

# ADAPTUR

## Ökosystembasierte Anpassung an den Klimawandel mit der Privatwirtschaft in Mexiko

*Adaptation to climate change in the private sector in Mexico  
(focused on tourism)*

*Virtual | 11.04.2022*

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# » Climate change adaptation in the tourism sector

## ADAPTUR

**Implemented by:** GIZ in Mexico

**Counterparts:** Ministry of Tourism, Ministry of Environment, National Commission of Natural Protected Areas, Institute of Ecology and Climate Change

**Target group:** Private sector

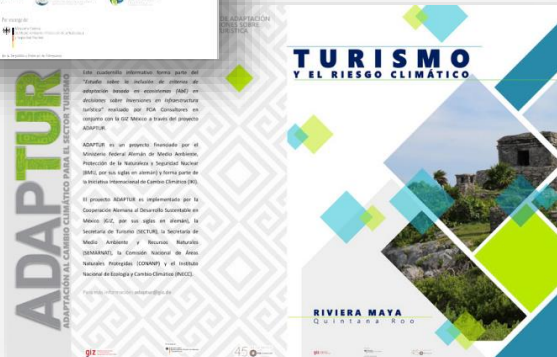
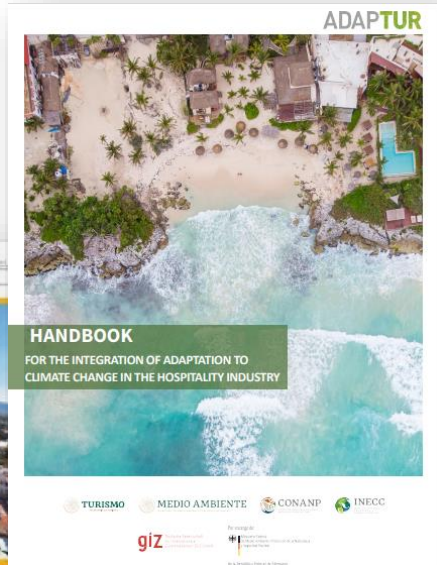
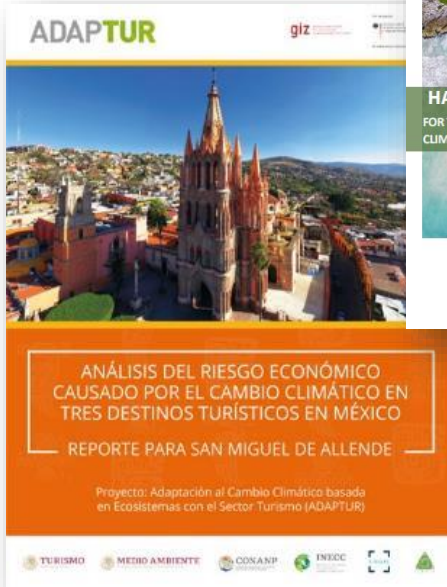
**Period :** 09/2017 – 04/2023

**Volume:** 5 million EUR

**Pilot sites:** San Miguel de Allende (land locked, semidesert)  
Puerto Vallarta, Riviera Nayarit, Los Cabos (Pacific)  
Riviera Maya (Caribbean)  
Ciudad de México and Valle de Bravo (center of Mexico)



# Studies and methodologies



## Achievements:

1. Economic risk analysis (3 destinations)
2. 11 tourism investment projects with risk analysis
3. >30 cost-benefit analysis
4. Guide for tourism-real estate investments adapted to climate change
5. Guide for adaptation in the hotel industry



