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A Festival of Birds



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July 2, 2001

Sr. Luis Sánchez H.
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Dear Sr. Sánchez:

Enclosed is our completed report entitled "A Festival of Birds". The Rain Forest Aerial Tram Foundation in conjunction with Worcester Polytechnic Institute's Interactive Qualifying Project program has sponsored this project. It was written during the period of March 14, 2001 through July 2, 2001. Preliminary project work was completed in Worcester, Massachusetts prior to our arrival in Costa Rica. Copies of this report are simultaneously being submitted to Professors Michael Elmes and Guillermo Salazar for evaluation. Upon faculty review, a copy of this report will be catalogued in the Gordon Library at WPI. We thank you very much for the time you dedicated to us and the opportunity to work with a great company.

Sincerely,



Elizabeth Archambault



Mariusz Macko

Report Submitted to:

Professor Michael Elmes
Professor Guillermo Salazar

Costa Rica, Project Center

By

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Mariusz Macko



In Cooperation With

Luis Sánchez, Manager

Rain Forest Aerial Tram Foundation

A FESTIVAL OF BIRDS

July 2, 2001

This project report is submitted in partial fulfillment of the degree requirements of Worcester Polytechnic Institute. The views and opinions expressed herein are those of the authors and do not necessarily reflect the positions or opinions of the Rain Forest Aerial Tram Foundation or Worcester Polytechnic Institute.

This report is the product of an education program and is intended to serve as partial documentation for the evaluation of academic achievement. The report should not be construed as a working document by the reader.

Abstract

This report, prepared for the Rain Forest Aerial Tram Foundation, presents recommendations for establishing a bird festival in Costa Rica. The methodology conducted was a set of interviews with representatives of Costa Rican environmental organizations, two surveys to determine feasibility, and the examination of case studies of previously held bird festivals. The recommendations include the necessary steps needed for festival organization and planning, a feasibility study, a list of potential partners and sponsors, and a sample festival program, which includes seminars, workshops, and field trips.

Authorship Page

The table below indicates which project member is the primary author of each section. **EA** is Elizabeth Archambault and **MM** is Mariusz Macko. Each section of the report was thoroughly edited and revised by both members.

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Executive Summary

Costa Rica, a popular travel destination in Central America, is characterized by its great biodiversity, especially its birds. Costa Rica is fortunate to have over eight hundred bird species, all of which are essential in the tropical life zones that create the country's ecosystem. The Rain Forest Aerial Tram Foundation has identified the importance of birds in the tropical ecosystem and desires to educate the general public through the creation of a bird festival. In order to assist the Rain Forest Aerial Tram Foundation in the creation of a bird festival, we have developed a proposal for this event outlining festival planning and organization, potential partners and sponsors, and festival events and activities.

To ensure ultimate success of a festival, a great deal of planning must occur. Objectives, costs, and targeted audience must be determined as well as factors such as time of year and location. In addition, partnerships and sponsors must be sought and festival activities must be planned. All steps in the production of a festival require a significant amount of time, cooperation, and communication from all those involved in the planning process.

We have researched many topics related to our project. Many of the subjects are about planning and organizing activities and conducting research. We also have researched Costa Rican environmental organizations prior to establishing contact with them. In addition three case studies had been located through the Internet and studied extensively.

To gather information necessary for our research we conducted interviews, using open-ended and closed-ended questions, executed two different surveys, and gathered statistical information about tourism in Costa Rica. One of the surveys was posted online and the link was sent via e-mail to international birding organizations, who then forwarded this link to their members. The other survey was presented to visitors at the Tram. We interviewed environmental organizations in Costa Rica that we felt could be potential partners and/or sponsors to the festival. In addition, we interviewed additional resources referred to us by these organizations.

Through data collection we have determined that the majority of those surveyed would not specifically visit Costa Rica for a bird festival. Those who would be likely to attend determined cost to be the deciding factor in their participation. Although a small percentage was interested in attending the festival, those who were interested felt that their attendance would be likely. If more people gained an overall interest in the festival, they could be persuaded into attending. Marketing strategies will be a major part in increasing general interest of the festival.

By interviewing representatives from selected Costa Rican environmental organizations, we determined that the majority of them displayed interest in partnership and/or sponsorship. However, further contact must be made with these organizations with a detailed, concise plan for the festival. Services that could be provided by these organizations include facilities, speakers, guides, publicity, and financial support.

Based upon our results and analysis, the recommendations to the Foundation for the festival were divided into three sections based upon our project objectives. Festival organization and planning were determined to be crucial parts in the success of this event for the Foundation. Committees and their tasks were recommended in this section. In addition, recommendations were made in regards to marketing, creating partnerships, financing, transportation, and site and time of year to hold the festival.

Presented also to the Foundation is a list of organizations and businesses in which they should pursue for partnership and/or sponsorship. Suggestions on what each organization can provide are also included within the recommendations. Having other well-known organizations involved in this event with the Rain Forest Aerial Tram Foundation will increase the potential for success of the festival.

The final set of recommendations is a festival program layout. This layout consists of three main program tracts for professionals, children, and general birders. Seminars, workshops, field trips, and overnight excursions are recommended and abstracts of these events are presented. Fees for festival registration and additional activity participation were also determined.

In conclusion the establishment of a bird festival in Costa Rica will strengthen the objectives of the Foundation. However it would be most beneficial to the Foundation to further conduct a feasibility study to determine whether or not a general nature festival would be favored over a bird festival. Based upon

results the Foundation may want the focus of the festival to include all nature in an attempt to increase interest and participation.

This proposal is intended to serve as a starting point for the Rain Forest Aerial Tram Foundation's goal in the establishment of a bird festival. We have provided the Foundation with sufficient information, via recommendations, to begin the development of this festival. Through the establishment of a bird festival, the Rain Forest Aerial Tram Foundation will be a leader in environmental conservation and education, the goal set forth by the company.

1.0 Introduction

This report was prepared by members of Worcester Polytechnic Institute's Costa Rica Project Center. The relationship of the Center to the Rain Forest Aerial Tram Foundation and the relevance of the topic to the Rain Forest Aerial Tram Foundation are presented in Appendix A.

1.1 Costa Rica

Costa Rica has become a popular travel destination in Central America. It offers the visitor the rainforests, mountains, volcanoes, and beaches. In addition, Costa Rica is characterized by its great biodiversity, especially in regards to birds. A square kilometer of this territory has approximately sixty species of birds compared with only eighteen species in a similar area in Ecuador, a country that is five times larger than Costa Rica. Because of this biological diversity, Costa Rica has one of the best-developed conservation programs, with approximately 25% of all territory under some type of protection.

1.2 Birds and the Costa Rican Ecosystems

Costa Rica is fortunate to have diverse species of birds, eight hundred species, which have been well studied. Biologists have studied and continue to extensively study the interrelationship between ecology and the behavior of birds in an attempt to understand the ecosystems of Costa Rica and the important role that birds have in these areas. Birds are essential as pollinators for fruits and flowers. Within the various tropical life zones of Costa Rica, unique bird species can be found. To experience the greatest variety of species, all life zone in Costa Rica must be visited and studied.

1.3 Bird Festivals

Festivals are times of gathering when different groups of people celebrate a specific subject. A bird festival celebrates the beauty of birds and their songs as well as educates people about birds, their habitat, the role they play in preserving the rainforest, and what needs to be done to preserve land that serves as their home. A bird festival is not only an occasion for celebrating the wonder of birds, but it is also a joyous gathering of people who watch birds. In addition it is an opportunity to help local businesses through birding tourism, as well as a clever and effective way to promote bird and habitat conservation.

Around the world, expert and novice birders are gathering in festivals at birding hotspots to celebrate spectacles of avian diversity and abundance. From the United States to England and as far as Australia, festivals offer the chance to flock with other birders, see unforgettable birds, and learn about the habitats, migrations, and importance of those birds to the areas in which they reside. Birding festivals are growing in popularity because they offer birders the best of all worlds: unique birds and birding opportunities, guided tours, expert lectures, informative seminars, and lots of fellowship. All the while, the organizer will be promoting birds and their habitats as economic assets to the local businesses. Every meal and souvenir purchased by tourists will show local businesspeople that conserving birds is beneficial for business. And if birds are good for business, then that is one more reason to protect the birds and their habitats.

1.4 Rain Forest Aerial Tram Foundation

The Rain Forest Aerial Tram Foundation, founded in 1999, an addition to the current business founded by Dosel, S.A in 1992, has had an active involvement in the acquisition and maintenance of land adjacent to the Rain Forest Aerial Tram. The Foundation was established with a mission to contribute to the understanding and conservation of the ecosystems, principally tropical, through the promotion of sustainable development for the benefit of current and future generations. Furthermore, the vision of the Rain Forest Aerial Tram Foundation is to become a global leader of nature tourism with a mission “to promote environmental awareness and conservation of imperiled natural resources through innovative ecological solutions, education, and scientific research in order to create a world class tourist experience” (Rain Forest Aerial Tram Foundation website, 2001).

1.5 Problem Statement

Currently, two of the objectives of the Foundation are to expand company value and credibility through the diversification of nature tourism activities and to design and develop conservation activities for the benefit of imperiled natural resources. One of these activities involves Costa Rican school children. A portion of the funds obtained through the commercial operation of the Rain Forest Aerial Tram business is donated to the Foundation, which in turn provides complimentary rides to school children, who have participated in ecological clean-ups within their community. For their effort, children are complimentary brought to the Tram, where guides educate the children about the importance of

conservation and preservation for the survival of the rainforest and the animals for which the rainforest is their primary habitat.

Even though this program has educated 3,000 children since its implementation, the Rain Forest Aerial Tram Foundation desires to strengthen its commitment to environmental education and conservation. One possible way to accomplish this objective is through the establishment of a weeklong bird festival. In addition to fulfilling its commitment to environmental education and causes, the Foundation also hopes to increase visitation and tourism to Costa Rica as well as maintain a level of sustainable development through the creation and implementation of the bird festival.

1.6 Project Objectives and Scope

The overall goal of this project is the creation of a proposal for a bird festival that the Rain Forest Aerial Tram Foundation can use for its eventual implementation. Our proposal contains the following components: feasibility, the identification of potential partners and sponsors, and ideas for festival activities including speakers, conferences, workshops, and outdoor activities.

Our planned proposal is significant in a number of capacities. First, we are creating a program in accord with the objectives of the Rain Forest Aerial Tram Foundation, helping them to produce and perform environmental education programs. Secondly, the implementation of a festival will increase tourism to Costa Rica, which in turn will increase revenue of Costa Rican businesses. Finally, this proposal is important for nature and wildlife in general. If steps are

taken to educate others about the importance of natural resources, more care will be taken to preserve the resources in which they reside.

1.7 Methodology

Beginning in Worcester, Massachusetts, a literature review was conducted on subjects relevant to our research. Material was collected on the ecology and environment, environmental and wildlife organizations, eco-tourism, and avifauna all within Costa Rica. In addition event planning and topics such as market research and fundraising were reviewed. Case studies of previously held festivals were also identified and assessed. Finally, data collection strategies such as interviewing, conducting focus groups, and surveying were studied and discussed.

In Costa Rica we have interviewed eight representatives of environmental and wildlife organizations with the intention of creating partnerships with the Rain Forest Aerial Tram Foundation for this festival. In addition we have conducted interviews with birdwatchers and guides in and around San Jose who may be interested in presenting lectures or seminars during the festival. Not only have we sought their interest in this festival, but also we were able to consult with them as knowledgeable resources on the importance of the Neotropics and bird habitat conservation.

Surveying was also a key part of our methodology. We were able to obtain information from visitors to the Tram as well as members of international birding organizations. Various types of information such as the level of birding experience, birding trips taken, opinions of Costa Rica, and demographic

information were collected to better understand the desires, interests, and needs of our targeted audience. In addition we have researched various case studies and visited travel agencies within San Jose, Costa Rica, generating ideas for lectures, workshops, and outdoor environmental and birding activities, which were incorporated into our festival proposal.

1.8 Expected Results, Findings, and Uses of our Project

Through the results obtained following our methodology, a proposal for a bird festival is presented to the Rain Forest Aerial Tram Foundation. Included is a feasibility study, obtained through two surveys – one given to visitors at the Tram and the other, a web-based survey, given to members of international birding organizations. Based upon interviews with various environmental organizations, a list of potential partners and the services that they may be able to offer the Foundation for this project was drafted. Finally we propose to the Rain Forest Aerial Tram Foundation a tentative list of festival events for a diverse crowd of professionals, general tourists and birdwatchers, and children. In addition to our festival ideas, we provide the Foundation a systematic list of festival planning and organization, which, if followed, will lead to the creation of a well-planned event.

Our final proposal guides the Foundation in the planning of a bird festival. In addition, our proposal can be used as a marketing tool, which can be presented to the various organizations the Rain Forest Aerial Tram Foundation hopes to establish partnerships with in the creation of this festival.

When and if the festival is implemented, its goal will be to benefit the Foundation, the natural environment, and the people of Costa Rica. In addition, further programs involving the community and especially the children will be developed, helping to preserve the habitat in which the birds live as a result of the festival. With an initial successful festival, this idea could become an annual event in Costa Rica.

1.9 Interactive Qualifying Project

The Interactive Qualifying Project (IQP), a degree requirement of Worcester Polytechnic Institute (WPI), is designed so that students may better understand the interaction between technology and society. This will further help WPI students recognize the affect of their careers on the society in which they live. We expect that the proposal being recommended, if implemented, will benefit the society in Costa Rica in a positive manner through environmental education and promoting tourism and business through sustainable development. We are confident our project will aid the Rain Forest Aerial Tram Foundation in its overall goal of preservation and environmental awareness.

2.0 Background Information

This chapter provides the reader with information on Costa Rica, avifauna within Costa Rica, bird festival case studies, event planning, fundraising, market research, and data collection tools. The Costa Rica section discusses the natural resources, the environment and ecology, the rain forest, deforestation, rain forest protection, and eco-tourism. Within the avifauna section, species, distribution and seasonal patterns, and the importance of birds in Costa Rican ecosystems are discussed. The section dealing with event planning covers the necessary steps and considerations that need to be taken when planning an event. The steps involved in fundraising and market research are discussed in the following two sections. Finally, three data collection methods, interviewing, conducting focus groups, and surveying, are discussed.

2.1 Costa Rica

According to the *Lonely Planet Travel Guide to Costa Rica*, “travelers today are turning increasingly toward the tropics as an exciting, adventurous, and exotic destination” (Rachowiecki, 2000, p.13). Although there are many attractions to choose from, Costa Rica is one of the more popular travel destinations in Central America and continues to show an increase in popularity. From 1990 to 1999, overall international tourism has increased 237% (ICT Statistical Report, 1999). There are not only extensive rainforests and gorgeous beaches but also many volcanoes and mountain ranges. Despite Costa Rica being a small country, much diverse wildlife is located within its boundaries. In order

to protect its biological diversity, Costa Rica has one of the best-developed conservation programs in Latin America.

Some form of conservation program protects approximately 27% of the country and over 13% of the country is in the national park system (Rachowiecki, 2000, p.13). There is a diverse variety of wildlife in these protected areas, so people who have always wanted to see monkeys, sea turtles, and exotic birds in their natural habitat have this opportunity by coming to Costa Rica.

Because Costa Rica is surrounded by both the Pacific Ocean and the Caribbean Sea, there are many beaches, which are also definite tourist attractions. In addition, the active volcanoes are said to be spectacular and often entice visitors to see this rare attraction. Also, many tourists have the opportunity to participate in many water activities such as snorkeling on the reefs, surfing, and white water rafting. Tourists are also attracted to fishing in the lakes and rivers that have many different fish species to offer.

People are not only attracted to the beauty and outdoor activities available in Costa Rica, but they are also fascinated with Costa Rica as a country with a stable democratic government and no standing army (Rachowiecki, 2000, p.14). Because of this Costa Rica is thought to be one of the most peaceful nations in the world; thus, it is said to be the safest country in Latin America. In addition to being safe, many tourists comment on the fact that the Costa Rican people are friendly and enjoy showing their country to visitors. “[One] will find the locals to be a constant source of help, smiles, and information” (Rachowiecki, 2000, p.14).

2.1.1 Ecology and Environment in Costa Rica

Ecologists have defined twelve tropical life zones in Costa Rica (Franke, 1993, pp.46-7). The tropical forests comprise these categories. Separated into three broad categories, the tropical forests are further divided into subcategories based on factors such as elevation, climate and soil type. The tropical moist forest is the most extensive life zone in Costa Rica. In addition there is the tropical dry forest, which has distinctive seasonal change. Premontane wet forest offers the semi-evergreens and the lower montane rain forest is commonly referred to as the cloud forest. Lastly, the tropical wet forest is the life zone richest in animal and plant species. Within a tropical life zone, one may find several different habitats (Rachowiecki, 2000, p.21). For example, the Parque Nacional Santa Rosa is a dry tropical forest. However, vegetation types found within this forest are deciduous forest, evergreen forest, mangrove swamp, and littoral woodland, all customarily found elsewhere.

Because Costa Rica has a wide variety of habitats, there can be found a large diversity of plants and animals (Rachowiecki, 2000, pp.25-7). The floral diversity is high, as there are 10,000 species of plants with new ones being discovered constantly. Orchids account for over 1,200 of these species. One thousand four hundred other species are that of trees found in the tropical forests. The fauna diversity is also astronomical. There are at least eight hundred fifty bird species that have been recorded in Costa Rica. In addition there are over two hundred different types of mammals, over 35,000 species of

insects, one hundred sixty species of amphibians, two hundred twenty species of reptiles, and approximately one hundred species of fish.

