



TV

UNITED NATIONS NATIONS UNIES

UN IN ACTION

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ECO-TOURISM IN BOLIVIA

VIDEO

UPWARD SHOT –
JUNGLE / INDIGENOUS MAN
MAKING A BIRD SOUND

TOURISTS ON BOAT

STREET, TOURISTS,
MEN ON BICYCLES
TOURIST SHOP SIGNS/TRAVEL
BILLBOARDS

INDIGENOUS WOMEN
CROSSING

INDIGENOUS TOUR GUIDE
PREPARES BOAT

COUPLE OF TOURISTS ON
BOARD

AUDIO

NARRATION:

NATSOT

The Bolivian Jungle is fast becoming an eco-tourism hotspot. Instead of sun, sand and sangria, the brochures here advertise sustainable development, biodiversity and conservation. (14")

Yet despite the growing number of tourists arriving each day, it's international tour operators who profit most, not the poor indigenous people who live here. (9.8")

In reality, young indigenous people are being driven away by poverty and the ancient cultures that attract tourists are threatened by extinction. (8.7")

Finding ways to help indigenous people in the Amazon Basin preserve their cultures while increasing incomes has been the focus of a unique programme known as *PRAIA, established by the UN's International Fund for

Agricultural Development, or IFAD. (14.8")

Roberto Haudry is IFAD's programme manager in Bolivia. (3.4")

ROBERTO HAUDRY: (Spanish) **M**

ROBERTO HAUDRY ON CAMERA

"Tourism presents an economic solution. It's a way to increase self-esteem. When people have self respect, it opens up opportunities for development." (8.8")

NARRATION

TOURISTS WITH LOCAL GUIDE
WALKING IN THE JUNGLE

Because of the project's efforts, this lodge run by the Moseten people, six hours up the river in the Pilon Lajas indigenous territory, offers services to tourists. (9.5")

WS. TREES, CAMP

HORSES

But there are still challenges. Living in remote regions many groups have found it difficult to market their tourism products, which is why PRAIA developed the Eslabón Network. (9.7")

Jimmy Iturri is PRAIA Foundation's Director. (2.5")

JIMMY ITURRI: (Spanish) **M**

JIMMY ITURI ON CAMERA

"The magic of Eslabón is that it's made up of indigenous leaders who represent different communities and share common interests. Until 1990 many indigenous people didn't know that there were others like them living just a short distance away with the same problems." (15.8")

LOCAL LODGE STAFF ON
PUBLIC PHONE

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| MAN FIXING BILLBOARD | <u>NARRATION</u> Connecting groups and encouraging them to market their tourism products together, is at the heart of the network's activities. (6.2") |
| CU. KEYBOARD MANGLIO & WOMAN WORKING ON COMPUTER | 18-year-old Manglio has learned how to use the Internet and promote his tribe's eco-tourism lodge known as Mapajo. (7.5") |
| MANGLIO ON CAMERA | <u>MANGLIO CITA:</u> (Spanish) M <i>"I can give them information through the Internet. It lets us answer their questions and helps us to attract them to this place."</i> (6.5") |
| SHOTS OF LODGE OWNERS WORKER ON COMPUTER/PHONE | <u>NARRATION</u> Using tools like the Internet, indigenous lodge owners are now bypassing larger tour operators and directly accessing potential customers abroad. Tourists like Hy and Laurie who arrived recently from the United States. (13") |
| MANGLIO W/ TOURISTS | |
| HY & LAURIE ON CAMERA | <u>HY MATZ:</u> (English) M <i>"One of the things that made it easiest to come and decide to stay at Mapajo was because they had someone speaking English who would respond to my e-mails which other agencies could not."</i> (8.2") |
| INDIGENOUS WOMAN SERVING MEAL TO LODGE GUESTS | <u>NARRATION</u> Working together has not only helped bring much needed income to the region, supporting the development of schools and health centres like |

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|----------------------------------|--|
| STREET FAIR/MARKET | this one... but it has also helped slow the exodus from indigenous communities. (13") |
| MANGLIO & FRIENDS AT STREET FAIR | For young people like Manglio, interacting with foreign tourists has helped him develop a greater respect and appreciation for his own culture. (8") |
| UN LOGO | This report was prepared by Fabio Caramaschi and James Heer for the United Nations. (4) |

* PRAIA - Programa Regional de Apoyo a los Pueblos Indígenas de la Cuenca del Amazonas.