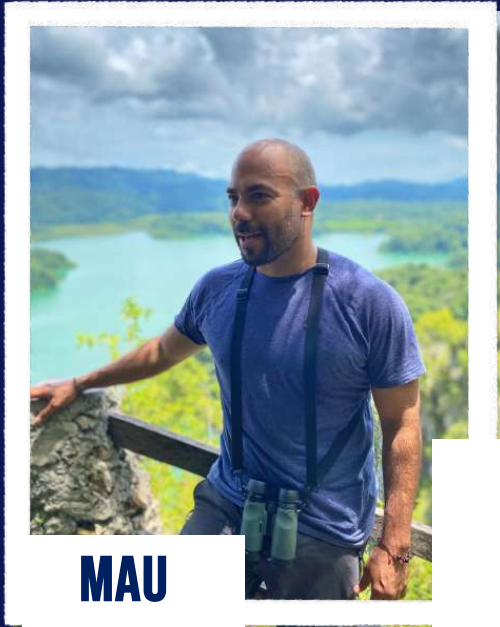


LET'S *Play*

In real life...

Thank you!

QUESTIONS?



@lamanodelmono



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