



MINISTERIO  
DE LA PRESIDENCIA



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# GESTIÓN DE LA **BIODIVERSIDAD COSTERA** PARA **FORTALECER LA COMPETITIVIDAD TURÍSTICA** Y **AUMENTAR LA RESILIENCIA ANTE DESASTRES**

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Contenido

**PRESENTACIÓN**

Importancia y contexto del Turismo



Valor de Ecosistemas Costeros



Aumento de resiliencia de los Ecosistemas



Oportunidades para el sector Turismo a partir de la Biodiversidad

# DATOS INTERESANTES A CONSIDERAR SOBRE TURISMO



# Importancia del TURISMO



**WHY TOURISM MATTERS**



# TURNING ONE BILLION TOURISTS INTO ONE BILLION OPPORTUNITIES

In 2012, a record one billion tourists crossed international borders in a single year. Another five to six billion are estimated to travel in their own countries every year.

## WHERE DO THEY COME FROM?



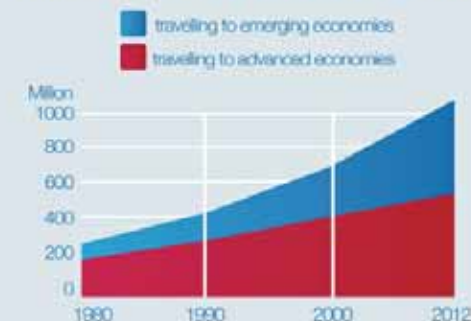
## WHERE DO THEY GO?



## WHY DO THEY TRAVEL?



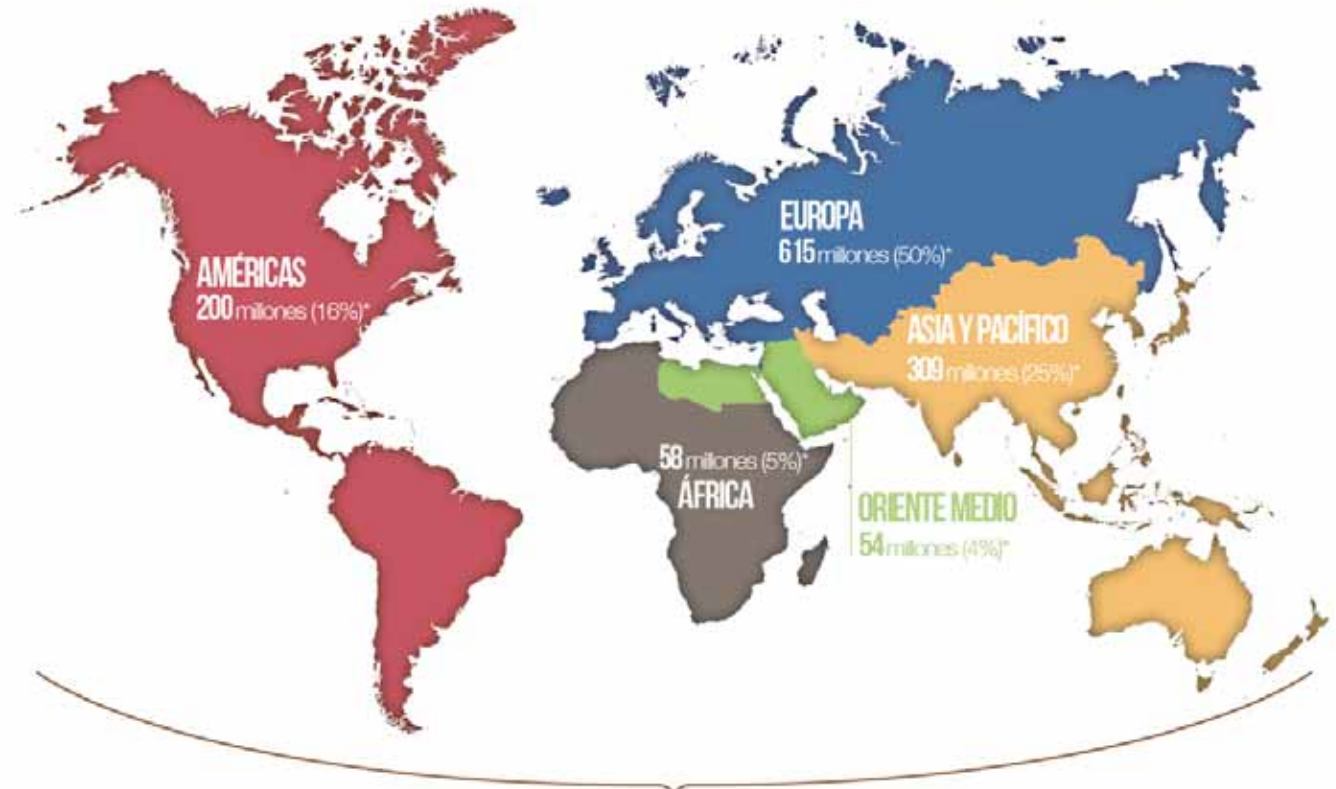
## EMERGING VS. ADVANCED



# Importancia del TURISMO

## LLEGADAS DE TURISTAS INTERNACIONALES 2016

\*Cuota de mercado (%)



MUNDO: 1.235 MILLONES

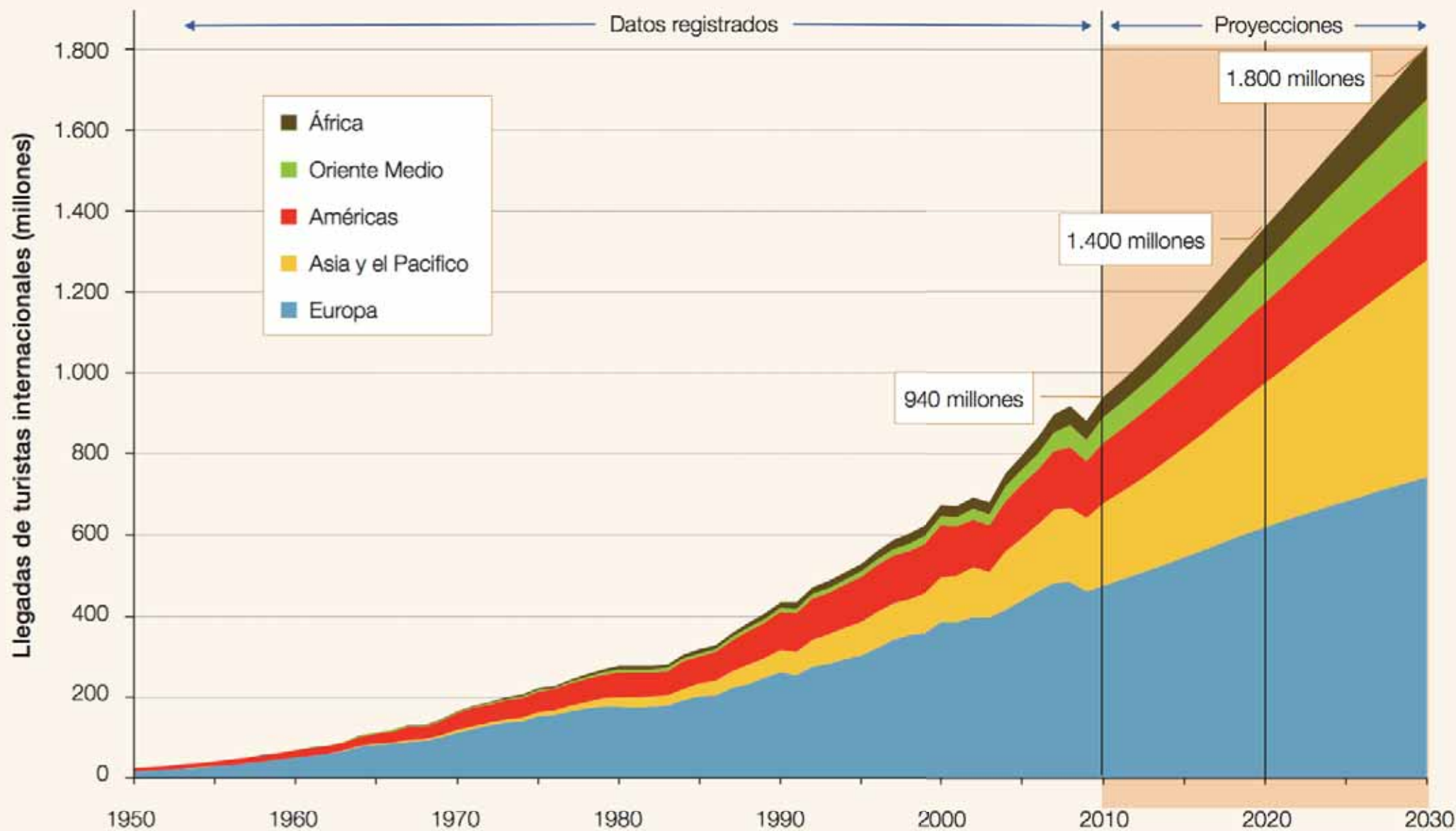


2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



# CRECIMIENTO

El turismo hacia 2030: Tendencias y proyecciones 1950-2030



Fuente: Organización Mundial del Turismo (OMT-UNWTO) ©



En el **2015** y por **PRIMERA VEZ**,  
El Caribe supera en crecimiento a las  
demás regiones.