2.1.2 The Rain Forest

Costa Rica's remaining natural vegetation is tropical forest, and there are many reasons why this habitat is important (Rachowiecki, 2000, p.23). A large percentage of the species on earth live in the tropical rainforests, and scientists predict that more plants and animals can be discovered in the remaining rainforests of the world. Unless the rainforest is protected, it will succumb to deforestation. With deforestation the many plants and animals that reside in the rainforest will become displaced which could lead to some species becoming extinct.

Although the tropical plants provide habitat and food to the animals of the rainforest, they also have additional value (Rachowiecki, 2000, p.22). Many types of medicines have been extracted from different trees and flowers. These have been used to produce anesthetics, antibiotics, and various other medications for illnesses. In addition there are many other pharmaceutical resources that scientists feel are still undiscovered in the rainforest. If the rainforest is destroyed, these valuable resources may never be discovered.

To ensure rainforest protection, Costa Rica's Instituto Nacional de Biodiversidad (INBio) has established contracts with pharmaceutical companies such as Merck, the largest of these companies (Rachowiecki, 2000, p.22). Funding from companies to support INBio and their commitment to rain forest protection is being used to train local farmers to make detailed inventories on the

plant and animal species available on their land. Once the farmers take an inventory, studies are carried out determining whether or not any of the species could possibly have medicinal value. With this, the locals as well as the pharmaceutical companies are involved in the research that may lead to important medical discoveries. In addition, the contracts also state that a percentage of possible profits will be given to Costa Rica for continued conservation and preservation of the rainforest.

In general, rainforests are important because they help control the patterns of the world's climate. Scientists have determined that the destruction of the rainforests is a major factor that contributes to global warming, "which would lead to disastrous changes to our world" (Rachowiecki, 2000, p.23). Changes would include the melting of icecaps, which as a result could cause rising ocean levels, leading to the flooding of costal cities and towns.

These different reasons outlined above are why the rainforest and other habitats should be preserved and protected; however, there is an economic value to the nations that are deforesting areas (Rachowiecki, 2000, p.23). The clearing of rainforest provides valuable resources such as timber, pasture, and mineral wealth. However, many more people are becoming aware of the importance of the forests so that many efforts are being made to demonstrate that the economic value of an intact forest is much greater than the value obtained by deforestation.

An important way of making the tropical rainforest economically beneficial is to protect it by establishing national parks and making these accessible to visitors. This type of eco-tourism has become essential to the Costa

Rican economy (Rachowiecki, 2000, p.24). People are attracted to the beauty of the wildlife provided, and in exchange, spend money on hotels, transportation, tours, and food while visiting the country. In addition, people who visit preserved areas will become aware of the importance of protecting them and will hopefully become supporters of the quest for tropical forest preservation.

2.1.3 Deforestation

Even though Costa Rica has this large national park system, much of the country is faced with deforestation. Much of the forest has been cleared to be used as pasture or for agriculture (Rachowiecki, 2000, p.21). According to the United Nation Food and Agriculture Organization, Costa Rican forests were being lost at an average of 2.3% per year from 1973 and 1989. Over the last twelve years, the percentage has improved, meaning the rate of deforestation has decreased. Means are being taken to make sure this decrease in deforestation continues. For example, tree plantations are being developed to replace those that have been lost, and there is not commercially grown timber available so that the desire to log the natural forests has decreased. However, deforestation still continues, and there is almost no existing forest outside those specifically preserved areas.

The loss of habitats is also a major problem in Costa Rica. Deforestation is happening at such an increasing rate that according to studies the “tropical forest will have disappeared by the first decades of the 21st century” (Rachowiecki, 2000, p.22). Because the habitats of the rainforest are important, much is being done to prevent their loss. Through the development of many environmental and

wildlife organizations in Costa Rica, some of which are outlined in Section 2.1.4, efforts are being taken to preserve the rainforest.

In addition to deforestation taking away the habitats of many plants and animals, it has led to other environmental problems (Rachowiecki, 2000, p.22), one of the largest being is soil erosion. Forests are needed to protect the soil from the harsh tropical rainstorms, but after deforestation, the topsoil is washed away in storms. This decreases the usefulness of the land; therefore, much that grew from that land can no longer survive because of the loss of key soil nutrients.

2.1.4 Rain Forest Protection

To ensure the protection of Costa Rican natural resources, the country has formed an extensive national park system. The national park system began in the 1960's and now there are approximately three-dozen national parks, wildlife refuges, biological reserves, monuments, and recreation areas in Costa Rica (Rachowiecki, 2000, p.22). These comprise the 13% of total land area that is protected. Also, there is an additional 14% of supplementary buffer zones such as forest reserves.

Many environmental and wildlife organizations have also formed within the country. These organizations such as Fundación Neotropica, the Organization for Tropical Studies (OTS), the Tropical Research and Higher Education Center (CATIE), and The Rain Forest Aerial Tram Foundation promote environmental education and conservation. Within these organizations education and community outreach programs have developed, communicating

the ideas of environmental preservation and conservation to the citizens of Costa Rica and the world.

2.1.4.1 Fundación Neotropica

The Neotropic Foundation, a 16-year-old, non-profit, private organization, is dedicated to transforming natural resources into sustainable practices that protect and conserve Costa Rica's natural heritage (Fundación Neotropica website, 2001). Activities that the Neotropic Foundation work on to reach its goal include the development of national parks and reserves, forest protection, scientific research applied to conservation, and education about conservation. Currently Neotropica is implementing projects in buffer zones of three protected areas in Costa Rica. They are Pocotsi in Tortuguero National Park, Tropical Youth Center in Corcovado National Park on the Osa Peninsula, and La Gamba in Piedras Blancas National Park.

The largest portion of environmental education that the Neotropic Foundation conducts is through the Tropical Youth Center, which was founded in 1993 (Tropical Youth Center Brochure, 2000). Both environmental education camps and workshops for teachers are available through the Tropical Youth Center. In addition, the Center holds environmental education camps so that children, teenagers, and adults can learn about and participate in the sustainable use of natural resources. The Center encourages participants to understand the interaction in the different ecosystems and recognize the importance of using these ecosystems in sustainable ways. Field activities and laboratories as well as hikes and visits to protected areas are carried out with participants. The Tropical

Youth Center also organizes international camps for young people and adults from other countries to experience the forest and people of the Osa Peninsula.

In addition the Tropical Youth Center organizes environmental workshops for Costa Rican teachers as well as educators from other countries (personal communication, June 7, 2001). These workshops provide teachers with technical and theoretical resources for developing environmental education activities in their classrooms. Workshops focus on topics related to environmental education and sustainable nature resource use, discussions, and visits to the forest ecosystem.

2.1.4.2 Organization for Tropical Studies (OTS)

The Organization for Tropical Studies (OTS) was formed from the interest of United States university scientists in Costa Rica to strengthen education and research in tropical biology (OTS website, 2001). The relationship between the United States and Costa Rican scientists was first established in the 1960's. In 1963 OTS was founded with the purpose of providing leadership in education, research, and responsible use of natural resources in the tropics.

Today OTS is a non-profit consortium of 58 universities in the United States, Latin America, and Australia. To strengthen its mission, OTS conducts graduate and undergraduate education, facilitates research, participates in tropical forest conservation, and maintains three biological stations – La Selva Biological Station, Palo Verde Biological Station, and Las Cruces Biological Station & Wilson Botanical Garden. In addition OTS regularly schedules public seminars and open houses at the three field stations in order to provide outreach

programs for the local communities in their commitment to environmental education.

2.1.4.3 Tropical Agricultural Research and Higher Education Center (CATIE)

The Tropical Agricultural Research and Higher Education Center is an organization devoted to tropical agriculture stationed in Turrialba, Costa Rica. The mission of CATIE is to “improve the well-being of humankind by applying scientific research and higher education to the development, conservation, and sustainable use of natural resources” (CATIE website, 2001). National and international organizations as well as public, private, and non-governmental institutions work with CATIE and its efforts to better the environment.

The main focus of research at CATIE is generating methods and technologies for fighting poverty and arresting the deterioration of natural resources and the environment. Other areas of interest include forestry and agroforestry systems, strategic input for sustainable agriculture, and valuation of natural resources. From this research forest communities, peasant farmers, commercial enterprises, and urban consumers benefit the most.

Two forms of cutting-edge technology are employed at CATIE and are used extensively. Biotechnology and Geographic Information Systems (GIS) are the two in which CATIE excel. Organizations that are employing GIS in their facilities come to CATIE to obtain information and help in employing this technology.

Graduate studies that are offered at CATIE consist of Master of Science and Doctoral degrees. Master of Science degrees are offered in ecology

agriculture, agroforestry systems, management and conservation of tropical forests and biodiversity, environmental economics, and watershed management. Doctoral degrees are offered in tropical forestry and agroforestry. About one thousand alumni are now active in the region with over fifty being added each year.

Thirty-six percent of CATIE's funding comes from donors and development agencies. Countries that support CATIE include Canada, Denmark, Germany, and United States. Some of the activities executed by CATIE also produce income that is then used for further projects.

2.1.5 Eco-tourism

Costa Rica has much to offer the wildlife enthusiast. Thus it is not surprising that eco-tourism is growing in the country (McNeil, 1999, p.371). Over 70% of foreign travelers visit one or more nature destinations. Most tourists come specifically to see Costa Rica's wildlife. During the past few years, the natural wonders of Costa Rica have been discovered.

In 1999, Costa Rica reached and exceeded for the first time the goal of one million tourists. The total amount of international tourist arrivals to Costa Rica in 1999 reached 1,031,585 visitors, an increase of 9.4% from the previous year (ICT Statistical Report, 1999). This is a significant number, considering that the population of the country itself is only three million. In general, tourists to Costa Rica come from the United State, Canada, and Europe. North American visitors comprise the largest percentage of international visitors at 46% with the United States accounting for 84% of these visitors. Statistical trends generally show a

increase in Costa Rica visitation from November to April, where many Northerners are seeking a warmer, tropical escape during a cooler season.

Tourism also has had a dramatic impact on the amount of money brought into the country (ICT Statistical Report, 1999). In 1999 tourism brought 1.1 billion dollars into Costa Rica, an increase of \$342 million in five years. This amount surpassed exports of coffee, banana, and sugar combined by \$54 million. The average tourist remains in Costa Rica for ten days and during that time spends on average \$850.

Jean McNeil, author of *The Rough Guide to Costa Rica*, feels that “ten years ago it seemed unlikely that this small Central American country, peaceful but off the beaten track, would attract so many visitors” (McNeil, 1999, p.371). Costa Rica’s popularity today is linked with the growing trend toward eco-tourism. If managed properly, low impact eco-tourism is one of the best ways in which forests, beaches, rivers, mangroves, volcanoes, and other natural resources can be funded to remain intact.

Several pioneering projects in Costa Rica have begun to combine tourism with methods of farming, rainforest preservation, and scientific research (McNeil, 1999, p.372). Some of these like the Rain Forest Aerial Tram are the most advanced of its kind in the Americas. Not only does the Aerial Tram provide a fascinating glimpse of the tropical canopy, but it is also a rare, safe method for biologists to investigate this extraordinary habitat. Income from visitors is used in part to maintain the surrounding reserve, thus protecting the

resources and wildlife available in these areas. Additional income generated is used to provide educational outreach to local Costa Rican school children.

2.2 Costa Rican Avifauna

Costa Rica is fortunate to have an avifauna that is both diverse, having over 800 species, and well studied (Stiles, 1983, p.502). The taxonomy and distribution of the Costa Rican birds are well known due to the never ceasing efforts by biologists and researchers. For many years the Museo Nacional de Costa Rica was a major center for Neotropical Ornithology; presently, the Museo houses a famous bird collection. Biologists have and continue to study the ecology and behavior of the avifauna in an attempt to understand the tropical communities present in Costa Rica. Through the use of the fine national parks and research facilities, scientists and researchers continue to answer questions about birds and their importance in the Costa Rican ecosystems.

2.2.1 Similarities of Species

To better understand the ecological division of the birds of Costa Rica, scientists must first separate the permanent residents from the migrants and visitors (Stiles, 1983, pp.506-7). There are apparent differences between water birds and land birds with regard to migration. The majority of Costa Rica's water birds are migratory. Most of the freshwater species breed in North America, while many marine birds migrate farther south to breed. Most of the migratory freshwater avifauna and many shorebirds and gulls maintain year-round populations in Costa Rica, but those birds present are non-breeders.

Among the land birds, only a small population is migratory. Among the sub oscines, the flycatchers breed in eastern and central North America (Stiles, 1983, p.507). Land bird migrants are not present in Costa Rica year-round. Warblers and swallows, among the oscines, migrate to breed. First year birds migrate north with older birds and at that time they are capable of breeding. However, many land bird migrants spend Seven months in the Neotropics, which is more time then is spent breeding in the North.

In addition the majority of the land birds have close relative species that reside in the tropics (Stiles, 1983, p.507). There is no taxonomic gap between resident and migrant land birds. Therefore, scientists must consider both the land bird migrants and the tropical avifauna integral parts of the Costa Rican bird population.

2.2.2 Avian Distribution Pattern

Scientists recognize four major avifaunal zones in Costa Rica that correspond to the main geographic subdivisions of the country: the northern Pacific lowlands, the southern Pacific lowlands, the Caribbean lowlands, and the Costa Rica-Chiriquí highlands (Stiles, 1983, p.507).

The most distinctive lowland avifauna is that of the northern Pacific lowlands, Guanacaste, which is the tropical dry forest (Stiles, 1983, pp.507-8). This area includes the smallest number of Costa Rican lowland bird species. The major bird habitats of this zone are tropical deciduous forest, evergreen riparian forest, and savanna. In the Tempisque basin freshwater avifauna is found in the seasonal swamps and lagoons. During the 6-month dry season, almost all of the

trees lose their leaves, many bodies of water dry up, and the abundance of some types of bird food decreases. The resident birds cope with these changes through shifts in habitat, diet, or migration. This zone also has several species of breeding migrants that winter in Costa Rica.

Because the Caribbean and southern Pacific lowlands have similar climates, habitats, and avifauna, they can be discussed as one. The major habitat in this area is a tropical rain forest with a short and mild dry season. Here in this environment is where the Neotropical species are found (Stiles, 1983, p.508).

On the Pacific slope, tropical wet forests occur. However there are drier forest and savannas to the north, south, and east that isolate this area from the tropical wet forest of the Caribbean (Stiles, 1983, p.508-9). This affects the avifauna. Many species common on the Atlantic coast such as tanagers and toucans are not found on the Pacific coast. Also, there are species of avifauna that occur in this region of the Pacific that are not found on the opposite coast. In general, the total size of avifauna on the Pacific side of Costa Rica is smaller than the Atlantic. There are also fewer wintering migrants from the north on the Pacific side. Because of this factor, the region is isolated from the major migration routes along the Caribbean coast.

The Costa Rica-Chiriquí highland community forms a diverse avifaunal population (Stiles, 1983, p.508). Over half of the avifauna species are endemic to these highlands because of the diverse altitude. Not surprisingly, it is home to many high-elevation species. At the highest elevations, the avifauna consists mainly of oscines and other species with northern similarities.

2.2.3 Seasonal Patterns in the Costa Rican Avifauna

Each year a bird must face two and sometimes three major demands upon its time and energy, beyond those of self-maintenance. These include breeding, molting, and seasonal movements (Stiles, 1983, p.519). Breeding is the most critical in terms of natural selection. In addition it is the one that requires the most energy. Molting, the time when birds shed their feathers, requires less energy, but it is important because it must be accomplished regularly to maintain optimal flight, thermoregulation, and breeding. Seasonal movements can vary from long distance migrations to local habitat shifts. The energy needed for these vary proportionally to the distance needed to be traveled.

2.2.3.1 Climate and Resource Availability

Seasonal and geographic patterns of resource availability are crucial to the scheduling of energy demands in a bird's annual cycle (Stiles, 1983, p.519). At the latitude where Costa Rica is located, rainfall is responsible for determining seasonal patterns. However, rainfall patterns in the country vary from place to place and from year to year at the same place. A specific amount of rain may have unlike effects in diverse areas and upon different resources found in the same area. Therefore, the availability of resources and avian cycles in Costa Rica show variations exceeding that of a higher latitude environment.

The rainfall pattern demonstrates that the driest months are February and March. The rainy season is thought of as two peaks – one from May until June and one from November through December. Between June and November is a period known as veranillo, Spanish for “little summer” (Stiles, 1983, p.519).

During this time, there is a period of dryness. The length and severity of the dry season and the timing and amount of the two rainfall peaks vary from place to place within the country. The mean monthly temperature varies by only about 2°C throughout the year with higher temperatures during the dry season and the lowest ones occurring at the ends of the rainy peaks.

The pattern of resource availability depends directly on the climate (Stiles, 1983, p.519). Leaf fall occurs mainly early in the dry season and again in the early portion of the wet season. Flowering is at its greatest in the dry season and again early in the wet season. By the end of the rainy season flowering is at its lowest level. Fruiting occurs most frequently from the early to mid season of the rain and again at the beginning of the dry season. Species producing large seed fruit flower in the dry season and fruit early in the wet season. Smaller succulent fruit peak in the wet season. The middle of the wet season produces greatest seed abundance. Insect abundance is greatest in the dry season coinciding with flowering. Another peak is noted early in the rainy season when leaves are most abundant. Stiles (1983) hypothesizes that the “variations in resource levels with the dry and wet seasons may be as great as differences between seasons” (p.519).

