

San Miguel & Curitiba; LEDC sustainability

San Miguel

Benefits of Ecotourism

- Money generated can be routed towards protecting the world's natural habitats & species.
- Local people gain economically from their protected local environment
- People's awareness of conservation & ecological issues can be raised

Tourist Provision

- No entertainment; true ecotourism
- A Ranger station with basic facilities and space for tents
- Diesel generator for electricity
- Shop selling Coca Cola, basic footstuff
- Only £6.50 to survive in San Miguel for a tourist
- Money goes mostly to local agency, small amount to president
- Only local food provided, locals cook, wash, wait and clean

The Cotacachi- Cayapas Ecological Reserve

- » Protected by the Ecuadorian government
- » Great biodiversity, birds, tapirs, jaguars, bears
- » Entry fee is \$10-20 for foreigners, much lower for locals
- » No English is spoken
- » Rough circular route encompassing flora and fauna of all kinds, culminating in a swim in a plunge pool

Impacts

- Bit of pollution from diesel generator, sewage up
- Minimum ecological impact, trail carved out
- Western influences such as clothing were already available from nearby Borbon; however, now the locals can afford to buy them, integrating remote Ecuadorians.



San Miguel

- A small village, 20 houses, 100 people
- In the rainforests of the Ecuadorian coastal plain
- Populated by indigenous Cayapas Indians
- Only 5,000 or so survive nowadays
- Income based upon subsistence agriculture, fishing and secondary industry such as basket weaving

Curitiba

Social

- Walking mall created on Rua Quinze
 - » Merchants end up loving it
 - » Children drawing on the street prevented cars
- Architects help design houses room by room
- A sack of garbage is exchanged for a sack of food
- Kids programmes
 - » Foster homes
 - » Free childcare for almost 12 hours a day
 - » Children sort out plastic for bus tokens
 - » Kids plant community gardens
- Apartment complexes built only next to bus routes
- Public Transport
 - » Several million people ride the buses each day
 - » Old buses become classrooms for job skill training
 - » Bus system is self supporting, no governmental funding
 - » Bus stations are glass, and are not vandalised
- Access
 - Tri lane structure, with separate lanes for each direction
 - Middle lane exclusively for buses

Economic

- High quality of life attracts good, well paying corporations
- Corporation tax helps to pay for municipal child care
- The city often employs single slum mothers
- The city runs on just \$150 per person

Environmental

- City is decorated with flowers, which people have stopped taking
- Trees everywhere, fines for their removal
- 150 sq foot of green space per person, up from 2
- Bike paths, soccer fields and volleyball courts



Results

- 98% of residents are happy to live in Curitiba (<50% in USA cities)
- Low crime; there are opportunities for young people
- The cycle of poverty is essentially broken
 - » Infrastructure leads to better home lives
 - » Better education leads to better skills
 - » Residents are more employable
 - » And earnings can be usefully routed into housing
- Community spirit is fantastic; some shop owners still put paper on the street for the children in recognition of the catalyst for the city's development.