## Aumento de Turistas en el Caribe (Millones)

**11.4**  
Año 1990



**23.9**  
Año 2015



Turismo EN el  
**CARIBE**



# TURISMO CRECE

# 3.80%

ENERO-MARZO 2017

RECIBIMOS **1,665,607** TURISTAS

**61,178** MÁS QUE  
IGUAL PERÍODO 2016

## PROCEDENCIA

América del Norte **61%**

Europa **24.9%**

América del Sur **10.4%**

LLEGADA DE EUROPEOS  
**INCREMENTA**

**-15.4%**

# 2016

ARRIBARON  
**5,959,347** TURISTAS

**315,153** EMPLEOS  
SECTOR HOTELERO

**6,000** NUEVAS  
HABITACIONES EN 2017

**74,981** HABITACIONES

## ENTRADA TURISTAS POR AEROPUERTOS

Punta Cana **65.6%**

Las Américas **14.8%**

Puerto Plata **11.9%**



PRESIDENCIA DE LA  
**REPÚBLICA DOMINICANA**

# DATOS ASONAHORES



75,000 hab.  
A dic. 2016

Directa e Indirecta  
22%

**PIB**



327,973  
Empleos Directos  
2016

US\$6,387mm en 2016  
US\$670 Inv. Extranjera  
35% total del país



# ¿10 millones de Turistas?



120,000 hab.

Directa e Indirecta  
30%

PIB

Año 2,024

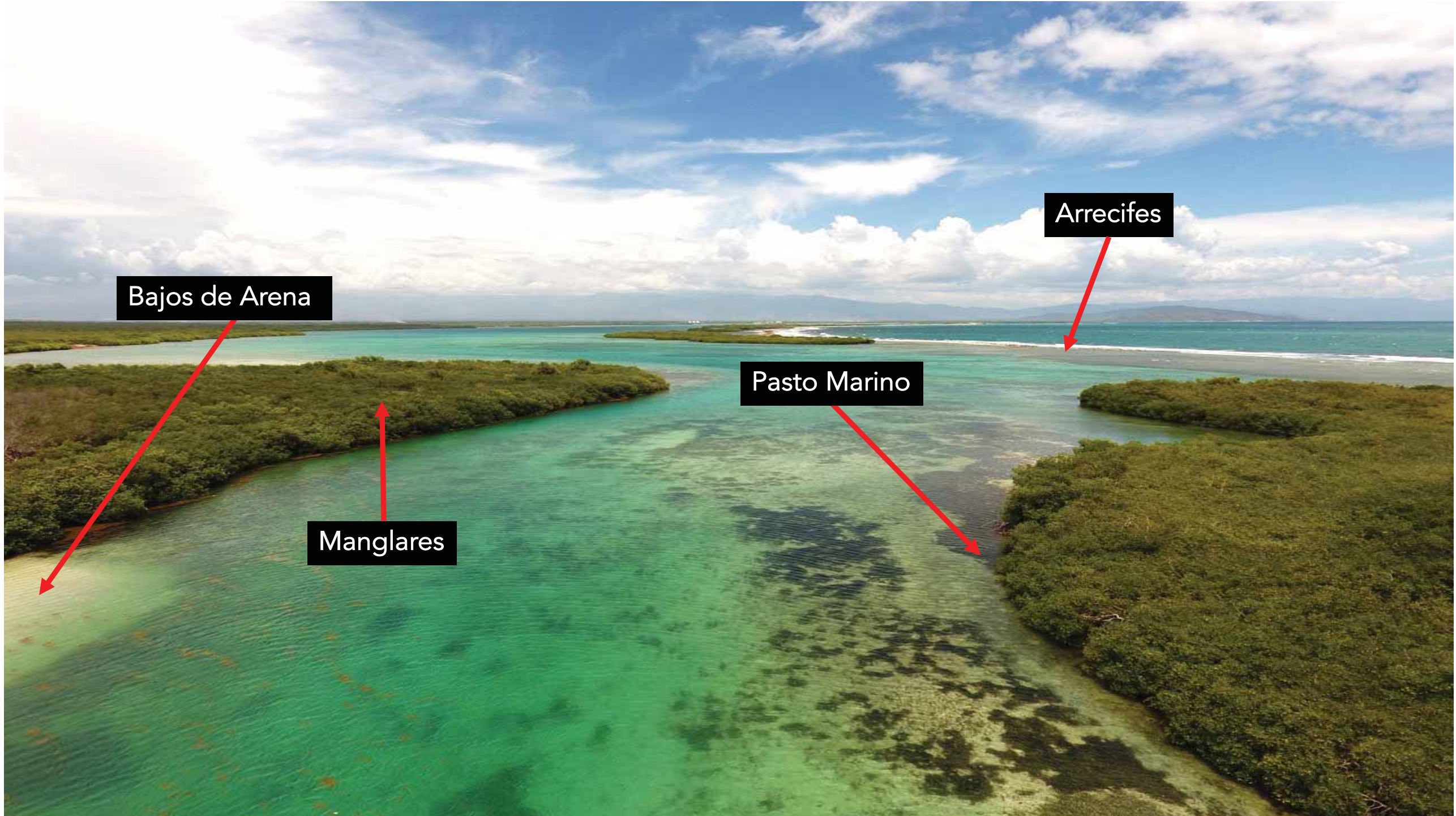
Si se mantiene  
un crecimiento  
promedio de  
7%.

US\$12,000  
Millones generados



Los **Ecosistemas** Costeros  
**SUS FUNCIONES Y SERVICIOS**





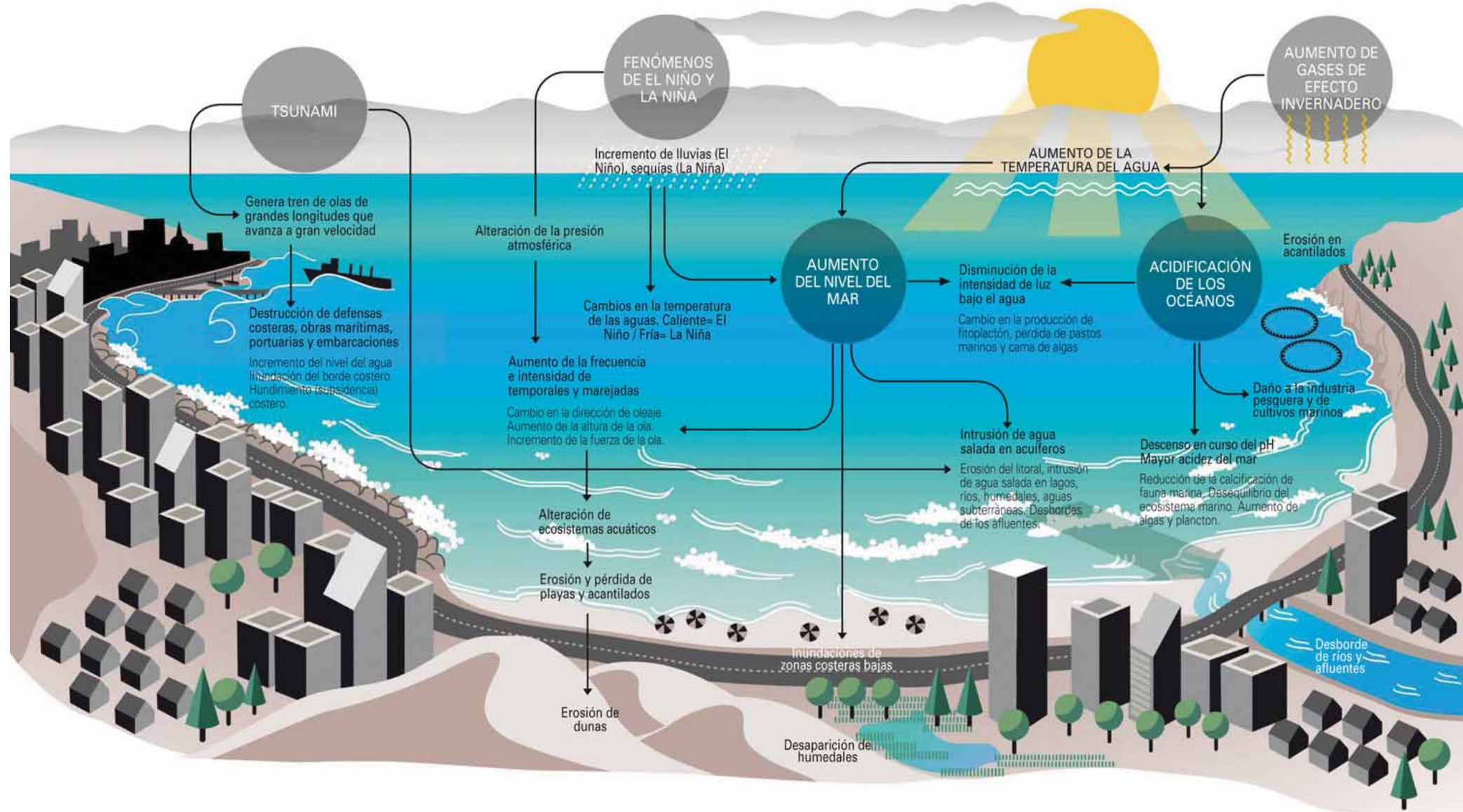
Bajos de Arena

Manglares

Pasto Marino

Arrecifes

# Riesgos para el TURISMO DE SOL Y PLAYA



Indica la **CAPACIDAD** de los ecosistemas de **ABSORBER PERTURBACIONES**, sin alterar significativamente sus características de **ESTRUCTURA Y FUNCIONALIDAD**; pudiendo regresar a su **ESTADO ORIGINAL** una vez que la perturbación ha terminado.