Different Costa Rican regions will vary in regards to both climate and resources, but for the most part the relationship between the two should exist (Stiles, 1983, p.521). For example, insects might be more abundant during a short, mild dry season than during a long, harsh one. Stiles (1983) also suspects that the longer the rainy season, the heavier the later rains, or the weaker the veranillo, the greater the decline in flowering and insects toward the end of the

rains (p.521). At middle elevations the dry season is less severe and some resources such as insects may fluctuate more irregularly. At higher elevations the rains and winds of the wet season depress insect activity so insects might be more available to birds in the dry season. Resource levels vary less inside forests than in more open areas because of the vegetation.

According to Stiles (1983) another resource that must be considered is the weather itself (p.521). The dry season offers more hours of sunlight and higher winds. These winds may make flight and the search for food easier for some large soaring species of birds but not for others. Heavy rains can also limit the time available for food search. The cold weather also decreases thermal insulation and as a result strains energy reserve. Hard rains can also damage nests. For water birds changes in water levels are important. Raises in the water level can increase nesting and food search. However when there is a decrease in water level, it can still be beneficial to these water birds because their prey, small fish, will be concentrated in a smaller area and therefore the search for them is easier and more efficient.

2.2.3.2 Breeding and Molting Seasons

Breeding seasons are linked to the availability of essential resources, such as food availability (Stiles, 1983, p.521). Because of this nectar feeding birds breed during the first flowering peak. Insectivorous birds which includes the largest group of birds, tend to breed from the start of the rains until the first peak in June. Most fruit eating birds breed in the early to middle rainy season. Seed eating species are divided into two groups – one whose species require fresh

grass seeds and insects and the other group that requires dry grass and weed seeds. The first group tends to nest in the mid to late season and the second group starts to breed in the dry season and continues into the wet.

In areas with severe dry seasons like Guanacaste the breeding seasons of most small birds are shorter and connected to the rains (Stiles, 1983, p.521). La Selva and the area where the Rain Forest Aerial Tram is located have a shorter, milder dry season and the breeding season is longer with more birds starting to breed. The peak of breeding for this region is in May.

The greatest energy expenditure throughout the breeding season occurs during the nesting effort when the young are well developed but are still dependent on the adult birds for food (Stiles, 1983, pp.521-2). For this time to coincide with the majority of resources available, the beginning of nesting must be earlier. During this time resources are still scarce.

2.2.4 Importance of Birds in Costa Rican Ecosystems

Birds play an extremely important role in the Neotropical ecosystems (Stiles, 1983, pp.526-8). “Total existence energy of the avifauna bears about the same relation to the total annual ecosystem productivity” (Stiles, 1983, p.526). Birds are essential as dispersal agents for fruits and as pollinators of the flowers of angiosperms. The rise of the angiosperms to dominate some of the world’s most abundant flora has been linked to the evolution of birds and as high-quality dispersers. For example, fifty percent of the tree species of La Selva have fruits dispersed primarily by birds. Many of these trees comprise the majority of the canopy species that require light gaps for seedling establishment (Stiles, 1983,

p.526). Birds play a major role in maintaining the diversity of the forest, permitting trees to colonize light gaps at some distance from the seed sources, thereby escaping seed predation. The result of the bird/fruit interaction involves coadaptation of the size, energy and nutrient content, renewal rate, and abundance of the fruit and the nutritional needs, morphology, and behavior of the birds.

Birds are also important pollinators of some portions of tropical vegetation. In Costa Rica, bird pollination is common among epiphytes and among plants of light gaps, meaning the areas of the tropical rain forest where large trees have fallen making it possible for light to reach ground (Stiles, 1983, p.527). Most of the foraging opportunities available to tropical birds have arisen through bird/plant coevolution. This is due to the amount of time each year during which such ecological interaction is possible, because the birds and plants are exposed to the same environmental conditions.

The great mobility of birds is important to their role in the dynamics of the Neotropical forests and to their responsiveness to alterations of this forest by humans (Stiles, 1983, pp.527-8). Large areas of forest are required to maintain bird communities. Many of the species depend on the spatial diversity of the forest for their survival. Conversely, many forest plants depend upon birds for access to suitable habitat within the forest. Because of this, isolation of a section of forest is followed by a decline in bird species. Eventually, loss of some plant species dependent upon these birds will follow.

Stiles (1983) believes that the best long-term hope for Costa Rica's avifauna as a whole is the system of national parks (pp.527-8). Costa Rica is

making an attempt to protect large areas of natural habitat to preserve most of its rich biodiversity, especially the birds. Birds are more sensitive to habitat compression, isolation, and alteration than any other group of organism, and over time they will provide the test as to the effectiveness of parks and reserves in preserving the richness of tropical species.

2.3 Case Studies

This background section examines a series of case studies to display samples of bird festivals in the United States and Canada. The function of the case studies is to inform the reader about the types and diversity of the bird festivals held.

2.3.1 “Wings over the Rockies” – The Columbia Valley Bird Festival

The Columbia Valley Bird Festival, a seven-day event entitled “Wings over the Rockies,” is held annually in the Canadian Rockies in British Columbia. The year 2001 is the fifth consecutive year that the festival will be held from April 30th until May 6th. The Columbia Valley is a vast area, constituting 150 square kilometers. Many habitats cover this land, with wetlands being the dominant, providing a setting for many birds each spring and early summer.

The festival requires that participants register beforehand for the activities in which they would like to participate. Upon arrival to the festival, the participants receive their personal event schedule according to the events for which they have pre-registered. Participants can register for as many events as they wish. Approximately seventy-five events are offered including guided nature walks, float trips, canoe trips, art shows, workshops, and museum visits. Some

additional events that are not directly related to birds are also provided to attract a wider audience. These include butterfly and moth displays and glass blowing. Many of the events are repeated each day providing the opportunity for participants to enjoy all off them. Prices for events range from free for cultural shows, to \$5 for hiking trips, and up to \$85 for a ride on a glide 3,000 feet above ground.

As noted by the organization committee, “The festival is a contribution to a long term vision of sustainability for our communities.” The goal of the festival is to enhance the spirit of the community, provide the opportunity for volunteers, clubs, and service groups to participate in environmental activities, and educate about birds and the importance of the Columbian Valley to their existence. The success of the festival will be measured by the actions. If a positive effect is seen on the birds, then it can be concluded that the festival was a success. In addition the success is measured by research results and quality of economic development.

2.3.2 The Salton Sea International Bird Festival

The Salton Sea International Bird Festival is held annually at the Imperial Valley in California. It takes place during the Presidents Day weekend, this year occurring February 16-19, 2001. Events include, but are not limited to, educational seminars that are conducted by leading ornithologists, guided hiking trips, and sunset cruises. Pre-registration is required for the seminars.

One of the seminars concentrates on a certain habitat that is located in the Imperial Valley of California, the area where the festival is held. This seminar stresses the importance of this particular land for many bird species that migrate

through this area. In addition, it also notes that the system is falling, and if nothing is done to preserve the lake and land, millions of birds and fish will be lost. Another seminar focuses on hummingbirds. A specialist conducts this seminar, focusing on the important role that hummingbirds play in the environment. The seminar is also scheduled to answer any questions spectators might have in regards to hummingbirds. Another seminar entitled “Being Prepared for Birding Adventures,” talks about what needs to be considered when taking a birding trip. Specific issues such as health issues that need to be considered, what things to bring and not to bring, and suggested reference material to be used are discussed. Hiking tours are offered for all level of birders, and they are divided into groups to represent these levels. In addition, many tours focus on specific species of birds whereas others are just viewing tours for beginner birders.

This festival requires pre-registration with a \$75 fee, covering all the events that do not include meals and expensive travel. Events that require over night accommodations and lengthy transportation are of extra charge.

2.3.3 Florida Birding Festival

In 1998, the first annual Florida Birding Festival was held at the Harborview Convention Center. This program was organized by the National Fish & Wildlife Foundation, National Audubon Society, Tampa Bay-area Audubon Societies, and Pinnellas County Board of County Commissioners in an attempt to extend the tourist season and increase the local economy in Pinnellas County, Florida (Florida Birding Festival, 1998, pp.2-5). The mission of the

Florida Birding Festival is to offer an opportunity to observe and enjoy Florida birds and other wildlife in their natural environment within an urban community, such as Pinellas County. The planning committee created a program that promoted appreciation and conservation of Florida's birds and their habitats through responsible nature-based tourism and public awareness.

This four-day festival featured many keynote speakers, fantastic field trips, seminars, and workshops. More than 600 participants, who increased their knowledge and appreciation for Florida's native habitats and species, attended the festival. In addition, 81% of those festivalgoers planned on returning the following year, if the festival was to be produced again (Florida Birding Festival, 1999, p.2). In 1999 the second annual Florida Birding Festival offered more field trips to many bird watching sites, and because of this, attracted more than 3,000 people. In addition a Nature Expo was added to the festival, which allowed participants to view nature-based products and tips on how to become more environmentally aware. At the Expo, many organizations had demonstrations and items available for purchase. This Expo was repeated in 2000 during the third annual Bird Festival and will, yet again, be a part of the 2001 Florida Birding Festival, the fourth of its kind.

Since its inception, the number of sponsors and partners has increased (Florida Birding Festival, 2000, p.20). Sponsors include Barnes & Noble Booksellers, Birdwatch America, Hooters restaurant, National Fish and Wildlife Foundation, and Zephyrhills Bottled Water. In addition to the sponsors,

Audubon of Florida, the Florida Fish and Wildlife Conservation Commission, and Partners in Flight are all partners in this initiative.

In past years, speakers have ranged from John W. Fitzpatrick to Bob and Martha Sargent. In 2000, John W. Fitzpatrick presented a program entitled "Birds Can Save the World." His presentation formalized the relationship that humans have with nature, while speaking about the ability birds have to act as liaisons between humans and nature (Florida Birding Festival, 2000, p.12). In doing this, he focused on humans having a history of recording changes in nature by documenting changes in bird populations. The previous year Bob and Martha Sargent presented "Everything You Always Wanted to Know about Hummingbirds, but Didn't Know Who to Ask" (Florida Birding Festival, 1999, p.12). Both are nationally known experts on the lives of North American hummingbirds, and explored the intricate lives of the smallest birds through photos and displays. Various keynote speakers such as these portrayed added great sources of education to the festival.

Most participants enjoyed the various field trips offered during the festival. Field trips have ranged from boat rides to Floridian islands with the hopes of sighting specific bird species to canoe and kayaking trips (Florida Birding Festival, 1998, pp.11-5). Many family adventures were planned. Those included such activities as a trip to Busch Garden, a large Tampa, Florida, amusement park, bird watching trips, and even a trip to a major league baseball game.

Although this was a charged event, all the proceeds that have been raised thus far have been earmarked for purchasing privately owned land on Shell Key, a Gulf Coast barrier island that remains one of the last pristine barrier islands in the state, providing ideal habitat for nesting, migrating, and wintering seabirds and shorebirds (Florida Birding Festival, 1998, p.2). To date nearly \$30,000 has been raised. Funds from the festival have helped to manage Shell Key's abundant wildlife and will continue to be targeted at Shell Key until the entire island is protected. The success and continuation of the Florida Birding Festival is a model for other organizations to use if they wish to develop a similar festival.

Speaking directly with Linda Bergeron, program director at the Florida Visitor's Bureau, offered additional information in regards to the Florida Birding Festival planning (personal communication, April 18, 2001). Ms. Bergeron explained the importance of festival organization and the formation of specific committees to deal with certain tasks. However, there is a need for an executive committee to oversee these other committees and make the final decisions. In addition, she explained that the most difficult part in establishing an event like a bird festival is forming partnerships and gaining sponsorships from other organizations. One recommendation made is to target all organizations and businesses that have anything to do with the environment or nature. Also, it is essential to have a separate finance committee that is responsible for seeking donations from other organizations. Members of this committee must be well versed and articulate. In addition, they should be presenting targeted

organizations with a concise plan of what the festival entails to entice their participation.

2.4 Event Planning

The first step to successful event planning is the establishment of an event's purpose, goals and objectives (Winter, 1994, pp.19-20). For small events a specific topic may need to be discussed. However, for larger events there may be several purposes for its organization, such as gathering information, networking, seeking resources, raising money, and socializing. It is important to discover the real needs and interest of the people who are to be in attendance. There are several ways to discover the needs and interest of the people such as focus group interviews, survey questionnaires, and sampling a small percentage of a prospective audience with questions to help determine directions for future programming. Once the interests of the anticipated audience have been determined, the objectives and real mission of the event can be established. When determining one's objectives, it is important to be able to measure and evaluate whether they have been achieved.

At the beginning stages of event planning, it is important to decide who would be likely to attend (Winter, 1994, p.20). This will also determine the focus of the program as well as also help one determine what marketing and promotional strategies he or she will use. Everyone has his or her own ideas and views on different subjects. For example, in a conference the need of the audience members to express their ideas and opinions has to be established (Winter, 1994, p19). Many participants arrive with questions they would like

answered or comments they would like to convey. Some arrive to search for others with similar interests and would like to exchange ideas with them, so collecting a subject-oriented audience is very important. One cannot have a diverse crowd sit in on a conference or a seminar and expect to get much interaction or even have everybody show interest.

If an audience has already been chosen and the date for the event has been established, it is wise for the organizer to convey that date to the target audience in order to provide adequate time for them to plan and prepare for the event (Winter, 1994, p.20). If the audience is notified shortly before the event, conflict might arise in their schedules reducing the number of participants in the planned activities.

Selection of the event date and location are essential steps in the planning process (Winter, 1994, p.20). In setting the date, the coordinator must be aware of the weather, the costs associated with the time of year as compared to another time, and the availability of the event facilities and speakers. Location is also an important part to a successful event. Robin Dziczek, co-coordinator of the First Night New Year's Festival in Worcester, Massachusetts, recommends keeping the major activity of a festival in a downtown, central area that is easily accessible to attendees (personal communication, April 9, 2001). From this central area, the event organizer can establish other satellite areas where event activities can be held.

Once the time and location of the event is determined, plans can be formed in regards to the event program structure (Winter, 1994, pp26-7). The

programs being offered will determine the success of the event. It is important to recollect the needs and desires of the audience. Programs must entice the anticipated audience to attend. Developing an overall plan of the event early enough in the planning process is important when deciding what speakers are desired.

One of the most important parts of the actual event is the speakers and entertainment or activities that will be provided. In trying to find interesting speakers, Cynthia Winter (1994) suggests that event organizers contact regional speaker bureaus, if available, and obtain contact information on those who have a great deal of knowledge on the event topic or seminar subject (pp.28-9). It is important that the speaker has the ability to stimulate attendance to the specific event, and in addition many people enjoy speakers who have the “ability to draw the audience into the presentation so that [they] feel like they are participating” (Winter, 1994, p.28).

Once possible speakers are identified, they need to be contacted. Cynthia Winter (1994) feels that the best way to first approach someone is through the telephone, when date, time, location, topic, fees, and expenses are discussed (p.28). If the speaker agrees to attend the conference, all discussions should be confirmed in writing. Up until the time the conference takes place it is important to continue contact with the speaker by updating him or her on proceedings.

After the site and speakers have been tentatively established, a realistic budget may be established. If the event is “to pay for itself” (Winter, 1994, p.43) a budget must be established so that it is known how much attendees should be

charged. Even if partners and donors fund the conference, a budget is still necessary so that the expenses stay within the budget that has been allocated.

According to Cynthia Winter (1994), the first step in budgeting is to determine the expenses one will have (pp.43-4). She includes the following:

- Speaker's fees
- Space occupancy rent
- Conference staff costs (salaries, benefits, travel)
- Publicity and marketing fees
- Postage
- Food and beverage during the event
- Labor and gratuities for facility staff
- Supplies
- Rental of audiovisual and other equipment
- Miscellaneous expenses

After the expenses have been established, the profit that the organization would like to make should be added to the expenses (Winter, 1994, p.44). That amount should then be divided by the number of expected event attendees to establish a cost per person for the event. If the organizers believe that the registration cost per person is too high, they may need to reduce costs in the budget to ensure attendee participation.

The best-planned program will be a failure if no one attends. According to Cynthia Winter, generally 5% to 10% of a conference budget should be spent on marketing (Winter, 1994, pp.63-4). It is essential that this money be spent

carefully. The best way is to develop an overall marketing plan that discusses the ways one will tell about his or her event to attract attendees.

When event goals are defined, the people who would most benefit from the event are also considered. In the marketing plan the most important element is making sure publicity reaches those targeted persons (Winter, 1994, pp.63-4). Promotional materials should include information to make people want to come to an event, but they must also include the value of the event. As one prepares promotional materials, one must make them appeal to the audience.

Direct mailing is one of the most valuable ways of communication and advertisement (Winter, 1994, pp.64-6). Most people remember what they see. A mailer contains information that can be reread or filed and later acted upon. Most direct mailings come in the form of a brochure. These brochures must look professional and include the benefits of attending the event and how to register or seek more information in regards to it. Event brochures create the first impression of the sponsoring organization and have the goal of generating attendance. The design of the brochure should be simple yet dynamic. Pictures and graphics are important to use in moderation. The brochure should include general information about the theme and topic of the event, the date, time, location, and event sponsors. In addition the benefits of attendance should be mentioned as well as an outline of program events.

