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## FIRST ECOTOURISM FORUM

### QUITO DECLARATION

The city of San Francisco de Quito hosted the “First PECC Ecotourism Forum”, organized by the Ecuadorean National Committee for the Pacific Economic Cooperation Council (ECPECC), and held within the Pacific Economic Cooperation Council (PECC – International) framework, between 19 and 21 November 2002.

Among the participants to this Forum were representatives from Australia, Canada, Chile, China, Colombia, Korea, United States, Japan, Mexico and Peru, as well as the Director General of the Pacific Economic Cooperation Council (PECC) and the President of the Pacific Basin Economic Council (PBEC).

As a result of the various lectures, speeches and debates conducive to deepening a harmonious interrelation between ecological conservation and the activities linked to ecotourism, the Ecuadorean National Committee for the Pacific Economic Cooperation Council (ECPECC), informs all PECC member economies about the main actions and initiatives where a consensus was reached in the Forum, which are as follows:

1. To encourage a vigorous strategic alliance between ecological conservation and tourism;
2. To work towards the institutionalization of this type of Forum in PECC member economies;
3. To highlight the importance of existing tourism ethical codes and their implementation to improve ecotourism practices;
4. To maintain a constant information flow about guides and documents on better social and environmental practices, including case studies, which can be used by PECC member economies;
5. To set the conditions that widen and deepen the recommendations and actions of this Forum through open, permanent, virtual and interactive technologies;
6. To encourage the use of renowned best practice programs and promote the efficient and responsible environmental and social development, which allows tour operations to comply with their commitment to sustainability;



7. To develop the concept of integral and coordinated management, involving the actors and processes which enhance the sustainability of ecotourism;
8. To support and promote dialogue among PECC member economies in order to widen participation, using existing virtual fora; as well as the media, publications and workshops;
9. To seek the creation of a financing fund for private tourism initiatives, on a small and medium scale, including those of native communities.
10. To strengthen promotion and commercialization processes of ecotourism products which comply with acknowledged environmental and social standards in the PECC region;
11. To protect the cultural diversity of PECC member economies and to encourage the broadcasting of its knowledge, as part of ecotourism development;
12. To strengthen the conservation of marine and coastal ecosystems and the biological diversity of the Pacific Ocean;
13. To optimize the environmental standards in the ecotourism industry of PECC member economies;
14. To motivate the participation of native communities in international ecotourism fora;
15. To highlight the importance of 'Cultural' and 'Natural' Heritage Sites, declared as such by UNESCO, as the main component of the development of ecotourism;
16. To call on governments to formulate policies that support ecotourism, under environmental protection standards;
17. To make tourists conscious about the importance of carrying out their activities in an environmentally friendly manner;
18. To prioritize the conservation of natural and cultural resources within development processes in the Pacific region;
19. To encourage joint ventures and strategic partnerships between tour operators and entrepreneurs of the Pacific Basin, focusing on the sustainable development of ecotourism;
20. To call on PECC member economies to provide cooperation for the sustainable development of ecotourism, as one of the main goals of PECC;
21. To seek the creation of an educational website about ecotourism;



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22. To support the hosting of a Second PECC Ecotourism Forum in the city of Shangri-La, China in 2003, to institutionalize this type of events within PECC.

Quito, Ecuador, 21 November 2002.