**RESILIENCIA**

# Procesos claves de resiliencia **COSTERA**

1. Atenuación de Olas

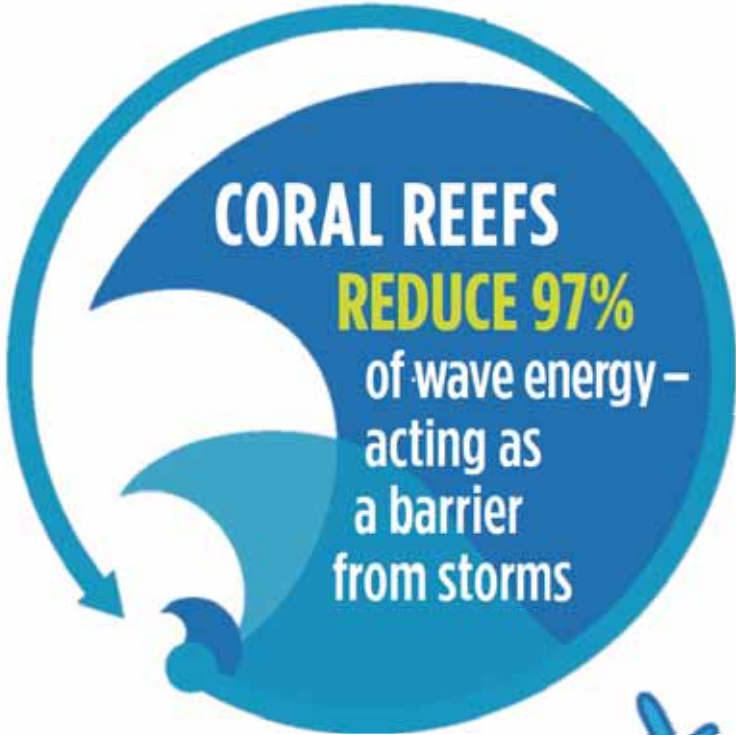
2. Atenuación de marejadas ciclónicas.

3. Mantenimiento de la línea de costa.





# 1. Atenuación de Olas



**CORAL REEFS**  
**REDUCE 97%**  
of wave energy –  
acting as  
a barrier  
from storms

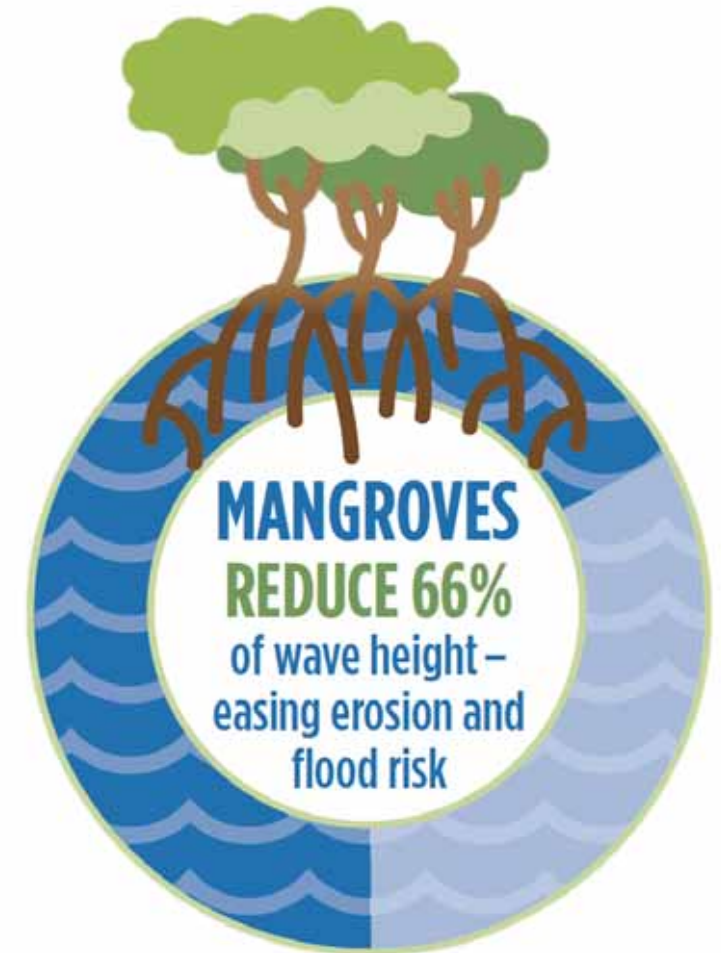
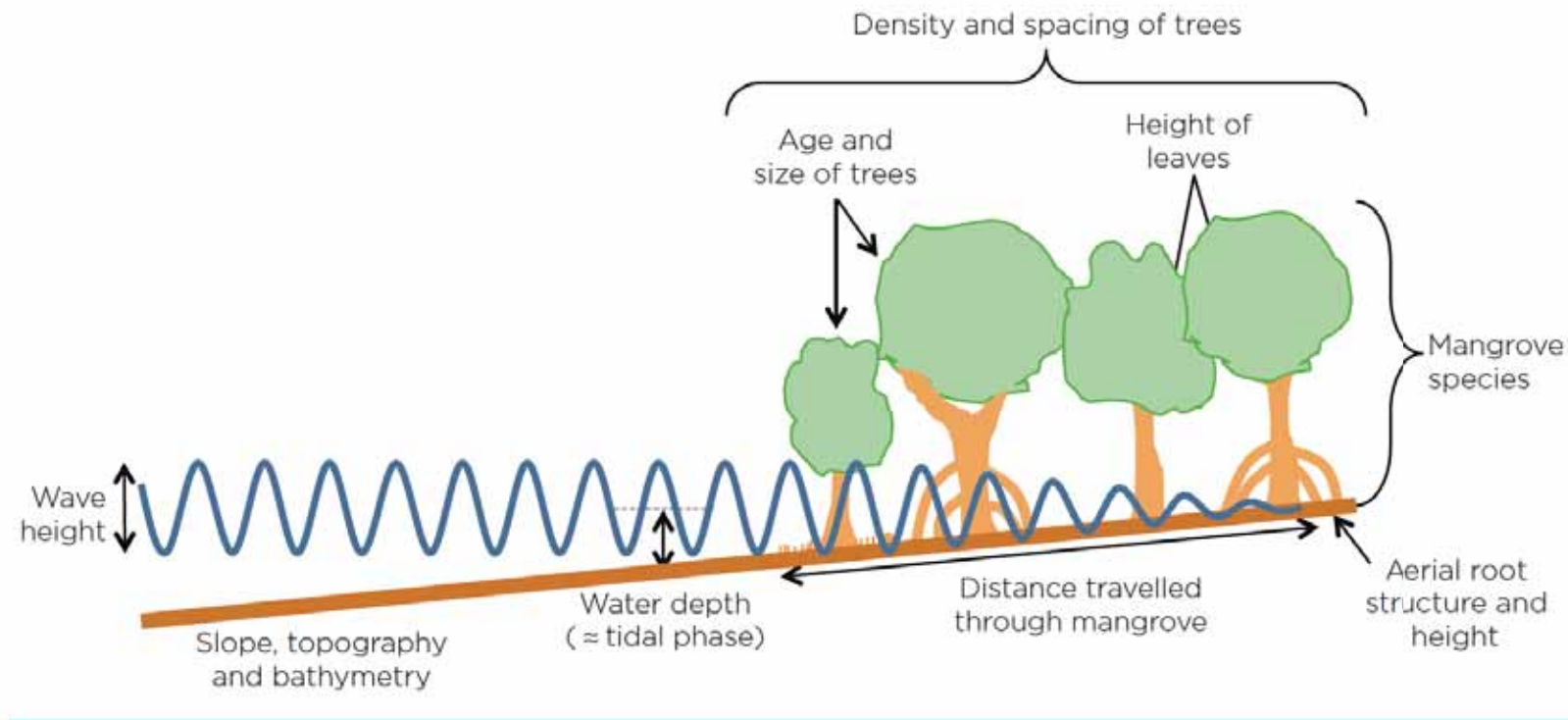