In addition to direct mailings, there are other methods of promotion and marketing of the event. News releases, advertisements from newspapers, magazines, television, radio, and the World Wide Web are all other resources that

can be used (Winter, 1994, pp.68-70). Press releases should be sent to the local newspapers and can include the date, time, place, theme, and contact information for the event. Advertising in other publications can also be an effective way to inform others about an event, because these advertisements can reach a large number of readers (Winter, 1994, p.69). Although advertisements are costly, many newspapers, magazines, and radio and television stations will publish them on air free of charge to non-profit or charitable organizations. One of the largest media for advertisements currently used today is through the World Wide Web. Those interested in the subject matter of the event may be searching for information and come in contact with the event, become intrigued, and attend.

Publicity is the key element in the success of an event (Winter, 1994, p.71). Designing and implementing a strong marketing plan is the first step to ensure conference participation. Once publicity has been distributed, all that can be done is prepare last minute event details and anticipate a large number of event attendees.

2.5 Fundraising

Fundraising is used as a means of collecting necessary financial support to finance a program, facility, building, service, or an activity. To have a successful fund raising drive, the organization has to be well known, have a good estimate of the amount needed, and needs a well-defined advertising campaign that will let people know who the organization is and what it does. The community must possess a positive image of the organization. Having a big name and a well-

established status will attract more contributors. In the retail market it is said that publicity can “make or break a market” (Mirkin, 1981, p.9). Doyle suggests that the same can be said for fund drives (Doyle, 1995, p.5). It is the responsibility of the organization to accomplish this before setting out to run a fund raising drive that will meet the set goals.

The person being asked for donations will want to know several things about the organization and its operation. He or she is likely to want to know what the organization does, for what cause, why the organization exists, and other facts concerning the operation of the organization. If a contribution is going to be made, the donor will most likely be curious as to how the donation will be used and how it will benefit the cause. Another important question that might be asked by the donor is in regards to the involvement of the organization with the government. All this information needs to be organized before the fund raising can begin. What the organization is doing is selling itself. It has to convince the target donors that they should contribute to this specific organization. Some potential donors do not care what the cause is and how the donated money will be spent; rather, they pay attention to who is asking for the donations.

Before fund raising can begin, a few things need to be considered and established. Manpower, prospects, methods, material, money, and a timetable are the major points. The more manpower a fund drive has, the more people can be reached with the possible outcome of more donations collected. If an area is chosen where a lot of fund raising will be executed, then that area needs to be

divided into sections and an adequate number of workers has to be allocated to each section. The number of workers, especially solicitors, will depend on the amount of money that needs to be raised. Methods also depend on the amount that needs to be raised. In a fund raising drive only one method may be used, as well as several methods at once. Another point to consider when choosing a method is where the fund raising is carried out. Some methods will serve better if carried out in certain places than others will.

Money needs to be considered because it takes money to raise money. It costs for people to get together in an organization and start thinking about an event. Some of the costs that might be encountered include materials, staff, clerical expenditures, administrative costs, and overhead. Once all costs are established, a timetable must be organized. The procedure of the drive must be organized systematically. Every task should be scheduled so that it can be completed within the deadline with a reasonable time allowed. Doyle feels that organization and planning are very important in running a successful fund raising drive or event (Doyle, 1995, p.15).

A number of methods exist when it comes to fund raising. Some of the methods are face-to-face appeals, letters of campaign, ticket selling, school collections, tours, sales of merchandise, theater parties, and coin cans. Face-to-face appeal is considered to be an effective process because of the person-to-person interaction. People are more willing to give donations when asked face-to-face. If they look at a letter or a brochure they do not feel an obligation in giving a donation or might just put it away and forget about it. It is also better in

making relations with prospects by showing personal interest through sending a representative of the organization.

Prior to beginning his or her work, the solicitor must be informed of his or her position and of everything for which he or she is responsible (Mirkin, 1981, p.58). When asking for a donation the solicitor has to have high hopes of obtaining a large donation. A solicitor must follow some guidelines in order to succeed in his mission of fund raising. The so-called sales case must be presented thoroughly, clarifying any questions the prospect might have. The case should be stressed and presented as a necessity. The solicitor should also be proud of the cause, establishing a positive attitude about the organization and its importance.

A less expensive method is direct mail (Mirkin, 1981, p.130). This process might be used by itself or as a joint method. Sometimes letters are only sent to those who are perceived as a contributor. The text of the letter should clearly inform the recipient of the objective of the letter as well as information about the agency, its cause, and how the funds will be used. If a fund drive is repeated every year for an annual event, letters are also sent to donors who have participated during previous years or are constant supporters.

In the planning stages when deciding on the target amount, the goal might be set higher than actually needed. A higher target will stimulate the workers to do more work trying to reach that goal. If the target amount is set rather low, it might drive potential donors away, giving them the idea that the project is small and probably not worthwhile. Then again if the high goal is not reached, it could mean that the campaign was run inadequately or a lack of support exists. A great

way to set the pace early in the drive is to receive initial gifts. An initial gift is a donation made early in the campaign by an individual or an organization that is of a large amount. Other contributors will have a pace to follow that consists of a large financial donation.

During the course of the drive a financial report needs to be maintained to recap how the drive is doing with respect to its goal. The public and the contributor will also want to know how the drive is progressing. Is it moving steadily towards the goal? Having a report of the financial status of the drive gives the organization the ability to adjust their plan if the expectations are not met. For example, a new method of fund raising can be added, the number of prospects might be expanded, or the area where solicitation is carried out might be increased.

After a successful fund raising drive, it is recommended that recognition be given to volunteers and donors (Doyle, 1995, p.56). Thank you letters are an easy way to achieve this. What the letter accomplishes is it makes the donors and volunteers feel good about their contribution. The letter is also an IRS document that is used when claiming deductions on charitable donations in the United States. An opportunity to ask for further involvement might be taken into consideration depending on the amount of donation the contributor made. The recipient is more likely to agree to further involvement after receiving a thank you letter. Other tokens of appreciation include dedicated ceremonies, dinners, acknowledgements in newsletters, recognition plaques, and gift certificates.

2.6 Market Research

Market research is used for strategic product planning by systematically gathering, organizing, and analyzing data relevant to market functions (Frigstad, 1995, pp.1-4). Research in purchasing by consumers will forecast the percentage that will purchase a product or service, where the concentration of that percentage is located, and how much they are willing to spend. Frigstad defines the role of market research as a way to:

- Assist decision makers in establishing goals
- Provide a standard for company performance in meeting set goals
- Assist decision makers in solving problems by providing them with timely information
- Provide information regarding changing end-user demands for product or service development
- Assist decision makers in developing optimal pricing strategies
- Assist management in identifying potential competitive threats
- Assist decision makers in identifying attractive new markets or acquisition targets
- Assist in identifying attractive new technologies

Three different options exist for a market research (Frigstad, 1995, p.5). They are internal market research, external market research, and off-the-shelf market research. Someone currently employed in the company does internal market research. Before this method is applied a few points must be considered:

- Does the staff possess necessary experience?

- Is there any additional equipment that will need to be obtained?
- Will the administration be able to handle the additional workload?
- Will this method be less expensive than the other possible methods?
- If confidentiality is an issue then information leaks might occur within the company, therefore another method needs to be considered

Before any research can begin, goals and objectives need to be clearly defined (Frigstad, 1995, p.15). The research can then be designed around the established goals and objectives. Prior to obtaining the goals and objectives, parts of the whole research process need to be considered. They are:

- Problem definition
- Research outline
- Data collection method selection
- Measurement method selection
- Sample identification
- Analysis methodology selection

Defining the problem is half the battle. The research group must work closely together with decision-makers to clearly define the problem (Frigstad, 1995, pp.15-21). The research should begin with the creation of an outline. This will layout the whole research in detail, organizing tasks according to their importance of completion. Data collection method is selected next. Three methods are available to choose from. They are primary method, secondary method, and the experimental method. It is worthwhile to use all three, because more accurate results can be obtained. The type of information required, the

value of desired information, and the judgment of analysis will influence the method chosen.

The measurement method will also be influenced by these factors but mostly by the information required by decision makers. Four methods are available from which to choose. Depth interviews and projections, observations, questionnaires, and attitude scales are measurement methods used. The analysis methodology should be chosen before any collection of data has begun, because the methods will depend on the data that is planned to be collected. Analysis methodology also depends on measurement methods and sampling process used.

A sample is a sub segment of the whole population. It is possible to survey an entire population, but sampling is more efficient in respect to time and cost (Blankenship, 1998, pp.151-160). The sample is a percentage of the whole population of a group at which the market research is directed. An example of a population for a market research is the head of a household who is responsible for making most of the decisions within that family. Size of the sample is decided by two judgmental decisions: the level of confidence of the sample and the margin of error. Sampling methods include random sampling, stratified random sampling, cluster sampling, systematic sampling, and nonprobability sampling. When choosing a sampling method, factors such as precision and cost must be considered. This sample may include end-users, competitors, or distributors of products or services. When choosing a sample, the researcher should consider who could best answer prepared questions, the basis for sample selection, the size of desired sample, and plans of how the sample will be contacted.

Primary data is collected when the research is focused more on a specific aspect of the market and requires recent and detailed information (Frigstad, 1995, pp.29-33). It is obtained directly from users. Secondary data can be used to familiarize and to gain initial insight into the research problem. Advantages to secondary data are time and cost efficiency. Costs and time are saved by not needing trained professionals in collecting and analyzing data. Disadvantages are many and need to be considered before choosing between primary and secondary. Secondary data might not address specific areas of the research topic. Insufficient quantities of data might exist. The data that is available has to be questioned for accuracy and reliability. The data needs to be analyzed for things such as the date it was done, what methods were used in collecting the data, sources of information, and how relevant the data is to the desired data.

Secondary data can be obtained from within the company or from outside sources such as census information, governmental findings, and libraries. Primary data is generally collected by surveys. Three types of surveying can be considered and they include personal interviews, telephone interviews, and mail surveys. These have advantages and disadvantages such as the personal interviews being the more expensive and time-consuming method to the number of responses received from mail surveys.

Forecasting is an effective research tool. It provides an indication of what might occur and offers the opportunity to select from several alternative actions (Frigstad, 1995, pp.105-120). Flaws exist in forecasting because it is impossible to predict the future events accurately, and it will consist of gaps because a

forecast cannot account for all future events. Techniques of forecasting include judgment methods, time series analysis and projection, and informal methods. Methods of judgmental analysis include expert consensus method, Delphi method, and aggregation of sales personnel forecasts. The expert consensus method involves obtaining forecasting form an expert, which can sometimes be difficult. The Delphi method involves a group of experts in which a consensus is reached. The problem with the Delphi method is that groups of experts can sometimes engage in a debate, which prolongs the outcome. The aggregation of sales personnel forecast method is performed by questioning sales personnel about their projections of a specified time period. The disadvantage of this method is that it must be accounted for optimistic or pessimistic biases of the personnel. Time series analysis and projection forecasting closely analyzes a certain variable in relation to time. Finally, informal forecasting methods involve building of a model and using it for forecasting.

The forecast can be short-term, medium-term, or long-term (Frigstad, 1995, pp.118-9). Indications of a short-term forecast are the following: the forecast may not exceed the existing capacity of the company, it may be influenced by seasonal factors, and if seasonal demand exists, it will allow for peak periods. Medium-term forecasts are used in planning for human resources budgets, production budgets, schedules, and resource allocation for the production process. Long-term forecasting is done for three or more years, providing a long-term idea of the market activities.

Custom market research is performed by an outside hired group or individual focusing on a specific topic (Frigstad, 1995, pp.160-1). The group or individual performing the research is usually experienced in this field. Custom market research should be performed when information on the market or an off-the-shelf study is not available. If available, the information in off-the-shelf studies lack detail, the research topic is broad, and external sources often exist. After the decision to use a custom market research has been made and the project has been outlined, the consultant needs to be identified. Cost and experience of the consultant will greatly influence the selection. Market research organizations, advertising agencies and accounting firms, independent consultants, and management consultants are possibilities of a custom consultant.

Off-the-shelf market research reports are external sources and are studies of a broad section of the market (Frigstad, 1995, pp.171-4). Data gathered in off-the-shelf reports can be used as background and market trend information. Also the reports can be compared to internal research findings. Decisions on whether to use off-the-shelf market research are influenced by time constraints on the project, if the information provided is useful, and if it fits into the budget.

2.7 Interviewing

An interview is an interactive survey questionnaire (Blankenship, 1998, pp.116-117). The interviewer and respondent speak face-to-face. In 1930 in-home personal interviews were widely accepted as a collection method of survey information. Today personal interviews are performed mostly in malls or

shopping centers. People are more cautious about letting strangers into their homes. Personal interviewing has also become a more expensive method in collecting survey information.

Accuracy of the data obtained from an interview is strongly affected by the skill at which the interviewer asks the questions (Blankenship, 1998, p. 18). Biases from both the interviewer and the respondent may affect the outcome of the data and its accuracy. Advantages of mall interviews include convenience, monitoring of mall interviews, sampling, facilities, and low cost. Mall interviews are convenient, because they can be conducted in a hurry and the participants are already there. It is just up to the interviewer to approach them. Therefore the interviewer does not have to go looking for individuals to interview.

Interviews usually consist of open-ended questions that need to be prepared well in advance (O'Hare, 2000, p.439). Closed-ended questions need to be avoided since these usually show up in a survey such as a mail survey. Answers to open-ended questions will produce useful, detailed information that can be analyzed with a much greater grasp of what the respondent is trying to convey.

When interviewing someone, the researcher needs to convey to the participant the purpose of the interview-taking place and how much of his or her time the interview will take (O'Hare, 2000, pp.10-12). If an interview can be taped, it will provide a very accurate transcript. If the person being interviewed does not want to be taped or no recorder is available, then notes taken must be

accurate to assure a concise interpretation about what the person is trying to inform the interviewer.

When conducting door-to-door interviews, it is important to establish a relationship with that individual (Survey Research Center, 1976, p.7). It is better to have the initial contact with the respondent as a face-to-face interaction. It is easier for a person to say “no” to a conversation over the phone than it is when the interviewer is standing in front of the respondent. The first interaction between the interviewer and the respondent should also move into the house as soon as possible. It will also make it harder for the respondent to say “no” once the interviewer is in the living room. At the front steps and in the doorway the respondent is likely to say “thank you” and close the door. Once the interviewer and participant are both situated, the question and answer period may begin, which will hopefully be beneficial to both the researcher and the participant.

2.8 Focus Groups

Focus groups are used as a research method (Morgan, 1998, pp.9-11). They are organized discussions generally involving 8-10 people led by a moderator. Conducting focus groups generates qualitative data by stimulating thoughts and extracting ideas about a specific topic given to participants. They can be applied in a variety of research topics. There are many factors that go into deciding if a focus group is appropriate for a specific research topic. To see if applying focus groups will be beneficial, it is appropriate to examine the report you will produce from the potential data. It should match what the research is trying to accomplish. Also before conducting a focus group, it is necessary to see

if the data collected will make sense, if it can be analyzed, and how it will be analyzed.

The structure of a focus group usually consists of a moderator, an assistant moderator, and participants (Morgan, 1998, pp.2-4). The number of participants varies from six to ten. The size is also governed by two factors. It must be small enough for everyone to take part, and yet, large enough to present diversity of ideas and opinions (Krueger, 1994, p.17). There are a number of ways a focus group can be conducted. These different ways depend on factors such as the number of participants, location, and the research topic.

After deciding that a focus group will be used and before actually conducting it, there are a number of elements to consider, such as identifying the participants who will be most beneficial to the study, how they will feel about the topic, what kinds of questions will provide desired answers, and ways to establish interest in the group (Morgan, 1998, pp.12-4). It is very important when considering an audience to look for traits that indicate knowledge about the topic in research. Depending on the topic of the focus group and the anticipated results, the participants may or may not need to have the same level of expertise on the subject. It is wrong to assume that all asked participants would follow through in taking part in the focus group; therefore it is also important to look for traits of commitment.

Questions need to be developed that will strike conversation and will be interesting to the researcher as well as the participants. Interesting subjects will stimulate their desire to contribute to the conversation. Communication is a two-

way process, and that is why the interest has to be common, stimulating opinions in the participants. The moderator needs to have the ability to listen and also learn from the participants.

Focus groups demand resources that are all interrelated. They are time, talent, and money. Money is a major issue because focus groups can be a financial burden. Some of the expenses might include travel for the researchers and the participants, recruitment charges, incentives, childcare, room charges, and equipment rentals. The amount spent on a focus group also depends on the location of the research and the topic.

Over the years, myths have been developed about focus groups that should be clarified (Morgan, 1998, pp.45-51). There is a general impression that focus groups are inexpensive and quick. In general this is not true. A large amount of time is devoted to the developing stages of the focus groups, and the process can be financially straining. Another myth is that focus groups require a professional moderator. They do not, but it is essential that someone with expertise run the focus groups. Special facilities are not required to house the focus group. Depending on the situation and the culture the focus group is being carried out in, the location can vary between a hotel room and a living room at someone's residence. Another misconception about focus groups is that they have to be entirely of strangers. This is not correct. If the researcher knows someone that is familiar with the topic of a focus group, they will most likely be asked to participate.

Ethical issues also need to be considered (Morgan, 1998, pp.85-6). One crucial concern is the privacy of participants. One way of guaranteeing participants' privacy is to agree on anonymity. Anonymity secures the identity of the participants. Another way is to guarantee confidentiality. The participants are promised that their identity information will be protected from exposure, thus making them more likely to participate.