# » Handbook for Climate Proof Investment

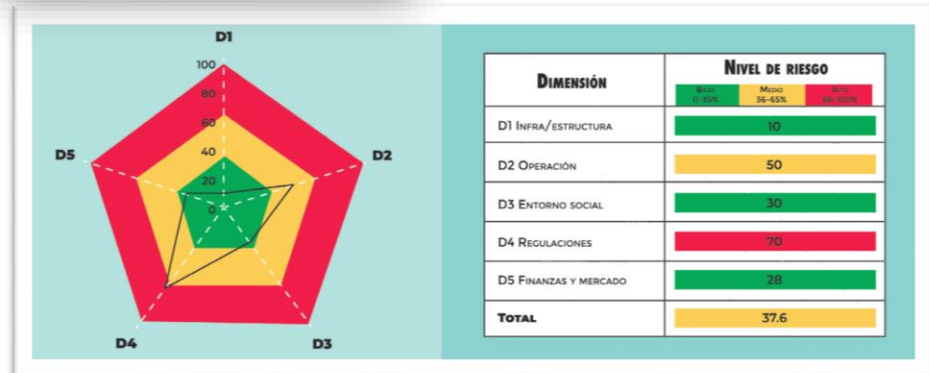
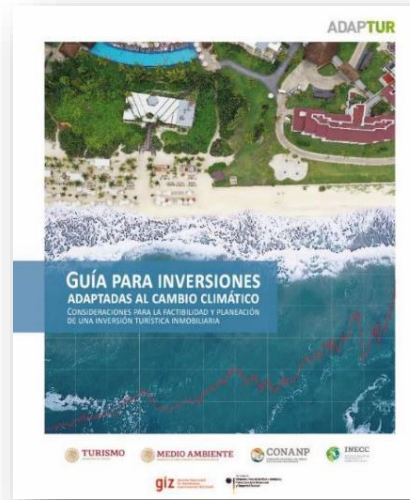
Oriented to investors, real state developers and other experts in tourism planning.

Includes recommendations to integrate climate change criterias and adaptation solutions into the investment planning process.

11 projects of tourist infraestructure used the Risk Analysis and started the journey of climate adaptation.

## ➤ Methodology of Self-Diagnosis of vulnerability for new investments and / or tourist developments

Five-dimensional assessment **D1**- infrastructure **D2**-operation **D3**- Social environment **D4** - Regulations **D5**- Finance and market



## » Cost-Benefits Analysis (CBA)

EbA measures have a simultaneous approach which reconciles public and private purposes to contribute to sustainable development.

The Cost-Benefit Analysis provided information on the measures such as its

- Net Present Value,
- Cost Benefit Index,
- Probability of success of the measure, calculated from simulations.

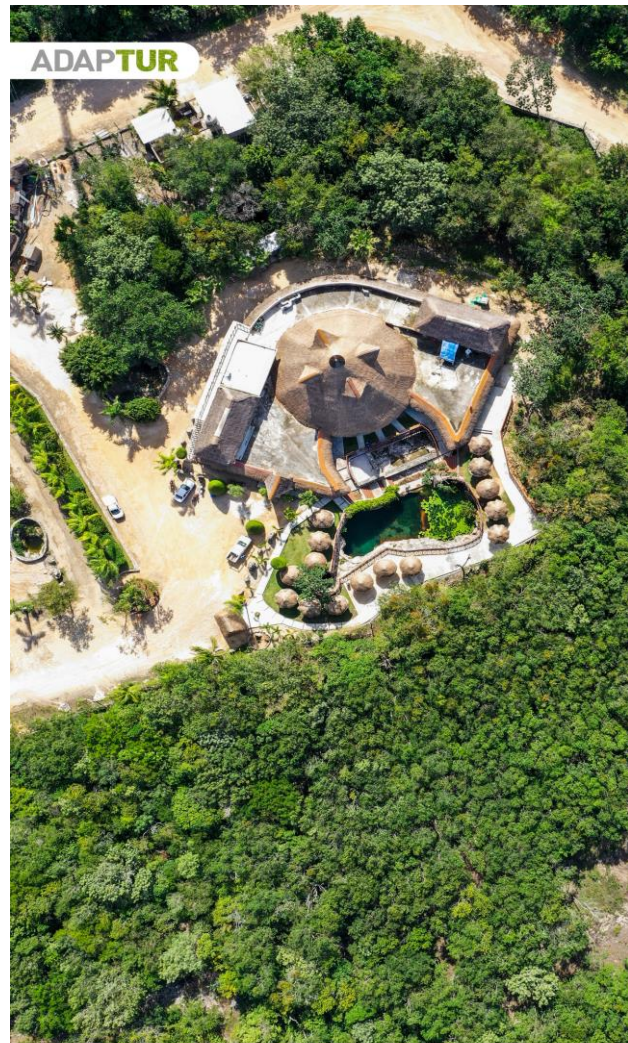
### Measures by destination.