**NATURAL DEFENSES**  
save money and reduce  
impacts of storms, erosion and  
flooding to coastal communities

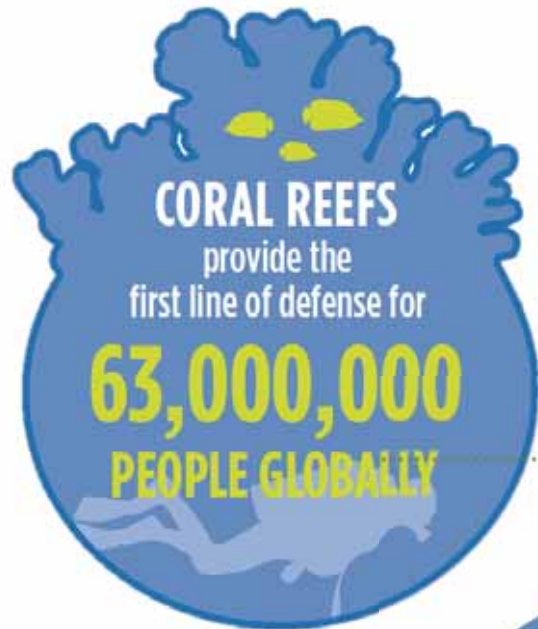


## 2. Atenuación de marejadas ciclónicas.

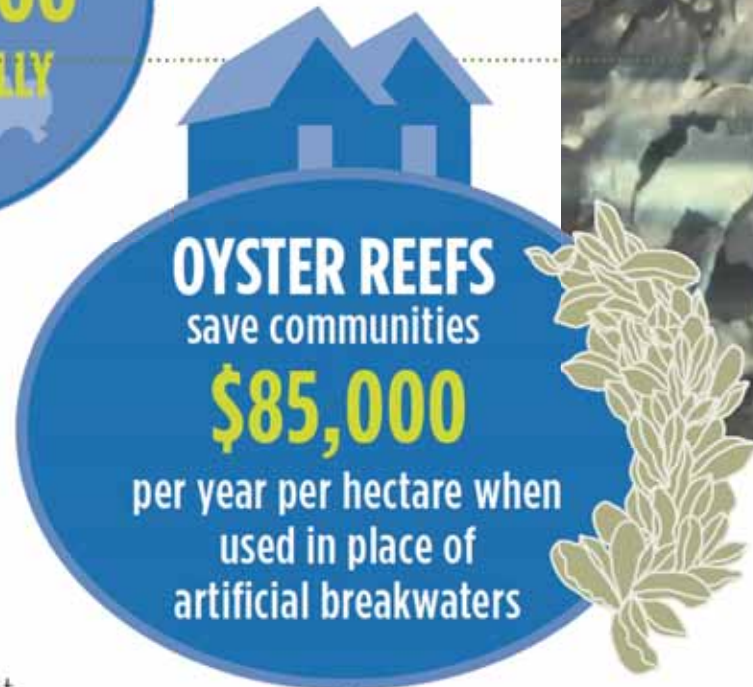
Figure 2.1: Factors Affecting Wave Attenuation through Mangroves



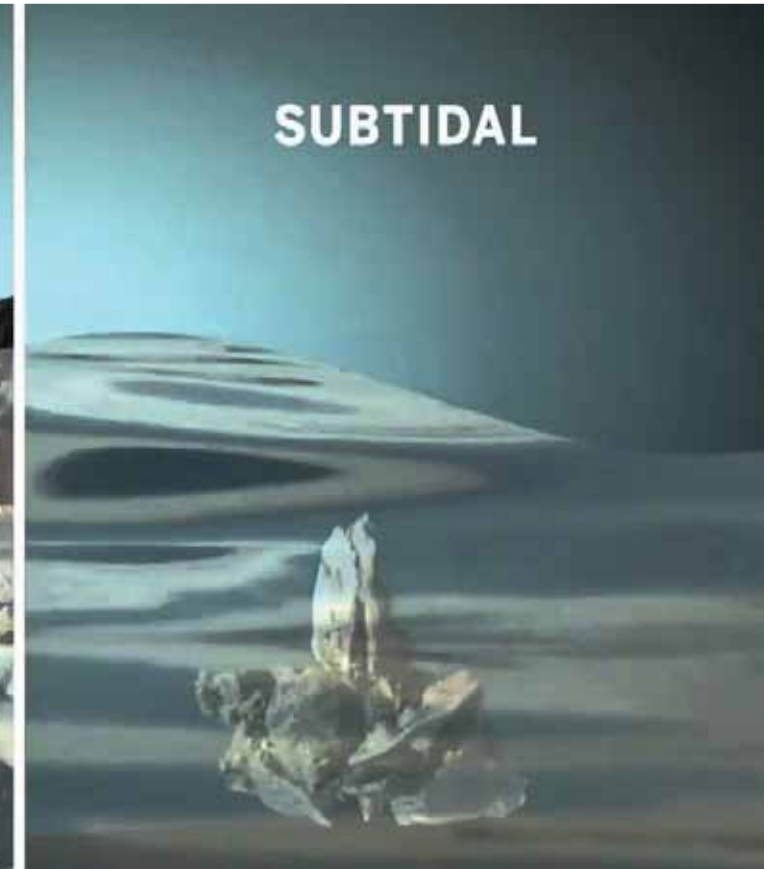
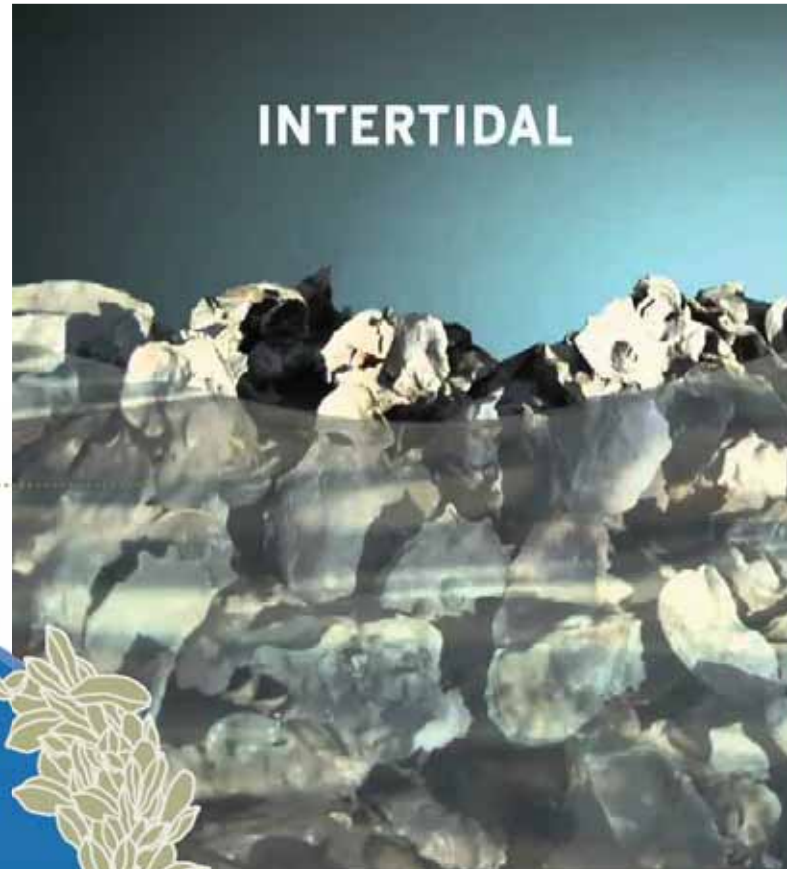
# 3. Mantenimiento de la línea de costa.



**CORAL REEFS**  
provide the  
first line of defense for  
**63,000,000**  
PEOPLE GLOBALLY



**OYSTER REEFS**  
save communities  
**\$85,000**  
per year per hectare when  
used in place of  
artificial breakwaters