2.9 Surveying

A survey is a system for collecting information to describe, compare, or explain knowledge, attitude, and behavior (Fink, 1995, p.1). Surveys involve setting objectives for information collection, designing research, preparing for reliable and valid data collection, administering and scoring results, analyzing data, and reporting the results. Surveys are taken of political and consumer choices, use of services, and opinions on just about anything. Researchers use surveys to find out about people by asking questions about feelings, motivations, plans, beliefs, and personal backgrounds (Fink, 1995, p.2). The questions in surveys are typically developed into mailed, taped, or self-administered questionnaires and into personal or telephone interviews.

To make sure that the survey will provide useful information, the researcher must identify what problem he or she is trying to solve and what new information is needed to solve it. The problem is the "fundamental issue that you [the researcher] are trying to address with the survey" (Salant, 1994, p.25). It is important to be specific about what the problem is, why it is important, and what is already known about it. Generally a survey is being conducted to gather new

information that will enable the researcher to solve the problem. Therefore, it is essential to be accurate in determining what needs to be discovered. In order to determine what the survey should ask or what the information obtained from a survey should collect, the researcher must know the survey's objectives, which are the statements of the survey's desired outcomes. Survey objectives can then be converted into questions to be researched and included in the actual questionnaire.

In her book *How to Conduct Your Own Survey*, Priscilla Salant (1994) makes the recommendation of using focus groups in the planning phase of a survey to provide insight about the subject of the survey (pp29-30). Focus groups, in this case, help the researcher determine the types of questions to ask in a survey. However, focus groups cannot substitute for surveys because the participants are not randomly selected, and there are not enough people to make results scientifically significant.

Once a focus group is completed, the researcher can then start to form his or her questions for the survey. There are different types of questions that can be asked (Fink, 1995, p.13). Purposeful questions are those where the participant can identify with ease the "relationship between the intention of the question and the objectives of the survey" (Fink, 1995, p.13). For example if a researcher wanted to find out more about reading habits, he or she would want to compare people of different ages and backgrounds. Therefore a purposeful question for this survey would be to ask the participant his or her age. Another type of question that may be asked is a concrete question, which is "precise and

unambiguous” and usually includes a time and a choice of two answers (Fink, 1995, p.13). One example of a concrete question would be as follows: “In the past three weeks, would you say you were generally happy or generally unhappy” (Fink, 1995, p.14)? Adding this time period and a defining mood adds precision to the question and will get either of two answers from the entire sampling.

In addition to the types of questions that can be asked, there are also two different forms that the questions can take (Fink, 1995, pp.14-5). Both open and closed questions are used in the writing of surveys with each type having its advantages. When a question requires the participant to use his or her own words to answer, this is referred to as an open question. Open questions are useful when the researcher seeks to obtain unanticipated answers and for describing the situation as the participant views it, not as the researcher does. Many participants in a survey prefer to present their views in their own words rather than those of the researcher’s pre-selected choices. However, the disadvantage to open questions is that they are often difficult to compare and interpret the responses of the participants. For this reason, closed questions are often used in surveys.

The survey participants often prefer closed questions because they may be unwilling or unable to express themselves (Fink, 1995, p.16). However, closed questions are more difficult for the researcher to write because the answers or response choices must be known in advance. Closed questions are easier to analyze and interpret, which is essential when a large population is being surveyed. These questions generally involve yes or no answers and/or rating.

In addition to there being different types of questions that the researcher can ask, there are different types of responses that may be elicited from the participants. Arlene Fink discusses in her survey kit the three different types of responses: nominal, ordinal, and numerical (Fink, 1995, p.17). The first type of response, the nominal response, has no numerical or preferential value. They often involve yes or no answers or some other choice answer, such as male or female when identifying sex. The second type of choice is called ordinal, which a participant uses in rating choices on a scale. The last type of response, numerical, requires a number as an answer. Such an answer would be given when the surveyor ask a question regarding age or height. Each type of question will produce a different type of response, thus producing different information. However, all information gathered can be used against one another in the analysis.

Before beginning to write survey questions, the survey's purpose, surveyors, and participants must be fully understood (Fink, 1995, p.11). In order to do this, the survey's specific purposes, the anticipated outcomes, must be identified, and the specific objectives of the survey must be known. These objectives refer to the information the survey is going to collect. Sometimes, the objectives may take the form of questions.

In addition, questions should be formulated so that the participants can easily and accurately respond to them (Fink, 1995, p.12). The questions must be appropriate for the age and education level of the participants sampled. Also, the participants should have sufficient knowledge to answer the questions. When

being asked an unanswerable question, the participant may become frustrated and/or provide the researcher with incorrect information.

Another factor in writing surveys is to carefully match what needs to be known with the amount of time the researcher has in finding out the information (Fink, 1995, pp.12-14). The number of questions to include in a survey depends on the amount of time available for the survey. People's time is valuable, and they often do not like to devote a lengthy amount of time to answering questions. Surveys that do not ask many question and require simple answers are much more likely to have increased participation.

When writing surveys, it is important to standardize both the surveyor and the response format (Fink, 1995, pp.14-7). The ideal surveyor will ask the same questions the same way every time. If more than one person will be conducting the same survey, they must be sure to ask the same questions in the same manner. In addition to a standardized surveyor, a standardized response format is often necessary. This format will ask each participant to select from a list of choices. Often this will be done by a rating format (e.g. 1- strongly agree, 2 – agree, 3 – no opinion, 4 – disagree, 5 – strongly disagree). This system also makes analysis easier, because numbers can be entered, processed, and results can be given in set percentages, whereas other systems may require analysis of a participant's open-ended response to obtain an accurate feeling that he or she may portray.

When composing the actual questions to include in a survey, there is a set of guidelines for using conventional language suggested (Fink, 1995, pp.22-9). It

is recommended that complete sentences, whether statements or questions, are used. They express clear and concise thoughts and will attribute to the desired response. Abbreviations should also be avoided when drafting questions, because many people could be unfamiliar with them. In addition, slang and colloquial expressions should not be used. Not everyone would be familiar with them, and they do not portray optimal professionalism, which the survey should contain. Like slang and colloquial expressions, jargon and technical expressions should also be avoided. If the group being surveyed is a homogenous sampling and will all understand the expressions used, these expressions can be acceptable. However, the researcher must be concerned with how a larger, more diverse audience will respond to them.

Arlene Fink (1995) believes that it is better to use shorter questions in a survey (pp.25-6). These types of questions save time and require relatively little reading, which the participants often enjoy and look favorably upon, because the time they would have to dedicate to taking the survey would be minimal. When using “loaded questions,” or those containing background information leading into the question, participants “may see through them, get annoyed, and either not answer the question or answer it inaccurately” (Fink, 1995, p.27).

Once the questions for the survey are established, it is next important to determine the sample you will be using (Salant, 1994, p.53). A sample is a set of respondents selected from a larger population for the purpose of a survey. Sampling is efficient, as it saves time and money. With a sample survey the researcher will be able to obtain the essential information from a few participants

to describe the feelings of the larger population. When sampling the target population needs to be identified, a population list needs to be arranged, and the sample needs to be selected. The target population must be identified as accurately as possible and in such a way that the selection “makes sense in terms of the purpose of the study” (Salant, 1994, p.58). It is also important, according to Priscilla Salant, to create a list of the target population that will be sampled. This is the list from which one will select people to sample. Such lists can be obtained from telephone directories and membership listings. If the researcher is unable to locate an existing list or construct one, area probability sampling is another approach that may be used. This form of sampling is when a small geographic area is sampled. After the target population is constructed and a list is developed, the researcher must then actually select the sample.

There is much preparation that takes place even before the survey is conducted (Fink, 1995, 1). However, once the survey is designed and the sample is selected, the survey may be carried out. Although there are different ways of carrying out the actual surveying, surveys done by interview will be focused on. Even though this method of carrying out a survey is more time consuming, many surveyors will choose it because of the role the interviewer can play in enhancing respondent participation, guiding the questioning, answering the respondent’s questions instantaneously, and clarifying the meaning of responses (Fink, 1995, p.3). Because of this, researchers are more likely to get an accurate sampling of the participants.

Once the survey is conducted the information gathered must be compiled, summarized, analyzed, and interpreted (Salant, 1994, p.175-9). Computers are often used in compilation because they are relatively simple and efficient to use. After information is entered, statistical analysis can take place via software programs, and totals and percentages can be calculated and graphed, if desired.

The last step in this surveying process is the actual presentation of information. Results must be presented logically and clearly. There are six major sections to include when writing a survey (Salant, 1994, p.203). The results should first begin with an abstract, in which the most important findings are communicated thus stimulating the reader's interest in the report. Next comes the problem statement to explain why the survey was conducted. The following section describes factors such as the survey method and the sample design. Survey results are included in the findings section followed by implications, which "draw the finding together to answer original question and explore implications for decision-making and future action" (Salant, 1994, p.203). Lastly, additional supplementary material is found in the appendices. Once developed, implemented, and analyzed, surveys provide the researcher with essential information in his or her topic.

3.0 Methodology

In order to accomplish the objectives of this project we first identified potential partners and sponsors for the festival. Then we conducted two different surveys directed at two distinct groups of people. We also conducted interviews, researched related topics, and reviewed case studies. Finally we have tabulated all the obtained results, analyzed them, and from that reached conclusions and produced our recommendations.

3.1 Determining Potential Partners and Sponsors

Our main focus at the beginning of the project was to identify and contact environmental organizations and groups that the Foundation should consider as potential partners and/or sponsors to make the bird festival feasible. This is necessary because the Rain Forest Aerial Tram Foundation does not have monetary funds to allocate towards the festival. Organizations were researched, representatives were contacted, and interviews were conducted with representatives eliciting a level of interest in the festival and the possible role the agency could have in the development of the festival as well as the resources and services they could provide. We contacted as many organizations as possible, noting time constraints, to have a large variety to choose from when proposing which organizations would be most beneficial to the festival, and whom the Rain Forest Aerial Tram Foundation should contact once definite plans are prepared.

The search for organizations was conducted through the Internet. We reviewed their web pages learning about the missions and objectives of the organizations, as well as the current environmental education programs they

conduct. From this we determined if the organization would be potentially interested in actively supporting the bird festival either financially or through services that they currently offer.

However, before contacting any organization, we constructed a list, which included a contact person for each agency and presented it to our liaison for review. Because Costa Rica is a small country, there are numerous relationships and interconnections among different people and organizations of which Sr. Sanchez, our liaison, is aware. Due to this fact, he knew which organizations would be best to contact as well as which person at each organization would be the most cooperative to our research.

When the list of organizations was finalized, we began contacting the references to establish interview times. We contacted a total of seven environmental organizations that are currently conducting environmental education programs. Our purpose for doing the interviews was to introduce the idea of a bird festival to each organization as well as to determine the level of interest each person displayed and the contributions that these organizations could make. We needed to accurately convey what we determined the level of interest of each organization to be, because the Foundation will pursue the organizations that showed the most interest with the intent of establishing partnerships for the festival. Interviews were scheduled and conducted beginning our third week in Costa Rica and were completed by the fifth week.

It was important to conduct a standardized interview for all organizations so that data obtained could be easily compared and analyzed. These interviews

were structured with open-ended questions throughout, allowing us to obtain the most information from those that we interviewed. Open-ended questions produced useful, detailed information that was analyzed with a much greater grasp of what the respondent was trying to convey. In addition, we chose to use open-ended questions, because other than determining their level of interest, we wanted to generate ideas from them about activities that could be incorporated into the festival.

The questions we used were chosen to help us learn more about the organizations, other organizations they currently work with, ways in which they could contribute to a festival, and ideas and recommendations they could provide us for our project. Although we maintained a constant flow according to the questions that we had prepared, other questions would arise sometimes based upon the responses we had received from some representatives. For example, if we wanted to further learn about specific programs they offered that we felt could be incorporated in the festival, we would ask them to expand upon those topics.

Our standardized interviewing procedure used was helpful in obtaining complete and accurate data from those with whom we spoke. After introducing our project and ourselves, we explained to those interviewed what the goals and objectives of the festival are and what the anticipated outcome is. We further explained that through recommendations by word-of-mouth and through the Internet we determined their organization to be a possible agency which the Rain Forest Aerial Tram Foundation would like to establish relations with for this project. In addition we would always mention the other organizations we had or

intended to contact for the same purpose in order to stimulate the interest of that specific organization to join a venture with not only the Rain Forest Aerial Tram Foundation but other Costa Rican environmental organizations.

Most of the organizations that we spoke with have environmental projects and/or programs that they currently conduct. We asked about these programs to obtain detailed information to generate ideas for our festival. After talking briefly we inquired as to whether or not the organization would be interested in participating in the festival. Although this was one of the most important questions during the interview, we waited until the last portion of the interview to ask it. We wanted to show organizations first our interest in them, so in turn, they would want to show an interest in our project and the Rain Forest Aerial Tram Foundation. If the organization representative said that they would be interested in participating in the festival, we then pursued asking what services they could provide or in what way they would be interested in partnership or sponsorship. Finally, we asked those interviewed if they knew of anyone else or other organizations that we should contact about providing potential funding or services for the festival.

During the interviews particular attention was paid to the flow, ensuring nothing would be excluded, and the interest the interviewee had in speaking with us. These observations were particularly important in determining whether or not the Foundation should pursue these organizations for financial contributions as partners and/or sponsors for the bird festival once our proposal is presented.

If we noticed that the person being interviewed was not interested, we would reconsider recommending that organization to the Foundation.

3.2 Determining Feasibility and Planning Event Activities

Feasibility is a fundamental part in the planning of an event. We had to determine the potential for a bird festival and likelihood of attendance before determining whether the festival should be established. Our feasibility study was conducted through the use of two surveys. We also used them as a means of extracting ideas for possible festival events that would increase audience attendance and participation thus creating a successful event. One survey was sent to members of international birding organizations, because the marketing of this festival will be directed internationally at tourists. The second survey was conducted at the Rain Forest Aerial Tram, targeting tourists already in Costa Rica.

Once all surveys were collected, results were entered onto a spreadsheet using Microsoft Excel®. Results were tallied for each question, converted into percentages, and transferred into pie chart graphs. The tally of all survey results is found in Appendix D and F. In addition, we compared different aspects of the survey. For example, we compared the interest level that people had in attending a festival and the likelihood that they would attend. Also, age groups were compared to both interest levels and likelihood of attendance.

3.2.1 Surveying Members of International Birding Organizations

We developed a survey directed at members of international birding organizations to determine the level of interest in a Costa Rican bird festival. The

questions were based on the information we needed to gather to successfully accomplish our feasibility study. The survey was also based on the Barr Lake Birders Questionnaire we had come in contact with through Internet research (Barr Lake Birders- A Questionnaire, 2000). We modified this questionnaire to suit our needs, by either modifying some of the questions, deleting ones that were irrelevant to our study, and adding new questions.

Once the questions were prepared they were sent out via email to six of our acquaintances for review. Although they are not experts in the field, all reviewers have had previous experience with online surveys. We wanted to investigate if there were any flaws or if the survey was troublesome to complete. Although we received a few comments about phrasing questions, no major changes needed to be made. We also handed the survey to our liaison and our advisors for review. Our liaison recommended some changes in regards to the vocabulary we used.

Once the survey was finalized, we answered the questions to find out how long it would take to complete. We were initially concerned that the survey was too long, but after answering all the questions, we found that it took no more than five minutes to complete. In addition, no one who tested the survey made any complaints that it was too long; therefore no changes were made to its length.

Once questions were finalized, we determined that the easiest and most efficient way to obtain results was through a web-based survey. A copy of this survey is available in Appendix B as well as online at <http://www.wpi.edu/~ezarch/birdsurvey.htm>. Via Microsoft Front Page

Express®), a web page creator program, we transferred the document containing the questions onto the web page mentioned and uploaded the survey.

After the survey questions were uploaded we searched the Internet for international birding organizations that could possibly send the survey to their members. We contacted fourteen organizations, sending them each an email that briefly explained our project and the assistance that we were seeking from them and their members. We requested that these organizations forward to their members, via email, a link to our survey. By conducting this survey, we contacted a population that would be most likely to participate in such a bird festival. The list of organizations contacted is available in Appendix C.

The questions in our survey were separated into four sections. Section one contained questions dealing with general wildlife and birding experiences and in particular about participation in wildlife and birding activities. This information gathered the level of involvement the respondents have in birding. The next part, section two, focused on the birding trips the respondents had taken and whether or not he or she has traveled outside of his or her permanent resident country for the purpose of birding. The following section, section three, contained information specifically dealing with Costa Rica. We asked respondents if they have ever traveled to Costa Rica. In addition we asked for a level of interest in visiting Costa Rica specifically for a bird festival. With this level of interest we have compiled a feasibility study and also a gathering of ideas and desires for events from our targeted audience. The final section of the survey for members of international birding organizations was a collection of demographic

information, such as age, income, and city/town, state, and country of residence with the hopes of gathering such information to determine the needs and interests of our targeted audience based on their responses to such questions. The demographic information that was collected from the survey enabled us to plan activities based on the average age of the population. In addition resident information will better determine where and by what means the festival should be marketed.