San Miguel de Allende: 7

Riviera Maya: 4

Riviera Nayarit-Jalisco: 4

+ 33 *Climate Change Municipal Programme (8 for adaptation) in Pto. Vallarta*

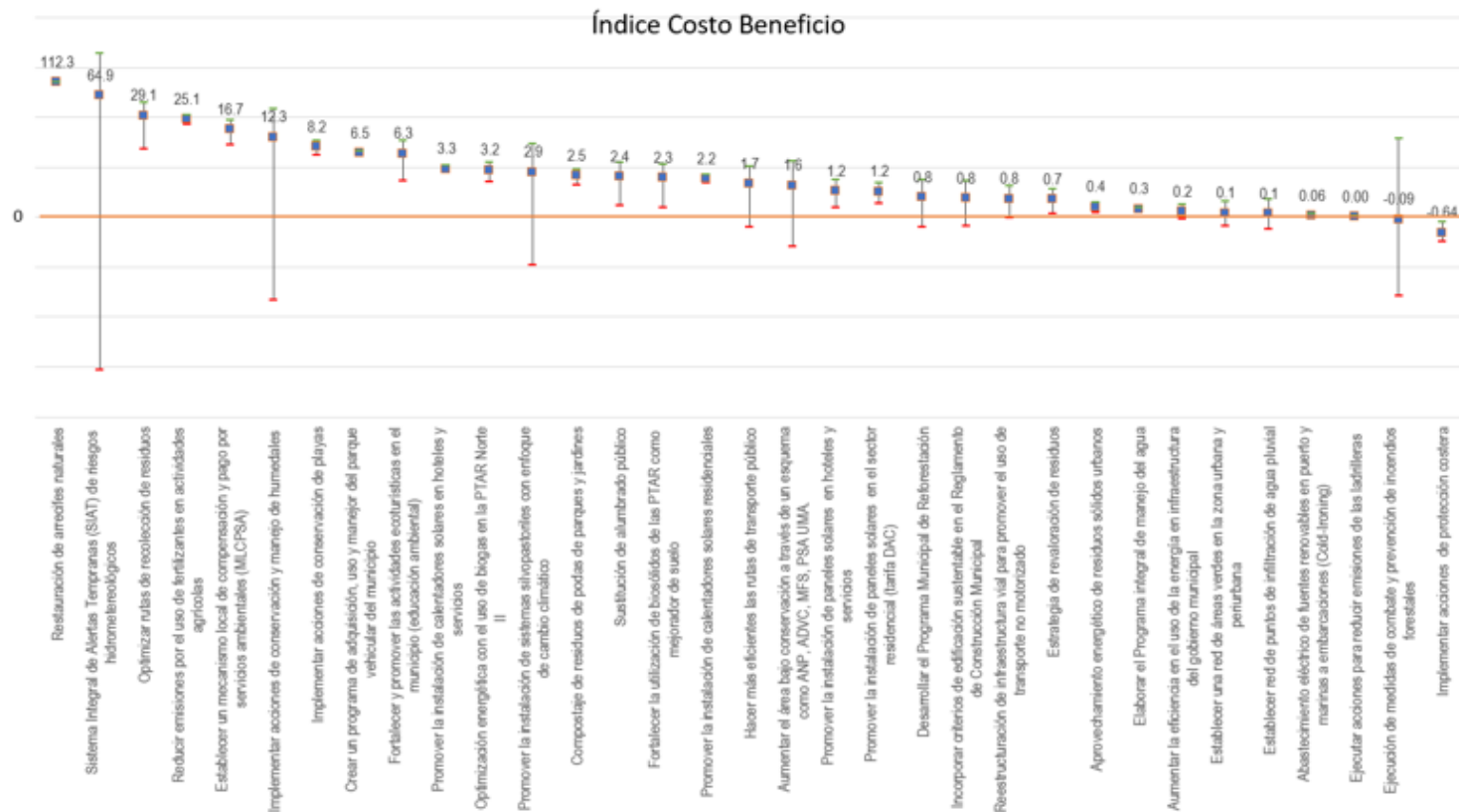




## » Cost-benefits Analysis (CBA) steps

- Measure description.
- Characterization of the costs and benefits of each measure (establishment of unit of analysis).
- Research on CBA of similar measures around the world.
- Defining costs and benefits of ecosystems and ecosystem services.
- Adaptation of costs and prices to the local context.
- Use of the tool [www.acbgiz.org](http://www.acbgiz.org) (spreadsheet).
- Elaboration of an analysis sheet with description.
- Preparation of a comparative graph with other measures.
- Prioritization and selection of measures with key stakeholders.

Figura 1: Índice Costo Beneficio promedio y su intervalo de confianza (95%) de las medidas analizadas



Fuente: Elaboración propia.



# Programmes and policies



## Achievements (2018-2021):

- ✓ Biodiversity Tourism Integration Strategy
- ✓ Tourism Sector Program 2020-2024
- ✓ Modification of the General Tourism Law
- ✓ Sustainable Tourism Strategy 2030
- ✓ Municipal Program of CC Puerto Vallarta
- ✓ Ecology Regulation, Tulum, QR
- ✓ Urban Development Plan SMA
- ✓ Action Plan White Reef Syndrome RM Banderas Bay Climate Action Plan
- ✓ Three new legislative initiatives in QR



# Capacity building



## Achievements (2018-2021):

1. Tourism and Environment Working Group
2. 4 inter-institutional cooperation networks.
3. Cooperation with journalists.
4. 34 courses, 1,000 participants
5. Website, 28 newsletters, >40 videos
6. 20 events, 19 publications

# EbA adaptation measures



Achievements (2018 -2021):