**ANTES**

**COSTA VERDE,  
MONTECRISTI**

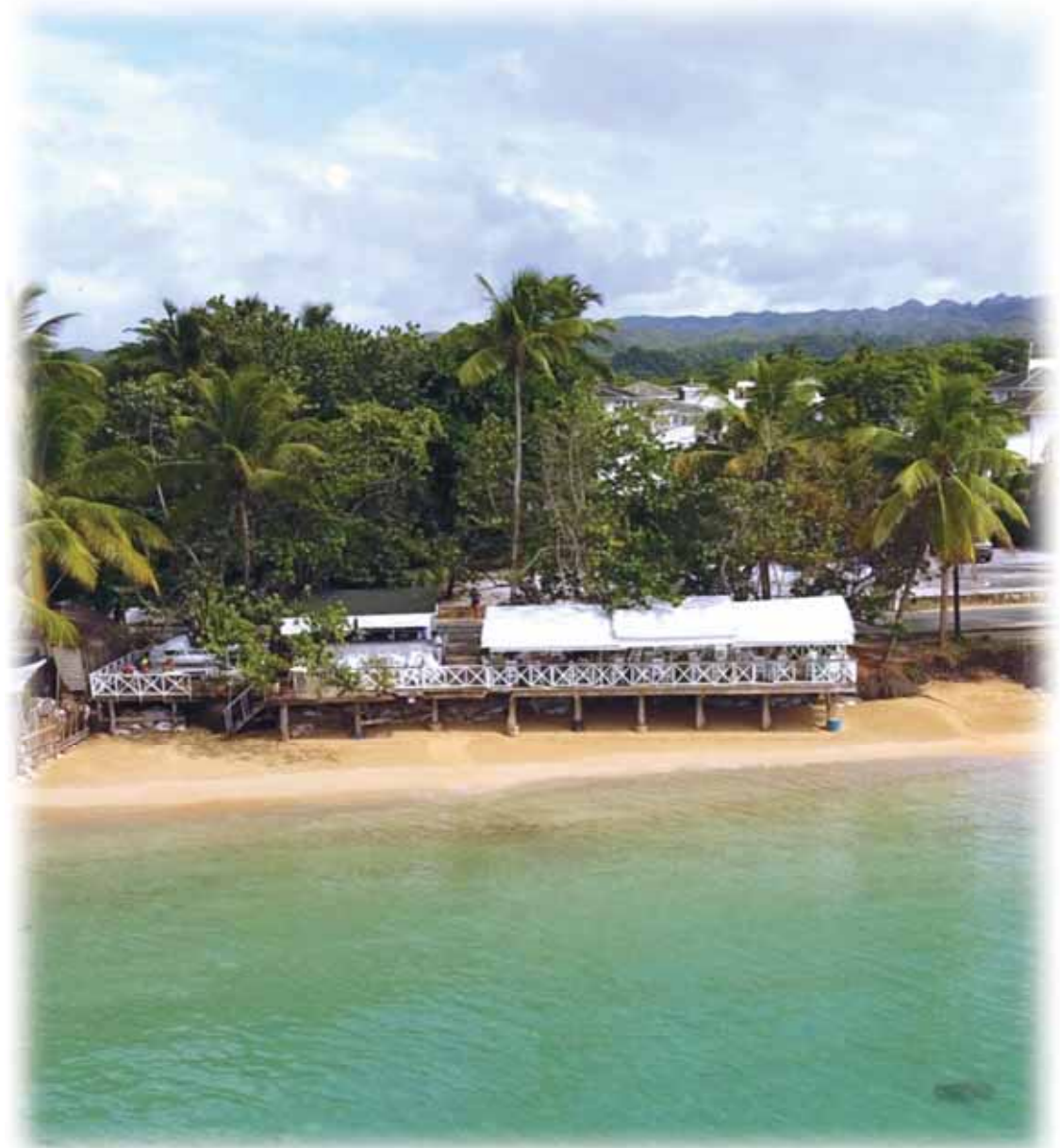
**DESPUÉS**



2014

LAS TERRENAS

2017



2014

LAS TERRENAS

2017

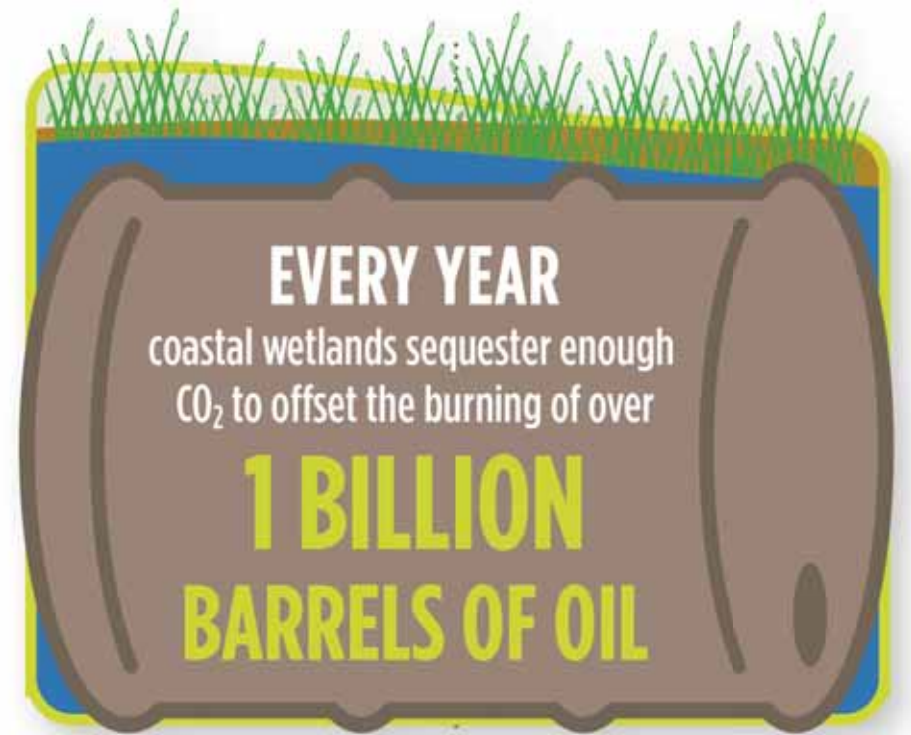
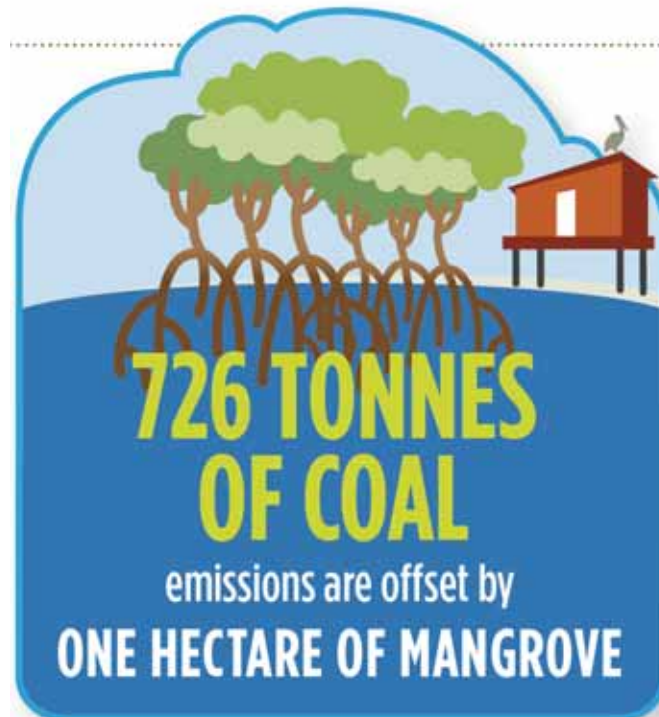
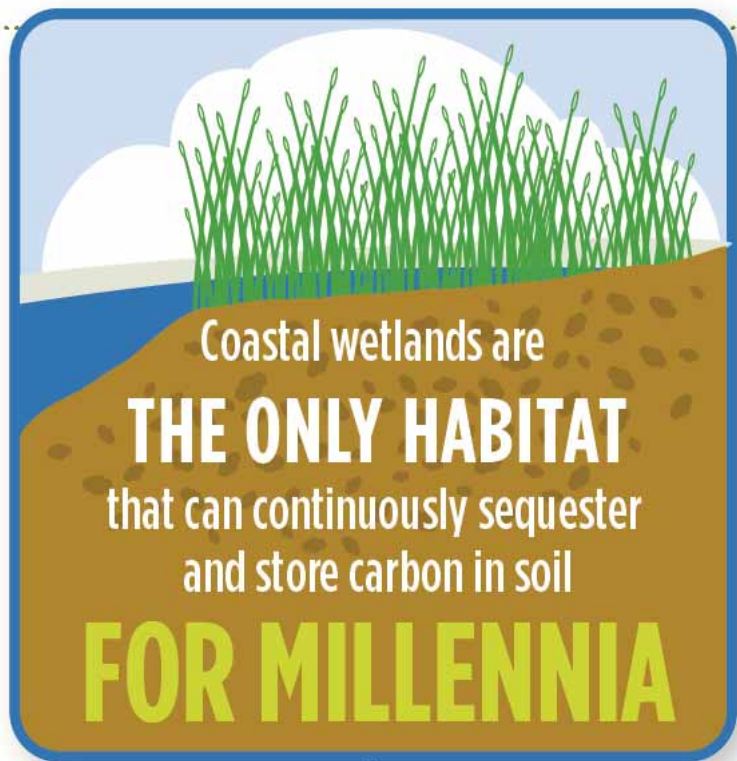