Although there was a combination of closed and open-ended questions, the majority of the questions were closed. Through research presented in our Background Information in regards to surveying, we have determined that respondents favor questions in which different answer choices are provided and they must choose one, as opposed to generating a response themselves. Respondents need to only click on a button to select their response. In a few cases there are pull down menus that asked the respondent to rank an answer on a scale of one to five following certain guidelines. For example when asked how important certain criteria were to be included in the festival, respondents were able to choose from five options (1 – Not at all Important, 2 – Slightly Important, 3 – Moderately Important, 4 – Very Important, 5 – Extremely Important). Finally, there were some opened ended questions presented as small text boxes requiring a brief sentence or two where we were able to obtain additional comments and recommendations from survey participants. Question types are presented on the following page in Figures 3-1 and 3-2.

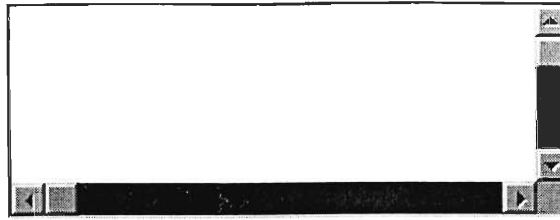


Figure 3-1 – Text Box Used in Survey



Figure 3-2 – Ranking Choice Box Used in Survey

3.2.2 Surveying of Visitors to the Tram

The goal of the survey presented to visitors of the Tram was to determine if tourists in Costa Rica were interested in attending a bird festival while in Costa Rica. We surveyed tourists because they will be a significant part of the main audience for the festival. The Tram was chosen as a site for surveying because we were able to obtain a schedule of how many reservations were made each day. Due to this being the low tourism season in Costa Rica, visitation to the Tram was at its lowest for the year. Because of this, it was difficult to get a representative sampling of visitors to the Tram. In addition, time constraints were placed on data collection, which only allotted us one day to visit the Tram.

We personally asked the survey questions, which were developed based upon our web survey, and did not have the visitors fill them out, because they were already asked to fill out one survey by the guides at the Tram, and we figured that filling out two surveys would not be appreciated. In addition, approaching visitors personally showed them that we were interested in them, as

well as their answers. The surveys were conducted as interviews to generate ideas and comments about the idea of a bird festival. Each survey took approximately five minutes to complete. Visitors to the Tram were approached while in the gift shop area of the Tram before or after they rode the Tram.

Information regarding where the visitor was from, why they had chosen to visit Costa Rica, what activities they had participated in during their visit, and whether or not they would plan to return to Costa Rica, specifically for a bird festival was collected. We generally maintained the same question format as shown in Appendix E. We asked both closed and open-ended questions that provided both statistical information and ideas that would be useful in our planning. Our questions were worded in a way that allowed the interviewees to express their ideas and feelings without being led in a particular direction. By the end of the interviews, if the specific topics that we wanted to address had not been discussed, we addressed these topics directly by asking the interviewees whether they believed certain thoughts we had were good ideas in a way that would not bias their opinions but merely give us an insight on their feelings which further assisted us in our research.

3.3 Evaluating Case Studies

The study of several different established bird festivals in the United States and Canada aided us in our development of festival events to include in our recommendations for the proposed bird festival for the Rain Forest Aerial Tram Foundation. The festivals that we studied were found through Internet research.

We were successful in contacting one organizer of the Florida Birding Festival and additional information was obtained through the mail.

Comparing, contrasting, and examining themes of events other organizations had established provided a basis for recommendations that we made to the Rain Forest Aerial Tram Foundation. It was important to also consider the amount of events offered and in the time period they were held in. Lectures and seminars, workshops, and outdoor activities were all considered, and we were able to find comparable activities that could be planned using the resources available to us in Costa Rica.

We looked for similarities between the festivals to see if any event conducted at the festivals was the same. We also looked at what types of festival activities were planned. We had considered including activities for children in our proposal; therefore, we examined the case studies to see if they offered any activities specifically for children and what they were. Other information such as how long the festivals were run, what time of year the festivals were conducted, and how many people attended the festivals was analyzed. Based upon these studies and recommendations we were able to form a sample program for our proposed bird festival.

4.0 Data Presentation

Through the use of interviews, surveys, and case studies, data was collected that is applicable to the overall objectives of our project. Results of surveys were tabulated, interviews summarized, and statistical information reported.

4.1 Data Obtained through Survey to Members of International Birding Organizations

Our survey presented to members of international birding organizations proved useful in determining the feasibility of a bird festival in Costa Rica. Conducting a web search, we identified international birding organizations, inviting 14 organizations to participate in a survey posted electronically through the web. These organizations were contacted throughout the United States, Canada, England, Australia, and Central America. Throughout the two weeks during data collection we received 63 responses to our survey. Fifty percent of the respondents were from the United States and represented the states of Maine, Massachusetts, New Hampshire, New York, Vermont, Illinois, and Florida. The second highest country represented in the survey was Australia, which provided 35% of the responses. The rest of the responses derived from Canada. Despite sending invitations twice to organizations in England and Central America, no responses were received from them.

4.1.1 Data Obtained from Section One

The survey was divided into four sections. The first section of the survey provided us with a general knowledge as to how active respondents are in

birding. In addition we obtained information in regards to the number of years they have birded, as well as their membership status in local, state, or national birding or conservation organizations. Lastly we obtained information as to why they participate in bird watching.

When asked whether or not in the last 12 months they had traveled away from their permanent residence for the purpose of observing, feeding, or photographing wildlife, all respondents replied positively. Although all respondents answered yes to the first question, 98% had traveled away from their permanent residence for the purpose of observing, feeding, or photographing birds in the last 12 months.

To better understand the level of involvement respondents have in bird watching, we asked them to describe themselves as a committed birder, an active birder, or a casual birder. Forty-six percent viewed themselves as active birders. These are people who travel infrequently away from home specifically to bird watch, who may or may not be members of local birding organizations, who subscribe to general interest bird magazines, who participate in but do not lead field trips or seminars for local birding clubs, who keep a general list of birds seen, and for whom birding is an important but not an exclusive activity. Respondents to this answer display the majority of the qualities listed. An additional 41% of respondents viewed themselves as a committed birder, a person who is willing to travel on short notice to see a rare bird, who subscribes to a number of birding magazines that specialize in the identification of birds and places that they may be seen, who leads field trips or seminars for local birding

clubs, who purchases large amounts of equipment to aid in attracting, recording, and observing birds, and for whom birding is a primary outdoor activity. Those remaining believed that they were casual birders - people whose birding is secondary to other travel and outdoor interests, who may not belong to a local birding organization, who may read an article in a birding magazine but do not subscribe to them, and for whom birding is an enjoyable yet inconsistent outdoor activity.

When asked how birding was compared to other outdoor recreational activities that respondents may participate in, 68% of those surveyed felt birding was their most important activity. Those who believed that birding is their second most important outdoor activity constituted 16% of the surveyed population. Seventy-four percent of the respondents have birded between 1 and 29 years. The majority of those (51%) have birded between 1 and 14 years.

Because so many respondents are active and committed in birding, it is not surprising that 73% of the population surveyed belongs to at least one local, state, or national birding or conservation organization. The following organizations were represented in large numbers: National Audubon Society (32%), American Birding Association (24%), The Nature Conservancy (24%), and Birds Australia (20%) which included organizations to which surveys were sent.

The last question of the first section of the web survey was to elicit reasons why people watch birds. Predefined options were presented to the participants and they were asked to rate on a scale of 1 to 5 (1 being not at all important, 5 being very important) the importance of the response given. The most important

reasons as to why those surveyed participate in bird watching is as follows: to see bird species that they have not seen before, to improve their birding skills and abilities, to enjoy the sights, sounds, and smells of nature, and to be outdoors. Those responses least important included being alone, being with friends, family recreation, and doing something creative. Detailed results for each response are presented below in Figures 4.1a-i.

Figures 4.1a-i – Represented below are percentage results from responses obtained in asking participants why they watch birds. Respondents were to rank a predefined option.

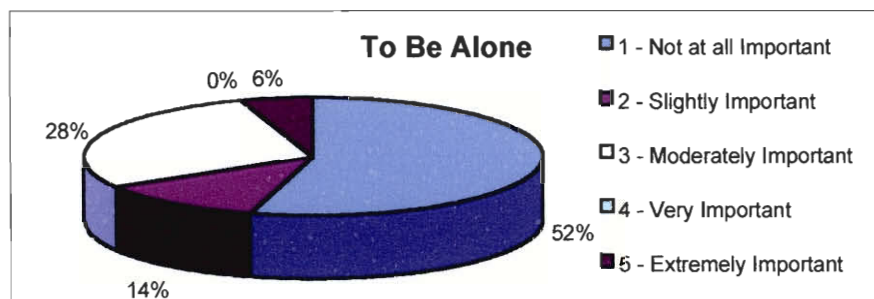


Figure 4-1a To Be Alone as a Reason for Bird Watching

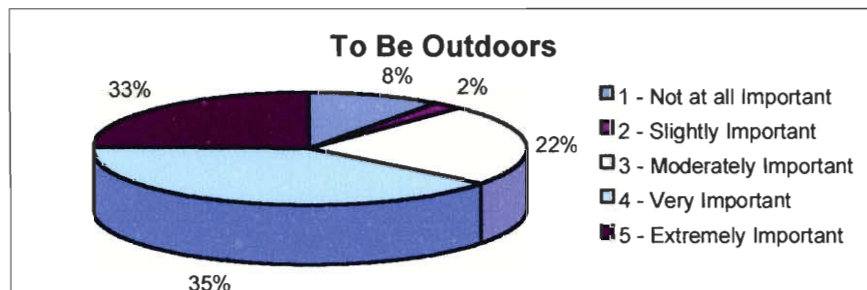


Figure 4-1b To Be Outdoors as a Reason for Bird Watching

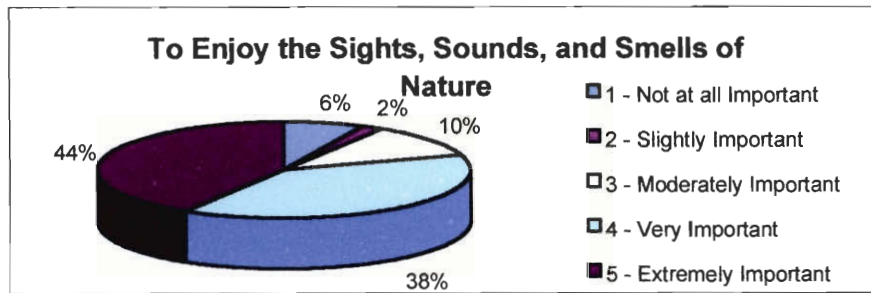


Figure 4-1c To Enjoy the Sight, Sounds, and Smells of Nature as a Reason for Bird Watching

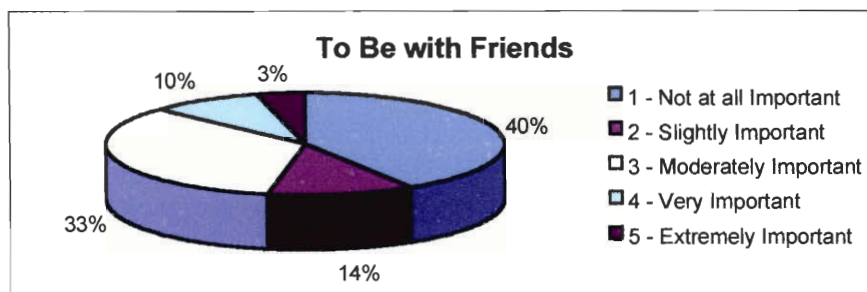


Figure 4-1d To Be With Friends as a Reason for Bird Watching

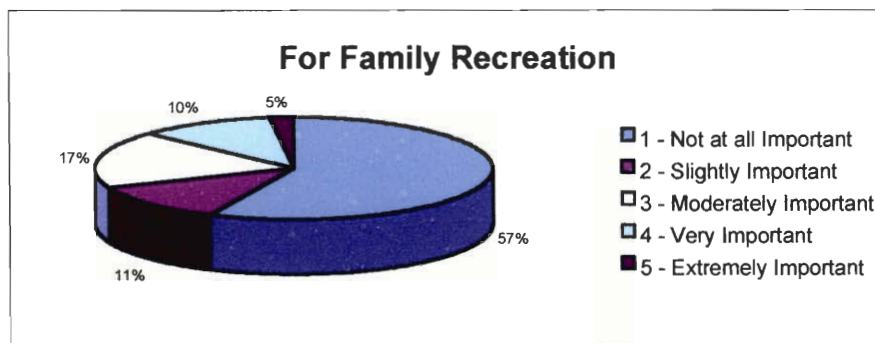


Figure 4-1e Family Recreation as a Reason for Bird Watching

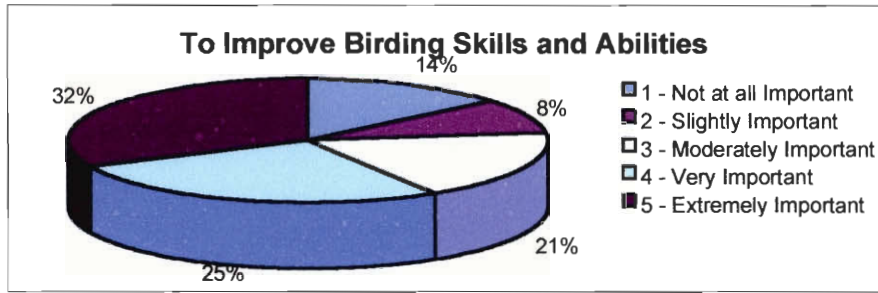


Figure 4-1f To Improve Birding Skills and Abilities as a Reason for Bird Watching

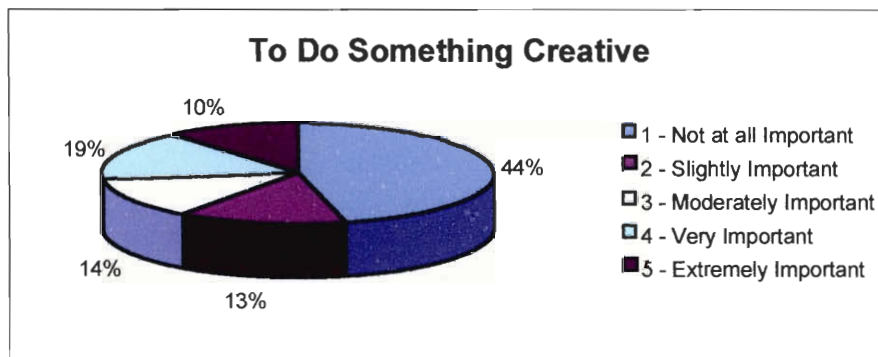


Figure 4-1g To Do Something Creative as a Reason for Bird Watching

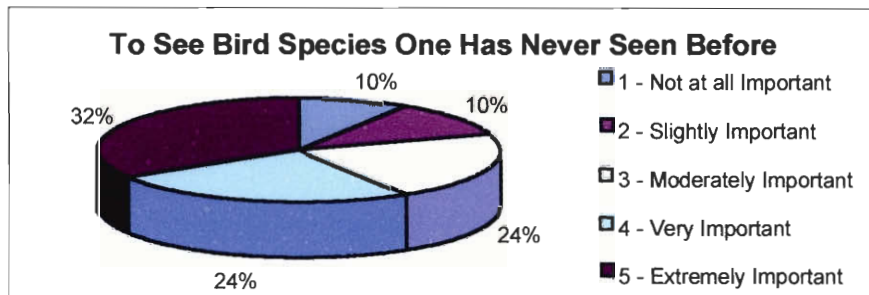


Figure 4-1h To See Bird Species One Has Never Seen Before as a Reason for Bird Watching

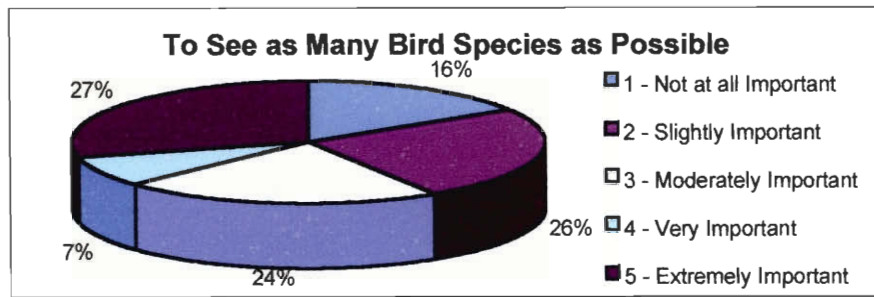


Figure 4-1i To See as Many Bird Species as Possible as a Reason for Bird Watching

4.1.2 Data Obtained from Section Two

The purpose of the next section of the web survey, section two, was to obtain information in regards to birding trips that respondents have taken. When asked how many trips away from home did they take to bird in the past 12 months, 67% acknowledged that they had taken between 1 and 19 trips. Of these trips the average length was between one and two days. All respondents took various birding trips within their own country of residence. Only 29% of the respondents had taken international birding trips. Countries that have been visited to bird include the following - within North America: Canada, Mexico, and the United States, within Central and South America: Argentina, Belize, Chile, Costa Rica, Cuba, the Dominican Republic, Guatemala, Panama, and Venezuela, within Africa: Egypt, the Gambia, and Zimbabwe, within Asia: China, Hong Kong, India, Singapore, and Sri Lanka, within Europe: England, Italy, Malta, Scotland, and Australia.

