



Bale Mountain Lodge a concession in Bale Mountain National Park, Ethiopia

Tourism Innovation Approaches

December 3, 2021





solimar
INTERNATIONAL

We are Experts and Passionate about
Sustainable Tourism for Development






We understand how to use
Sustainable Tourism for Economic
Growth

A photograph of three women standing in front of a green building with a white porch. They are wearing traditional, colorful floral-patterned dresses and headwraps. The woman on the left is smiling broadly. The woman in the middle is wearing glasses and also smiling. The woman on the right is smiling. The background is filled with lush greenery, including large palm leaves and a bush of bright yellow flowers. The overall scene is bright and vibrant.

**We understand how to use
Sustainable Tourism for Social
Inclusiveness**

A woman with blonde hair is seen from behind, looking towards a group of gorillas in a lush, green forest. The gorillas are sitting on the ground, and the scene is filled with dense foliage and trees. The text is overlaid on the left side of the image.

**We understand how to use
Sustainable Tourism for
Environmental Protection**



We understand how to use
Sustainable Tourism for
Cultural Preservation



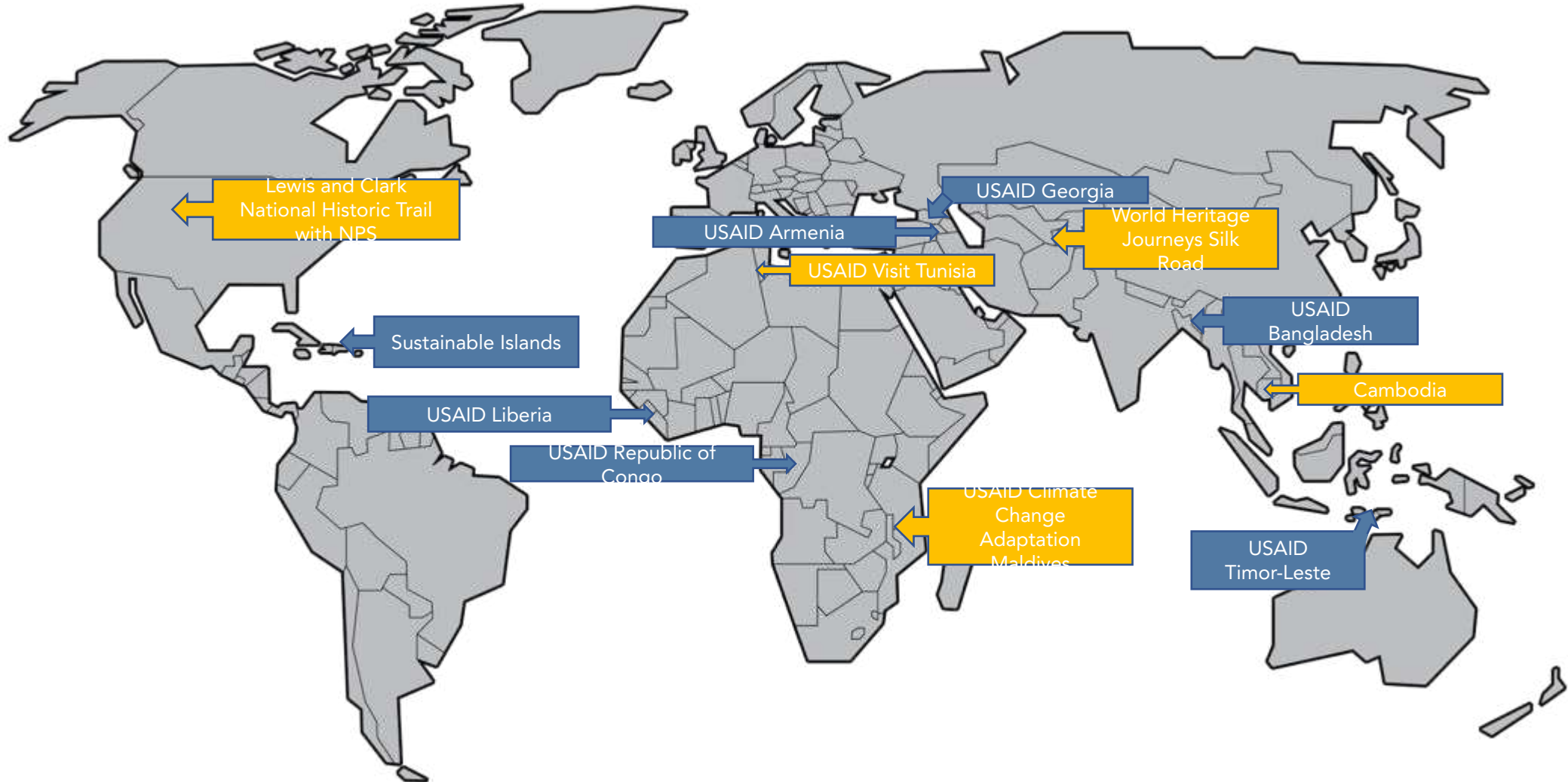
A photograph of the Borobudur temple complex in Indonesia at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. Several large, dark stone stupas with tiered, diamond-shaped patterns are visible in the foreground and middle ground. The sky is filled with soft, wispy clouds, and the overall atmosphere is peaceful and serene.

We understand how to use
Sustainable Tourism for Peace
& Mutual Understanding

We have implemented over **200 projects** and managed over **\$50 million** in sustainable tourism development contracts and grants



Current Projects



Innovative Approaches in Sustainable Tourism Development





**INSTITUTE FOR
SUSTAINABLE DESTINATIONS**
BY SOLIMAR INTERNATIONAL

*Building the professional
capacity of destination
management and marketing
professionals through online
learning and virtual technical
assistance*



UNESCO World Heritage Journeys Platform

*Creating partnerships
between heritage sites and
tourism authorities through
storytelling*



Atauro, Timor-Leste

Reimagining the role of a Destination Management Organization to help communities and entrepreneurs create linkages with traditional hotels and support conservation



Tunisia and Armenia

In partnership with the Smithsonian Institution, documenting intangible cultural heritage while identifying opportunities to enhance and develop community-based tourism products within rural areas



Bangladesh and Liberia

*Building SAVE (scientific,
academic, volunteer and
educational) market
linkages to increase
visitation and stimulate
tourism*



Maldives

Offering incentives to tourism business owners interested in investing in innovative nature-based solutions that contribute to climate change adaptation



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Thank you
Don Hawkins, Chairman

d.hawkins@solimarinternational.com