# BIODIVERSIDAD COSTERA COMO UNA **OPORTUNIDAD** PARA EL SECTOR TURISMO



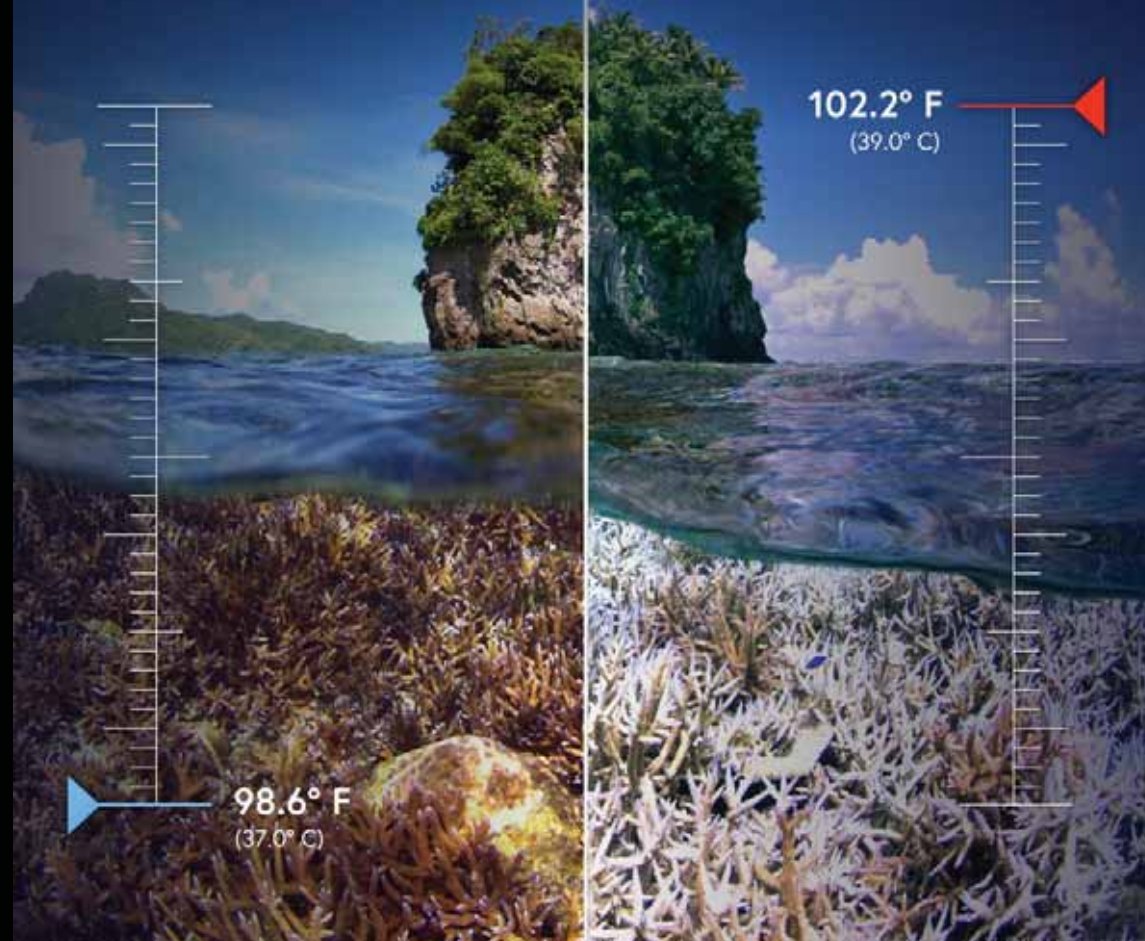
# VULNERABILIDAD ANTE EL CAMBIO CLIMÁTICO



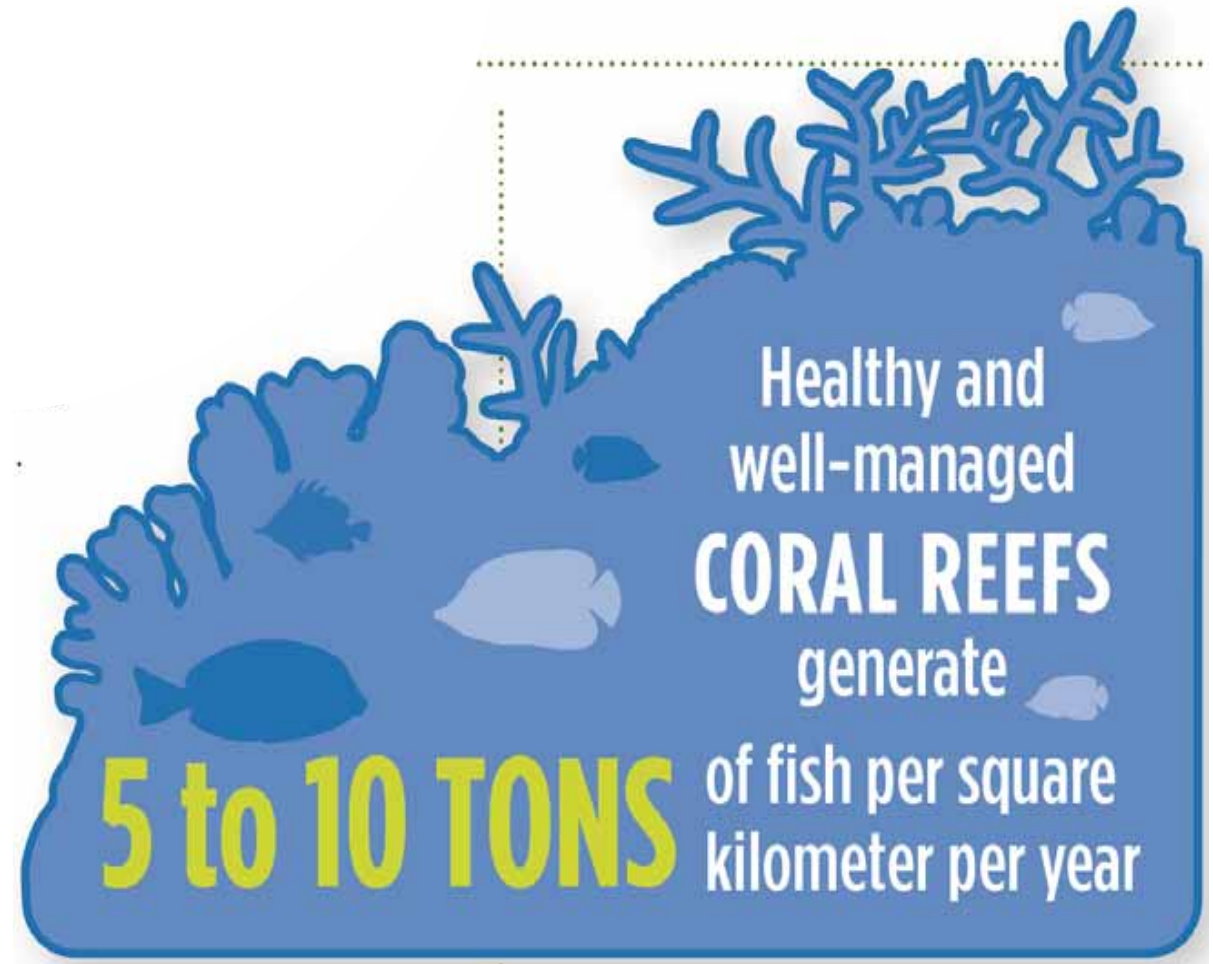
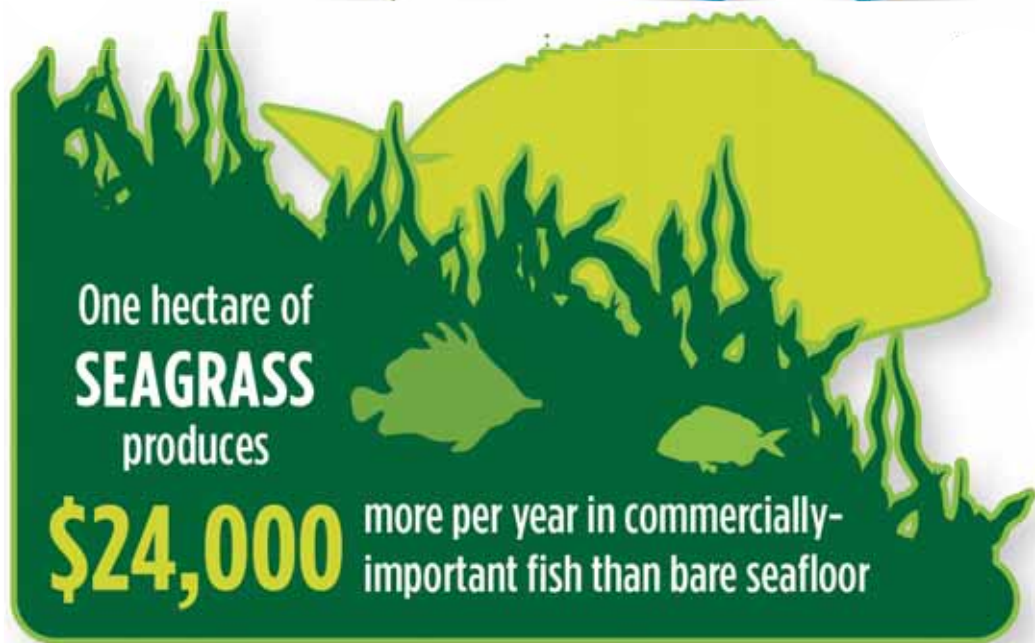
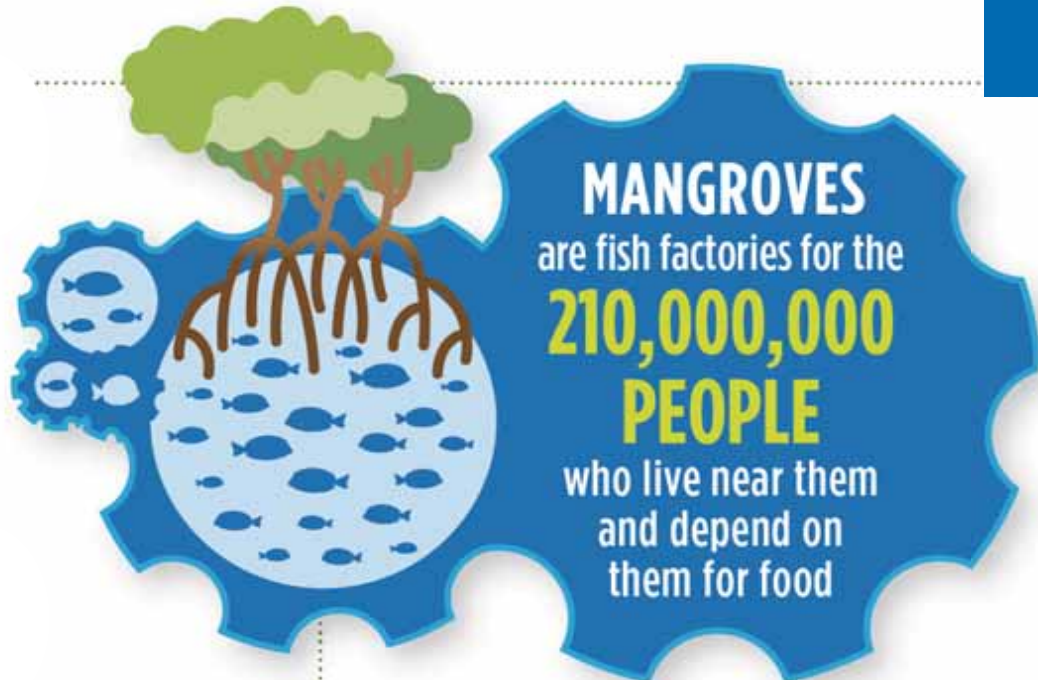