The second section of the survey also inquired as to how those surveyed learned about the areas that they visited as a birding or wildlife-watching

expedition. Respondents were asked to indicate all predefined options that were applicable. In addition they were given the option to include any additional reasons. Forty-six percent learned about these various areas through friends. An additional 57% claimed that birding organizations or clubs had informed them about these parts. Travel guides or books educated another 40% of those surveyed. In addition 25% learned about the various areas via the Internet and/or email.

4.1.3 Data Obtained from Section Three

Inquiring whether or not respondents have traveled to Costa Rica was the basis of section three of the web survey. Although only 16% of those surveyed indicated that they had visited Costa Rica, we were able to extract additional information. An equal amount visited Costa Rica during Costa Rica's high tourism season, constituting the months of November until April, and the low season, primarily the months of June and July. The average length of stay in Costa Rica from those who had visited was two weeks. When asked why they decided to travel to Costa Rica, all responded that they had come to experience the wildlife and biodiversity available, not specifically bird watching. Only 43% had traveled to Costa Rica specifically for birds. Based on people's experiences in Costa Rica, they were surveyed as to whether or not they would want to return. Eighty percent of those that have been to Costa Rica responding to this question, all answered that they would, in fact, return to Costa Rica again. The remaining 20% did not provide an answer to this question.

Section three also provided us with information about factors that would influence respondent attendance to a bird festival in Costa Rica. Again, predefined options were presented to the respondents asking them to rate the responses on a scale of 1 to 5 (1 being not at all important and 5 being extremely important). Out of the choices given – cost, time of year held, and location, 47% of those surveyed viewed cost to be an extremely important factor. Location and time of year that the festival would be held was only slightly important to those surveyed, as 38% responded that time of year held was not at all important, and 48% felt that location was not at all important. Specific percentages for each predefined option and response are presented below in Figures 4.2a-c.

Figures 4.2a-c – Represented below are percentage results from responses obtained in asking participants what factors would influence their attendance in a bird festival. Respondents were to rank a predefined option.

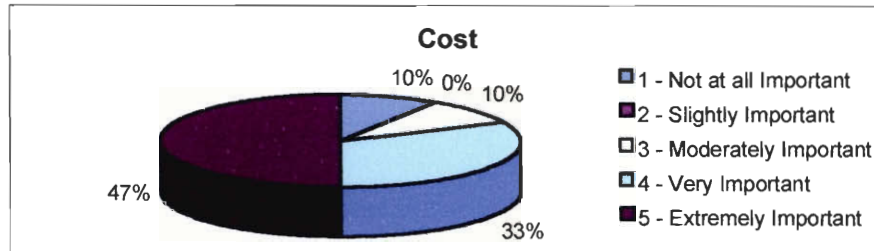


Figure 4-2a Cost as a Determining Factor for Participation

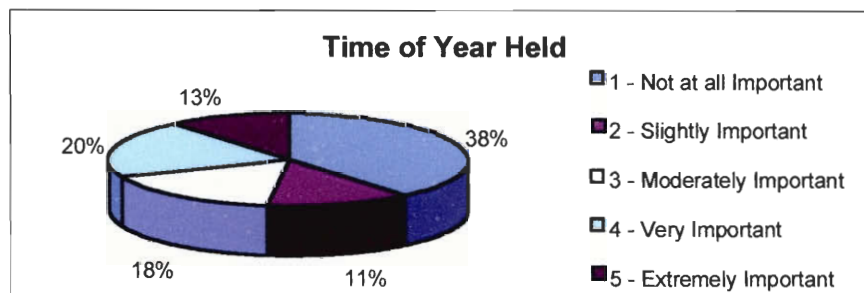


Figure 4-2b Time of Year Held as a Determining Factor for Participation

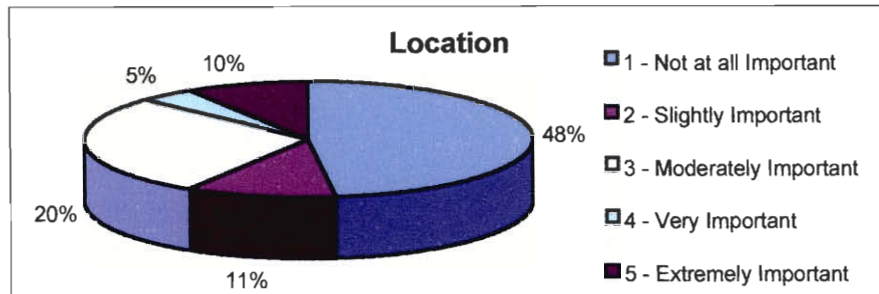


Figure 4-2c Location as a Determining Factor for Participation

In addition to these three factors, the respondents were asked to indicate how important it is to them that a bird festival includes the following: lectures and seminars, workshops, bird watching activities, other outdoor activities not including bird watching, and additional travel experiences throughout the country. Again predefined options were presented, asking them to rate responses on a 1 to 5 scale. Thirty-one percent of the respondents felt that offering lectures and seminars was moderately important. Responses were divided when asked how important workshops would be to the festival. Twenty-eight percent viewed workshops to be moderately important whereas workshops were not at all important to 23% of the respondents. However, an additional 23% believed that workshops are very important to include in the festival. The majority of those surveyed (56%) rated having bird watching activities to be extremely important. On the other hand, 44% answered that incorporating other outdoor activities not including bird watching is not at all important. In addition, when asked to rate the inclusion of additional travel experience throughout the country 33%

responded that this was moderately important. Additionally, all responses for these findings are presented in Figures 4.3a-f.

Figures 4.3a-f – Represented below are percentage results from responses obtained in asking participants how important it is to include certain factors in a bird festival. Respondents were to rank a predefined option.

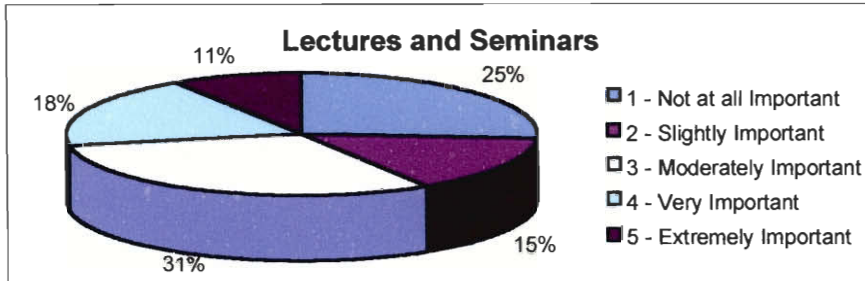


Figure 4-3a Lectures and Seminars

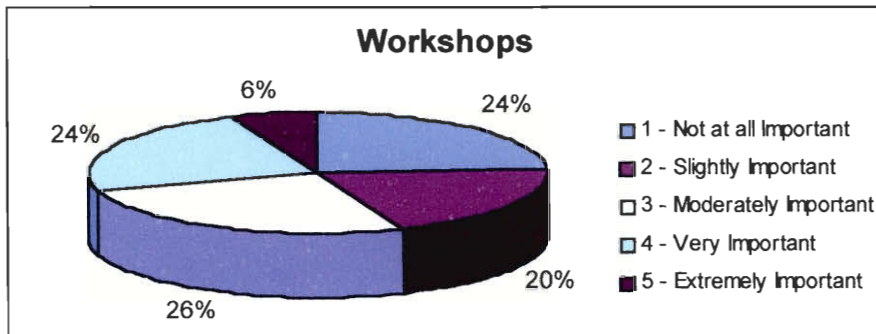


Figure 4-3b Workshops

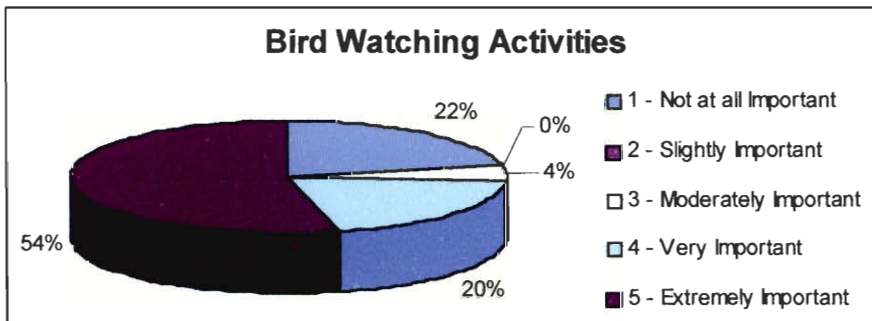


Figure 4-3c Bird Watching Activities

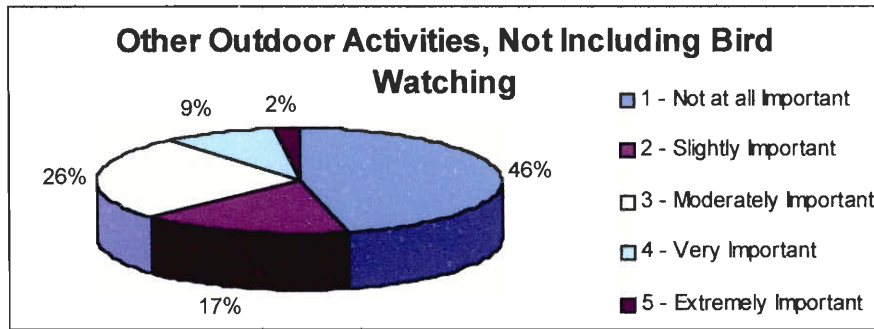


Figure 4-3d Other Outdoor Activities, Not Including Bird Watching

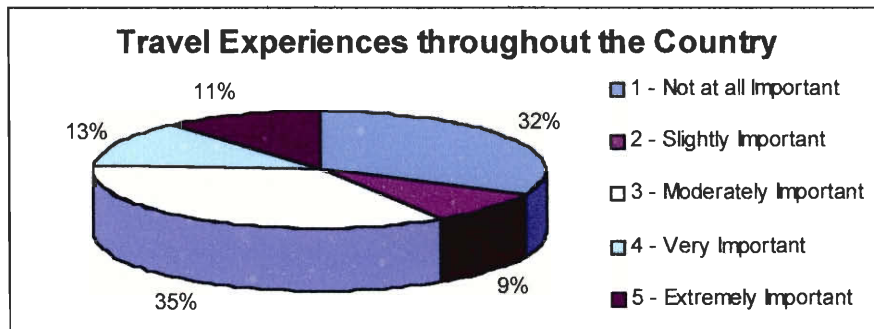


Figure 4-3e Travel Experiences Throughout the Country

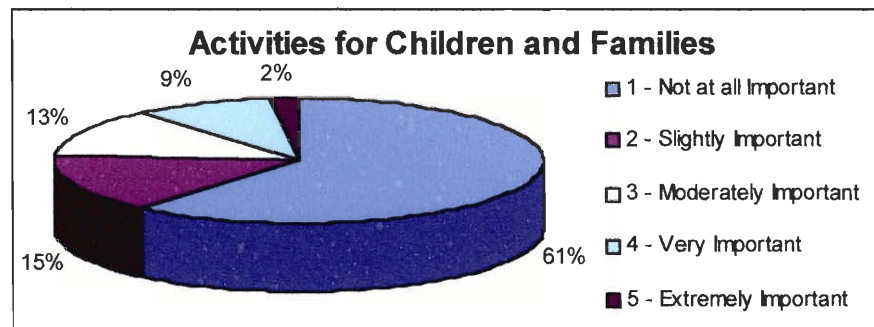


Figure 4-3f Activities for Children and Families

Section three finally asked those surveyed to indicate a level of interest in a bird festival in Costa Rica, as well as determine how likely it would be that they would attend a Costa Rican bird festival. In addition we asked respondents to indicate what the deciding factor would be that would determine their

participation. Results of the level of interest in a bird festival varied. Thirty-one percent of those responded neutral that they were neither uninterested nor interested in a bird festival in Costa Rica. An additional 25% responded that they were relatively interested. In addition, 20% felt that they were not at all interested in a Costa Rican bird festival.

When asked how likely it would be that they would attend a bird festival in Costa Rica if it was planned and met their interest requirements, 55% said their attendance would be unlikely to highly unlikely. This compares to a disappointing 20% who stated that their attendance would be likely to very likely. The remaining 25% were neutral when asked this question, meaning that they were neither unlikely nor likely to attend a bird festival in Costa Rica. Factors that would determine respondent participation in a bird festival were also determined. The overwhelming majority (80%) viewed cost to be the deciding factor for their attendance.

4.1.4 Data Obtained from Section Four

This survey also gathered demographic information all of which was optional from the respondents. Various questions regarding age, sex, income, household numbers, and education were requested in the final section, section four. All respondents answered all of the questions provided in section four with the exception of two not responding to the question obtaining income information.

Fifty-four percent of those surveyed were between the ages of 46 and 65. Another 29% were between 31 and 45 years of age. Over half of those who

responded (57%) were male. On average, households included between one and two individuals. When asked for an approximate annual income, 64% viewed their annual income to be between \$30,000 and \$90,000 with equal numbers representing the \$30,000-\$59,999 and \$60,000-\$89,999 ranges. An overwhelming majority of respondents (86%) were not retired which can additionally be summarized by the average age of the respondents. Finally, 81% of those surveyed had received one or more higher education degrees, with 38% completing graduate school.

4.2 Data Obtained through Survey of Visitors to the Tram

The results gathered from surveys presented to visitors at the Rain Forest Aerial Tram provided us with similar information that was obtained through the web survey. Information such as country of origin, birding interests, opinions of Costa Rica, and interest in attending a bird festival was collected. Despite this being the low tourism season at the Tram, a total of 17 travel parties were surveyed during a one-day visit to the Tram. Out of those surveyed, 59% were visiting from the United States. In addition, there were two native Costa Ricans, as well as five visitors from Spain and 35 traveling from Portugal. The people from Portugal were all from the same workplace and were in Costa Rica to attend a medical scientist convention. We interviewed one person out of the group while others in the party listened. As we received responses from our interviewee the people listening displayed the same ideas. We therefore did not survey the entire group. Out of all the visitors to the Tram that day, 81% were visiting Costa Rica

for the first time, although there were people who have visited before numerous times. The average length of stay of the visitors in Costa Rica was nine days.

To understand better why Costa Rica has become a popular Latin American vacation destination, we surveyed visitors as to why they decided to come and vacation in Costa Rica. Ecology, nature, adventure, and recommendations from previous visitors were by far the most popular answers. Thirty-eight percent surveyed ranked the ecology and environment as the number one reason for visiting. An additional 31% chose Costa Rica as their destination for the many adventures they can find such as whitewater rafting and surfing. Recommendations from friends and family who have visited Costa Rica before drew in another 19% of those surveyed. Other responses included beaches and culture.

When asked what they thought of the country, environment, attractions, and people, 50% of the people thought of the country as beautiful and commented on how much they enjoy the diverse environment. The remaining felt that it was too soon to make any judgments, as this was either their first or second day in the country.

In order to obtain additional information in regards to travel destinations within the country, we asked what respondents have done and seen since their arrival. Since many of the visitors have been in Costa Rica only a few days, they had only visited a few other attractions besides the Tram. However, they did provide us with a travel itinerary of the places they would visit during their trip. The most visited area by the surveyed visitors was Tortuguero with 29% of the

people having already gone there or planning on going during their visit. Other popular travel destinations in the country included the beaches on the Pacific coast, the rainforest, and volcanoes.

To obtain additional information for our feasibility study we asked visitors if they participated in birding activities and/or considered themselves bird watchers. None of the visitors had participated in birding. However, they did mention that they enjoy nature in general, and the variety of species within Costa Rica is a definite attraction. Because of the disinterest in general bird watching, Figure 4.4 shows the breakdown of people that said they would not come to a bird festival and those that said they might come.

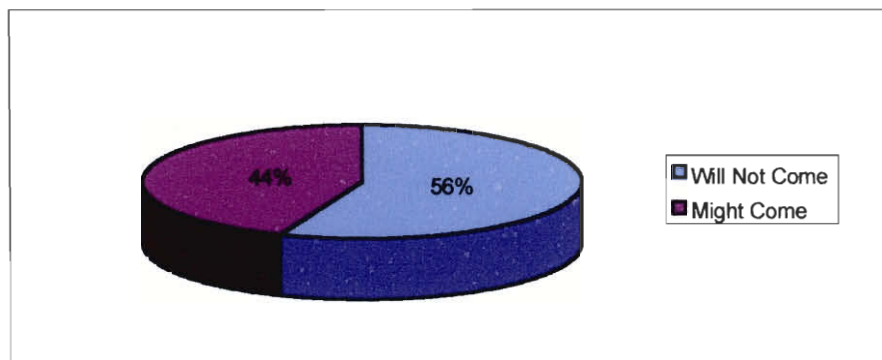


Figure 4-4 Possible Attendance of a Bird Festival

Figure 4.4 – The above chart represents the percentage of those surveyed at the Rain Forest Aerial Tram and their responses when asked if they would attend a bird festival in Costa Rica.

Despite this, when asked if they would want to return to Costa Rica, 81% said that they would like to, and because of a recent arrival into the country, 13% said that it is too early in their trip to make an assumption.

4.3 Data Obtained from Interviews of Potential Partners and/or Sponsors

We have conducted many interviews of potential partners and/or sponsors. The information gathered from these interviews helped us determine the levels of interest of the organizations and what they could offer the festival. From that information we were able to suggest which organizations the Rain Forest Aerial Tram Foundation should pursue for involvement in the festival. In addition people who may be interested in conducting lectures, seminars, or workshops have been recommended through these and additional interviews.