1. Ejido Los Torres (soil/forest)
2. Ejido El Salitre (soil/forest)
3. Ejido Las Tinajas (soil/forest)
4. Ejido Doña Juana (soil/forest)
5. Ejido Loma Dima (soil/forest)
6. Puerto Morelos (dunes)



# » Achieved Ecosystem-based adaptation solutions

Wetland recovery



Field trenches



Endemic plant forestation



Soil restoration



Stone terraces



Coastal dune restoration



Direct participation of government organisms, private sector, social sector and community



## Financial contribution by sector for the implementation of EbA hard measures ADAPTUR 2018- 2021.

EbA Measure	Region	Civil Society Organization	International Cooperation	Public Sector (National & local Level)	Private Sector	public-private partnership	Total By Measure
Soil and vegetation restoration.	San Miguel de Allende - Guanajuato			10,620.00		20,640.00	31,260.00
Soil and vegetation restoration.	San Miguel de Allende - Guanajuato			4,545.00		8,255.00	12,800.00
Curbing desertification.	San Miguel de Allende - Guanajuato				20,640.00		20,640.00
Restoration soil and slopes reforestation.	San Miguel de Allende - Guanajuato				5,780.00		5,780.00
Soil, gullies and vegetation restoration.	San Miguel de Allende - Guanajuato			28,895.00	1,855.00		30,750.00
Coastal dunes restoration	Riviera Maya- Quintana Roo	30,958.21	90,810.77	4,059.26			125,828.24
Coastal dunes restoration.	Riviera Maya- Quintana Roo				45,000.00		45,000.00
<b>Total by Sector</b>		<b>30,958.21</b>	<b>90,810.77</b>	<b>48,119.26</b>	<b>73,275.00</b>	<b>28,895.00</b>	<b>272,058.24</b>
<b>Big Total</b>							<b>272,058.24</b>

**For more information**

[www.adaptur.mx](http://www.adaptur.mx)

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