## A FEVER IN OUR OCEANS

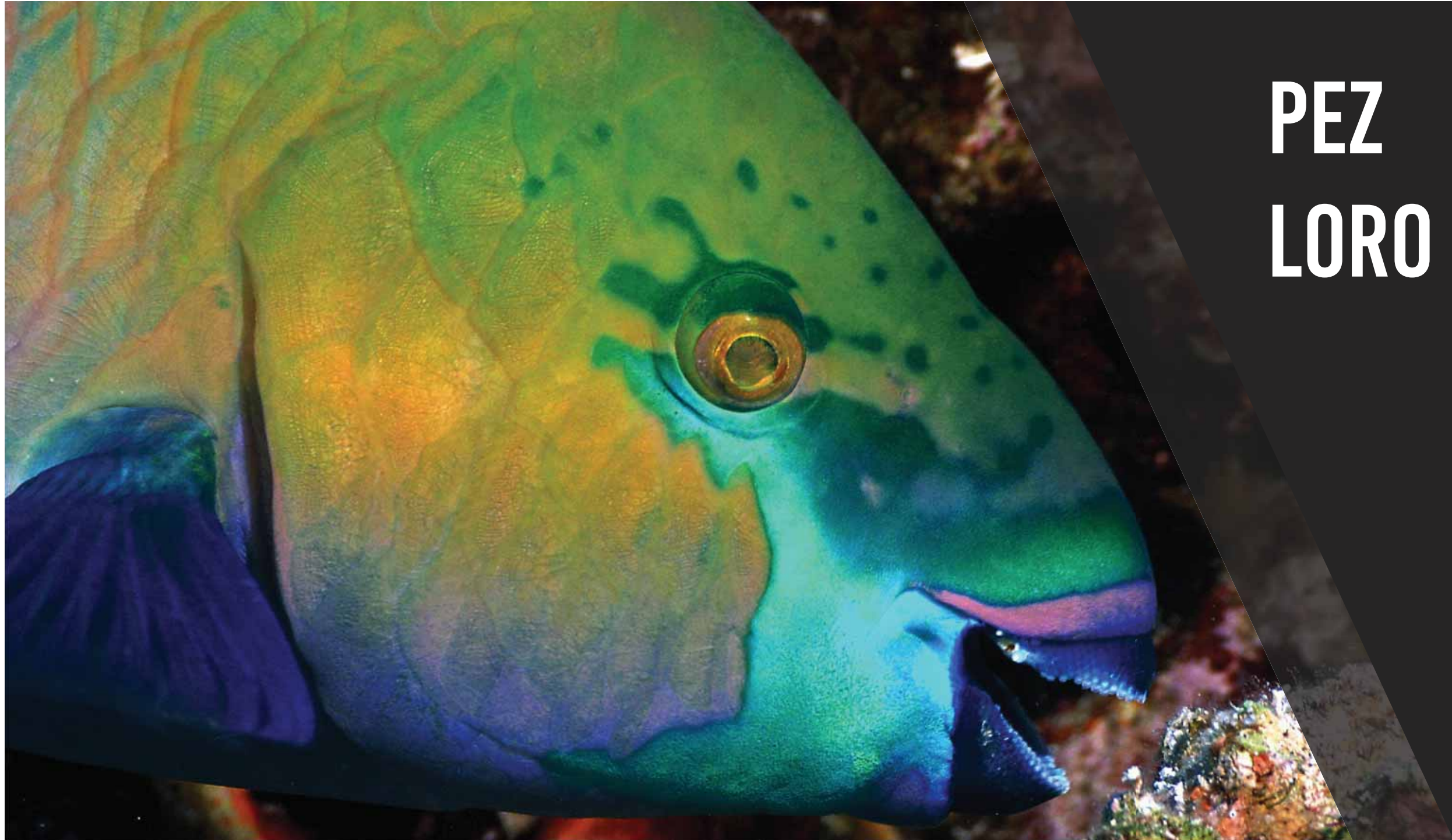
An increase by just 2° Celsius may not seem like a lot in the air, but for marine life this is like living with a constant fever.



# Producción de PECES







**PEZ  
LORO**

# MAPPING OCEAN WEALTH

## TOURISM

Ocean habitats provide scuba diving, fishing and other recreational opportunities that attract tourists from around the world.

**Coastal communities, planners and the tourism industry** should protect and restore the habitats that drive local economies.

Mapping Ocean Wealth demonstrates what the ocean does for us today so that we maximize what the ocean can do for us tomorrow.

[oceanwealth.org](http://oceanwealth.org) @ocean\_wealth

The Nature Conservancy   
Protecting nature. Preserving life.™

**SPORT FISHING**  
can be the main source of  
income for coastal communities  
**\$141.5 MILLION**  
Bahamas in 2008

**\$56.5 MILLION**  
Before in 2007

**CORAL REEFS**  
drive up to  
**\$36 BILLION**  
per year globally  
in tourism revenue

**TOURISM**  
directly employs  
**2,000,000 PEOPLE**  
in the Caribbean Islands –  
1 in 10 Residents

**HEALTHY OCEAN HABITATS**  
attract the divers,  
snorkelers and other  
tourists who drive  
coastal economies

Recreational fishing around  
**MANGROVES**  
contributes  
**\$1 BILLION**  
per year toward Florida's economy

At prime scuba  
diving spots in Palau  
**A SINGLE SHARK**  
has a lifetime value of  
**\$1.9 MILLION**  
and a fished value of \$160



*Tourism on coral reefs in the Eastern Caribbean drives over \$500 million in revenue every year. Photo: © Marjo Aho*



*Coral reefs draw over 400,000 visitors to Micronesia each year, spending over \$90 million in Palau alone. Photo: © Ian Shive*

# CASOS



*Almost 75% of coral tourism revenue in Florida is from 'reef-adjacent' tourism. (Beaches, calm seas, views, seafood) Photo: © Carlton Ward*



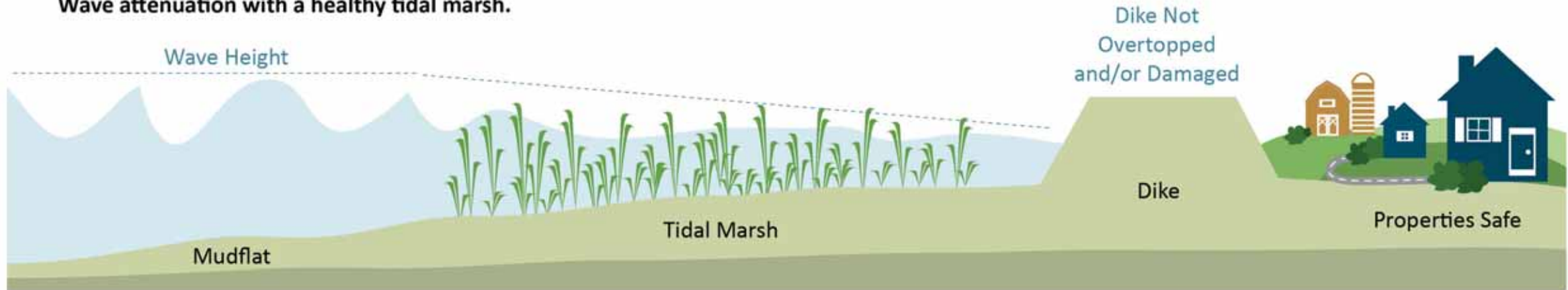
**INNOVACIONES**

# Coastal Defense

Coastal Defense quantifies how natural habitats (oyster reefs, tidal marshes, seagrass ...) protect coastal areas by reducing wave-induced erosion and inundation. It uses standard engineering techniques to help you estimate how and where to restore or conserve critical habitat, and increase the resilience of your coastal community and infrastructure.



