

## Renew Consulting Group

<u>Name</u>	<u>Year</u>	<u>Major</u>
Valentina Rosas Prado	2024	Marketing
Paola Rodriguez Castillo	2025	Marketing
Victor Manuel Castro Mendez	2026	Business Administration
David Emanuel Lopez Espinoza	2026	Business Administration
Jorge Veruette	2026	Business Administration

Advisor: Viviana Macias

Topic Title: From Poverty to Prosperity: Transforming the Ya'Ajche Hotel into a Sustainable Community

Audience: Wilderness Board of Directors

### Sustainable Development Goal

**SDG #1:** End poverty in all its forms everywhere.

**SDG #8:** Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

### Executive Summary

The Lacandona Jungle in Chiapas, Mexico, is a region rich in biodiversity, but struggling with widespread poverty. Two municipalities within the jungle, including Ocosingo, are designated as highly marginalized. A staggering 76.4% of the population in Chiapas lives in poverty, with limited access to essential services like healthcare and social security further compounding the issue. The current economic opportunities are scarce. These conditions echo the challenges and promote employment, decent work for all, and social protection.

This project proposes a solution: transforming the Ya'Ajche Hotel in Ocosingo into a sustainable glamping site and restaurant built upon circular economy principles and adhering to sustainability certifications. This ecotourism venture is more than just tourism; it's a catalyst for positive change that aligns with the UN's goals. We are targeting the Wilderness board of directors. Wilderness Safaris is a privately owned ecotourism company that operates camps and mobile safaris in Botswana, Namibia, Zambia, Zimbabwe, and Kenya. They are committed to responsible tourism, and its operations are guided by the following principles of Conservation, Community, and Education.

We plan to create new employment opportunities with fair wages and dignified working conditions for local communities. This tackles both poverty and lack of decent work opportunities. Next, the project will prioritize the purchase of locally produced handicrafts and services, fostering economic growth and empowering people living in poverty. This aligns with the UN's goal of improving access to sustainable livelihoods. It will work towards improved access to essential services like healthcare, contributing to a healthier and more empowered population. The project will explore profit-sharing with the community to directly support poverty reduction initiatives, potentially creating social protection systems for those in need. A central aspect involves environmental education for both staff and guests. By fostering a culture of environmental responsibility, the project empowers the community to become stewards of their environment. The project will strive to ensure equal opportunities are provided within the project for all members of the community, specifically addressing the challenges often faced by women experiencing poverty. We are striving to create a new way of addressing tourism while creating real change in the community.