**Wave attenuation with a healthy tidal marsh.**

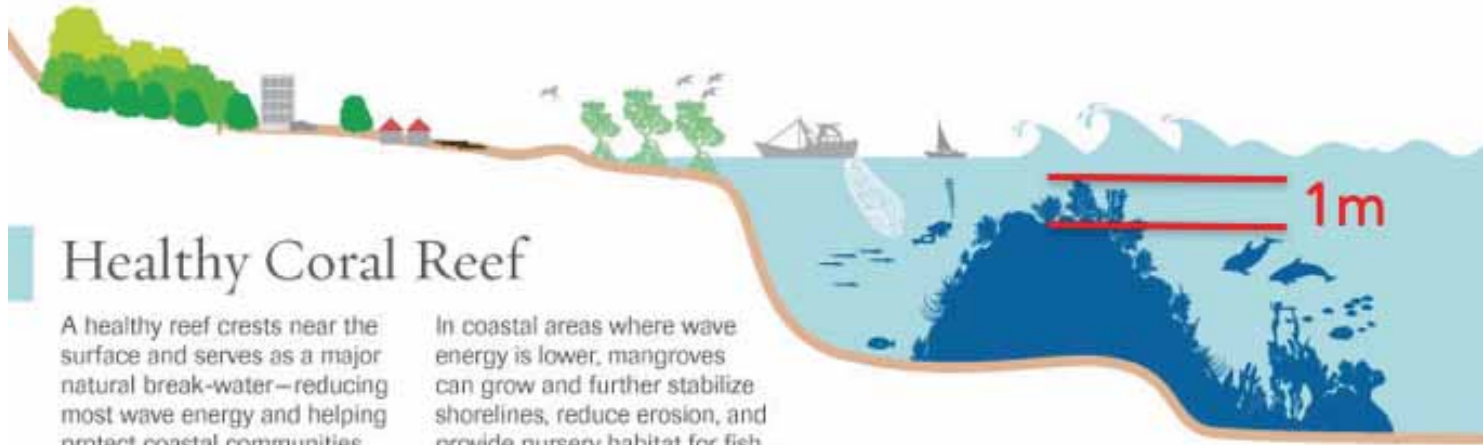


**Wave attenuation with a degraded tidal marsh.**





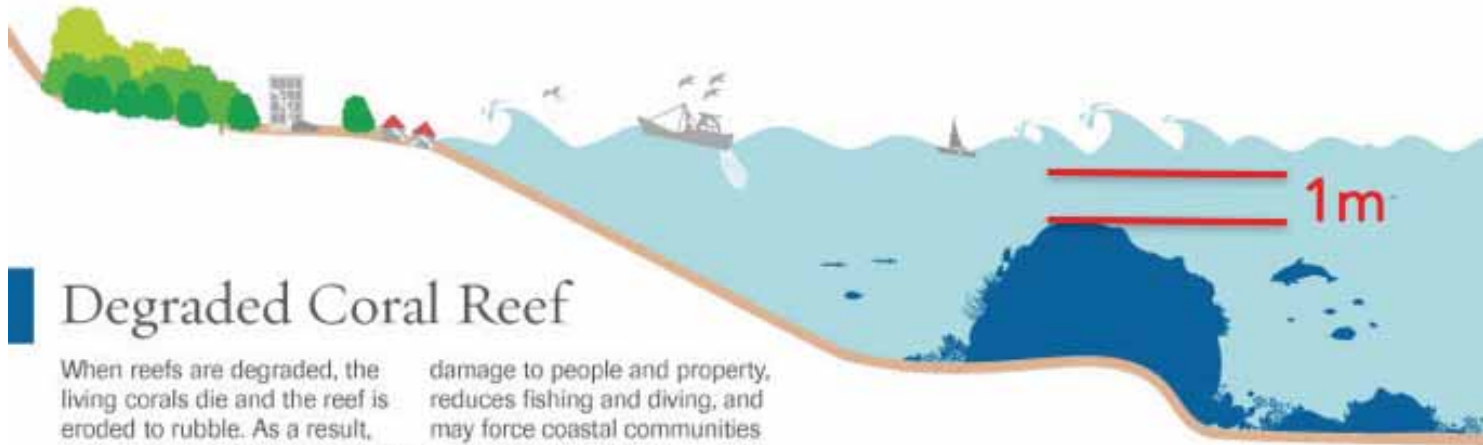
# DATOS RD



## Healthy Coral Reef

A healthy reef crests near the surface and serves as a major natural break-water—reducing most wave energy and helping protect coastal communities. Healthy reefs have abundant living corals, and support fishing industries and diving.

In coastal areas where wave energy is lower, mangroves can grow and further stabilize shorelines, reduce erosion, and provide nursery habitat for fish, shrimp and crabs.

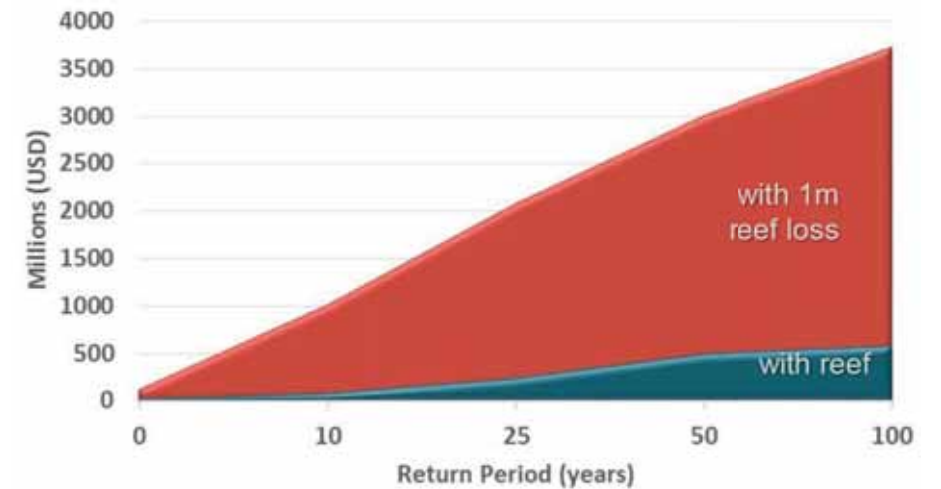


## Degraded Coral Reef

When reefs are degraded, the living corals die and the reef is eroded to rubble. As a result, much more wave energy passes over the reef, which erodes shorelines, increases risks of

damage to people and property, reduces fishing and diving, and may force coastal communities to retreat, or pay for expensive coastal defenses like seawalls.

## Built Capital Damaged



The values are the expected flood damages to built capital at present and if there was 1 m loss of coral reefs. Damages are assessed by storm event return period (e.g., 1 in 100 year event)

# DATOS RD

## *Annual Expected Benefits from Coral Reefs*

Annual Flood Damages Averted	<b>\$96 million USD</b>
Annual Flood Damages Averted/GDP	<b>0.11%</b>
Annual Averted Flooding of People	<b>6,872</b>
Annual Averted Flooding of Land	<b>18 km<sup>2</sup></b>
Annual Averted Flood of Built Capital	<b>\$130 million USD</b>

# Abordaje para RESILIENCIA COSTERA

1. Comprender los riesgos.

2. Identificar las Soluciones.



3. Tomar acción.

4. Medir la efectividad.

# Avances



# Avances



# Avances

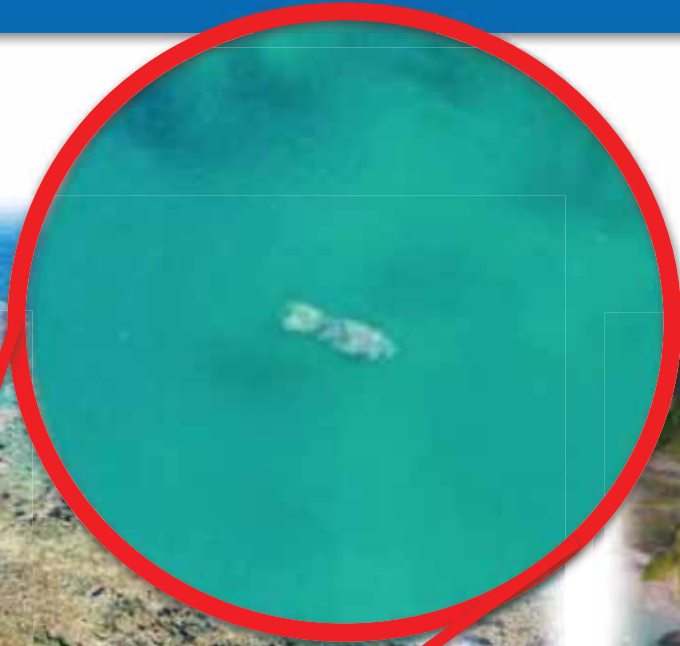


POSTURA  
CORRECTA

INFLABLES  
PARA MOVER  
LA ESTRUCTURA

PROBLEMÁTICA

# Avances





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**MUCHAS GRACIAS**

<http://www.do.undp.org/>