4.3.1 Instituto Costarricense de Turismo (ICT)

Estela Fuentes Alvarado, promotional coordinator for the Instituto Costarricense de Turismo (ICT), was interested in the idea of a bird festival and believed it to be a good idea for environmental education and increasing tourism during the low season. ICT considers working with all Costa Rican organizations that seek assistance. Because of the size and complexity of the agency, Sra. Fuentes stressed the need for a solid plan that includes how the organization wants ICT to participate and what services they are seeking. Sra. Fuentes did make a recommendation that the Rain Forest Aerial Tram Foundation could use ICT for promotions of the festival throughout Costa Rica and countries from where many people consistently visit Costa Rica. Recommendations were also made to contact the ministry of culture, obtaining government involvement, to see how they may want to aid in this initiative. MINAE is a government agency, but our liaison asked us not to contact them at this time.

4.3.2 Costa Rican Federation for the Conservation of the Environment (FECON)

Isabel MacDonald, executive director of the Costa Rican Federation for the Conservation of the Environment (FECON), explained to us the interest and involvement that her organization may want to have in this festival. FECON could serve as a resource to other environmental organizations with educational programs that could be utilized by the Rain Forest Aerial Tram Foundation. Currently the member organizations part of FECON with this capability are Asociación Preservacionista de Flora y Fauna Silvestre (APREFLOFAS), Asociación Ambientalista Shurakma, Asociación Conservacionista de Monteverde (ACM), Asociación para la Conservación y Desarrollo de los Cerros de Escazu (CODECE), Asociación Ramonense para la Conservación del Ambiente (ARCA), and Red Costarricense de Reservas Naturales.

Sra. MacDonald also commented that if the festival included other environmental issues, specifically other than birds, more people would be interested in attending and other organizations would be more willing to participate in a festival for a wider cause. In addition, having many organizations participating in joint projects will produce better results and attract more people, as it would be made more appealing if well-known organizations are involved. In addition to these points, Sra. MacDonald presented to us ideas for festival activities. These included musical performances with environmental themes. Also recommended was a theatrical performance where actors dress up as birds and perform skits on bird education and rainforest conservation.

4.3.3 Fundación Neotropica

Fundación Neotropica was another Costa Rican environmental organization that we interviewed. Speaking with Carlos Araya Quintero, who is in charge of income-generating campaigns, it was discovered that there is a contract for partnership that already exists between the Rain Forest Aerial Tram Foundation and Fundación Neotropica. Sr. Araya, who had previously heard about the idea of the bird festival, believes that this could possibly be the first project on which both organizations will collaborate. Once a definitive list of festival activities is established, Fundación Neotropica will review them and decide how they could contribute. Some of the services suggested by Carlos Araya that his Foundation could provide are guides, personnel to conduct workshops and lectures, and facilities that they have in the Osa Peninsula.

In addition, Sr. Araya recommended speaking to Julio Sanchez, ornithologist, who could be of assistance with this project.

4.3.4 Tropical Agricultural and Higher Education Center (CATIE)

Carlos Manuel Rodriguez, Senior Advisor to the General Director, represented the Tropical Agricultural and Higher Education Center (CATIE). Sr. Rodriguez was interested in the idea of a bird festival, but he felt the need for more definitive details. Although CATIE does not offer any courses specifically regarding birds, they do have expertise in the conservation of birds. Sr. Rodriguez felt that CATIE could provide personnel who in turn could offer lectures on this topic. In addition, he commented on the good fundraising

capacity that CATIE has and mentioned fundraising as another means of assistance to the Rain Forest Aerial Tram Foundation.

In addition, Sr. Rodriguez recommended including the following individuals and organizations in the planning of the festival: Orlando Vargas, biologist at La Selva Biological Station, Rafael Bolaños, Director of the Monteverde Science Center, Carmen Hidalgo, ornithologist at the National University, the National Park Service, the World Wildlife Fund, and MINAE.

4.3.5 World Wildlife Fund (WWF)

Oscar Brenes, Program Officer for the Central American office of the World Wildlife Fund (WWF), shared his knowledge as to what the WWF could provide the Rain Forest Aerial Train Foundation in the planning of the bird festival. Although the WWF does not provide any environmental education regarding birds in Costa Rica, they do have other programs in Panama and Mexico. Because the WWF is an internationally recognized, large environmental organization, they could provide financial assistance in this initiative. Again, WWF would need to see a concise plan before agreeing to partnership.

4.3.6 Rain Forest Alliance

Christopher Willie from the Rain Forest Alliance did not wish to conduct a personal interview regarding this matter. Through a personal telephone conversation, Mr. Willie stated that his organization would not be interested in this initiative with the Rain Forest Aerial Tram Foundation. He continued to explain that his organization does provide the Rain Forest Aerial Tram with

publicity, but he does not see a need to strengthen relationships between the two organizations.

4.3.7 Organization for Tropical Studies (OTS)

Rodney Vargas, Coordinator of Development in Costa Rica for the Organization for Tropical Studies (OTS), was enthusiastic about the idea of a bird festival and working with the Rain Forest Aerial Tram Foundation. Although Sr. Vargas would not be the proper authority to make a final decision in regards to this matter, he expressed the interest of OTS in collaboration. In addition, he felt that La Selva would be an excellent area to offer festival activities, as it is home to over 400 bird species. Also, La Selva has bilingual biologists and guides that could be of use in conducting lectures, workshops, and birding activities.

4.4 Data Obtained through Interviews of Other Recommended Contact Persons

This section includes results of interviews conducted with potential speakers, guides, and other resources contacted in Costa Rica. Our liaison and others that we had been in contact with previously, recommended these people to us.

4.4.1 Interview with Daniel Torres

Daniel Torres, a naturalist guide, works with the Rain Forest Aerial Tram. Sr. Torres has been with Rain Forest Aerial Tram for over six years. He is in charge of all the guides that are currently employed by the Tram and makes sure that all provide extraordinary experiences for visitors. One of the projects he is currently involved in is bird counting at the Tram property.

Daniel conveyed to us that the optimal time for a bird festival would be during October, the time where most species are present in Costa Rica due to migration. In addition Sr. Torres offered his services in leading nature walks, bird counts, and other activities that we were planning to include throughout the festival.

4.4.2 Interview with Fabiola Rodriguez

Fabiola Rodriguez works at the Museo del Niños in San Jose as the executive director. She is also involved in organizing festivals for children. The museum has put on two such festivals that were successful. Sra. Rodriguez makes all the final decisions concerning the planning of the festival.

The most difficult part of organizing a festival is searching for partners or financial support. Sra. Rodriguez explained that the planning is time consuming and frustrating. The best way to go about that is to prepare a two-page proposal that is well organized, informative, and enticing. This report is then presented to targeted organizations.

The first festival, in general, takes twice as much time to put on then consecutive ones. Once the first festival is produced, consecutive festivals will be planned more efficiently if the same planning process is followed. Most times a new theme is used or activities are changed and/or added to consecutive festivals.

To have a festival look appealing to the audience, the organization constructing the festival has to be in good standing with the community. If the organization is well known and the festival has a well-established objective, people will want to come and support the festival. In addition, organizations

benefit by having other well-known organizations as partners to assist in increasing the image of the festival. Sra. Rodriguez suggests involving environmental sections of the government. A festival will look more appealing if the government supports it.

When it comes to children, Sra. Rodriguez said that they learn best by interacting with their surroundings. For any festival it is a must to include activities that will allow children to have fun and learn at the same time. Lectures and seminars for children are not the best learning tools because the children become bored quickly.

We mentioned that the Foundation would also be looking for financial sponsors. Sra. Rodriguez suggested contacting Cristal and Kimberly Clark. Cristal is a bottled water distributor and Kimberly Clark is a paper product manufacturer that uses only recycled paper. Both of these companies are always willing to participate in environmental activities.

Currently, the Museo is constructing an ecology exhibit. We recommended to Sra. Rodriguez that the Museo and Rain Forest Aerial Tram Foundation co-sponsor a daylong festival during the actual bird festival inviting children and their families to the museum, learning about birds, the rain forest, and conservation. She seemed interested in this idea and will consider its establishment.

4.4.3 Interview with Pablo Calderon and Julio Sanchez

Pablo Calderon, recommended to us by our liaison, and Biologist Julio Sanchez, President of the Costa Rican Ornithological Association, both provided

us with additional information to be considered for the planning and organization of the bird festival. They were both very interested in participating in the festival. Sr. Sanchez even offered his services as a seminar speaker.

Both resources suggested holding our proposed festival in October. At this time there is a hawk migration from North America. People from around the world come to Costa Rica to view this phenomenon. In addition other birds are migrating to and from the country. October will provide participants the opportunity to view the most diverse species.

Not only did these two interviews provide us with a recommendation for the time of year to hold the festival, but they also alerted us to make sure the objectives of the festival are clear. Julio Sanchez, especially, was concerned that the overall objective of the Foundation is to preserve the area in which only the Rain Forest Aerial Tram is located. If this is the case, he feels that people and organizations in Costa Rica will be reluctant to participate and donate funds or services.

Recommendations of additional contact people were also presented to us. Pablo Calderon recommended speaking with Charlie Gomez and Marco Soto, knowledgeable bird watching guides. In addition both Sr. Calderon and Sanchez recommended involving the government specifically the environmental education department.

5.0 Analysis

This chapter contains the analysis of results presented in the preceding chapter. Observations and analysis were obtained through the surveys, interviews, and case study reviews presented in our methodology. Various aspects of the data collected were compared and studied to determine the focus of our recommendations for the Foundation.

5.1 Targeted Audience

Identifying the targeted audience for an event is an important step in the overall planning process. Planned program events should be based upon the needs and desires of this audience. In addition knowing who the targeted audience is will create awareness as to whom and how the Foundation should market the festival. We have determined that there should be three different audiences targeted: general international birders and tourists, professionals such as biologists and biology students, and children.

Through the web survey given to members of international birding organizations, we have determined that a majority of birders participate in trips specifically for birding. These active birders view birding as an important but not an exclusive activity. They can be characterized as those who travel infrequently from their home, participate in field trips and seminars for local birding clubs, and keep a general list of birds seen.

Another fact brought to our attention through the survey is that the majority of respondents have completed college and/or graduate school. Also through additional comments provided by respondents of the survey, many have

stated that they are biologists and birders who lead workshops. One respondent even believed that the deciding factor for her participation would be whether or not a program was offered for professionals in which professional development points could be earned for her job. Interviews also alluded to this same idea. Those we spoke with felt that professionals even in Costa Rica would be interested in a higher-level program. Since many organizations that we interviewed currently offer graduate environmental programs to natives and international visitors, we feel that by including them we will not only form partnerships, but we will also have the necessary programs and presenters for a professional series to include in this festival.

During the various interviews conducted, representatives from environmental organizations felt it is important to include activities for children. Organizations such as Fundación Neotropica and OTS currently conduct environmental outreach programs for children where they will bring area students to the Osa Peninsula and La Selva to educate them about the rain forest and environmental conservation. Incorporating these current programs in our planned festival will strengthen the objectives of all organizations involved that strive for conservational awareness and education through their children programs.

5.2 Likelihood of Attendance

Even though the majority of birders surveyed participate in trips specifically for birding, these trips taken have only lasted on the average between one and two days. In addition only 29% of those surveyed have taken trips

outside of their home country for the purpose of birding, which is a small percentage. According to this result, people may be reluctant to venture out of their country for any travel, including attendance at a bird festival.

In general there was a lack of interest in attending a Costa Rica bird festival. However, 31% of the respondents felt they were neither uninterested nor interested in a bird festival. Through an interesting and enticing program, this percentage of those responding neutral could have their interest heightened, which then could increase their likelihood of attendance.

In addition to a lack of interest, the likelihood of participation was low. Only 20% of those surveyed stated that their attendance would be likely to highly likely. Cost would be a deciding factor in participation. Therefore, if costs are kept reasonable in the production of the festival, registration and activity fees can also be kept at an affordable price enabling more people to come to the festival.

Interest level of a Costa Rica bird festival and likelihood of attendance were compared. Out of those relatively interested and very interested in attending a bird festival in Costa Rica, 63% would be likely or highly likely to attend the festival. This is a relatively higher percentage as compared to observing the general likelihood of attendance based on those who are interested and also uninterested. More people would be interested in coming to the bird festival if they knew what else Costa Rica has to offer. Again this alludes to the fact that if general interest is increased, the likelihood of attendance will also increase. Marketing and the festival program play a large role in increasing both

of these factors. With these two factors increasing, the overall success rate of the festival will increase.

Since cost would be a major deciding factor in festival participation, festival fees need to be considered. Fees should be determined based upon an annual income between \$30,000 and \$60,000, which comprised the largest percentage of those surveyed who expressed interest in attending the festival. The cost of travel to Costa Rica in itself can be expensive and may be a turnoff for many people. Having the festival during the off-peak travel season would make travel less expensive, as many airlines and hotels offer reduced rates during off-peak times. Because the majority of the targeted audience could be coming from various parts of the world, travel costs and festival costs must both be considered when deriving festival fees.

It is also important to compare the ages of respondents with likelihood of attendance. Those most likely to attend a bird festival in Costa Rica (72%) were between the ages of 31 and 65 years. This was the same age category that was most interested in attending a bird festival. Because of this, activities should be planned with the needs and interests of that age group in mind.

Surveying visitors at the Rain Forest Aerial Tram verified a general disinterest in the festival and unlikelihood of festival attendance. None of the visitors to the Tram participated in bird watching and/or considered themselves bird watchers. However, visitors to the Tram were general nature lovers and came to Costa Rica specifically for the ecology, nature, and biodiversity. Despite

the majority of visitors displaying an interest in returning to Costa Rica, only 44% showed a possible interest in attending the bird festival.

This data causes concern for the feasibility of a bird festival in Costa Rica. If the Foundation will be targeting to tourists visiting Costa Rica, a much better idea might be to include all aspects of nature. Despite the level of interest in a Costa Rica bird festival being low, if planned according to the interest levels of respondents and with the needs and considerations of a mature adult group, interest may be amplified, which could increase the possibility of attendance.

5.3 Festival Planning

To ensure the success of any event, well thought out planning and organization must occur. The following areas of festival planning have been addressed through the variety of interviews we conducted: creating objectives, establishing committees, creating partnerships, and determining the time of year and location of an event.

5.3.1 Creating Objectives

Our interview with Biologist Julio Sanchez, President of the Costa Rican Ornithological Association, addressed the importance of having a concise objective for the festival. Because he was concerned that the Foundation was only interested in preserving the area of the rain forest in which the Tram is located, he urged us to expand the objective of this festival to focus on all the rain forests of Costa Rica and their importance to the bird species that are inhabitants. With a broader objective, he felt that more people would be interested in

participating, and in addition, more organizations would be willing to assist the Foundation.

5.3.2 Establishing Committees

Festival planning requires the cooperation and dedication of those involved in the planning process. Because there are many different aspects to consider in planning, and undertaking an event such as this is extraordinary for one person to carry out himself/herself, establishing committees was recommended to us. The Florida Birding Festival, as explained to us by Linda Bergeron, required various committees to undertake such responsibilities as marketing, financing, registration, establishing partnerships, and planning festival events. All of these committees would meet independently on a bi-monthly basis and would report to the executive committee on a monthly basis. Although the individual committee would make recommendations to the executive committee, the executive committee made all final decisions.

5.3.3 Creating Partnerships

Fabiola Rodriguez, director of the Museo de los Niños, regards creating partnerships as the most time consuming and frustrating part of festival planning. However, locating outside funding from other organizations is essential. The importance of creating a plan to present to different organizations that are targeted is crucial and often times those within the planning process in charge of creating these sponsorships are only given one opportunity to present their request. From speaking with representatives of different organizations, these targeted agencies for partnership require a concise plan with activities and

objectives of the festival before being able to determine whether or not they will want to establish relations. In addition, organizations want to be informed of the benefits they will receive through partnership.

In regards to creating partnerships specifically for a bird festival, Linda Bergeron recommends targeting all businesses and organizations within the area that have any relation to nature. Often times these organizations have money allotted for donations to events that focus on environmental education and conservation. In addition, funding should be sought from tourism agencies such as a visitor's bureau. The Florida Birding Festival has created additional tourism to the Clearwater, Florida area in which it is held. In return, tourism agencies are willing to support events such as this one. The Rain Forest Aerial Tram Foundation also hopes to increase tourism to Costa Rica through the establishment of a bird festival. Sponsorship from tourism agencies should also be considered.

5.3.4 Determining Time of Year and Location for an Event

In the hopes of increasing tourism to Costa Rica, the Rain Forest Aerial Tram Foundation desires to establish the bird festival during the low season, which currently constitutes the months of April through October. At first it seemed logical to host the festival during July when many people from North America take vacations with their family. However, after speaking with Julio Sanchez, this idea was reconsidered.

Biologist Julio Sanchez recommended the month of October to hold a bird festival. During this time there is a large hawk migration through Costa Rica, a

phenomenon that creates an influx of tourists and birders to the country. Not only is there the large hawk migration, but also migrations of many other bird species begin. During October the species of birds within Costa Rica is the most diverse. Because birders always want to discover new species that they have never seen before, having a bird festival in October would provide them with the greatest opportunity to do that. With the hawk migration during this time and the increase in tourism due to this, people who come to view this migration may also be interested in attending a general bird festival.

In addition to determining the optimal time of year to hold the event, we also considered the area in which the festival should be held. Although it seems logical to hold the festival on site at the Tram because there would be no cost for space rental, this is not feasible. There is a limited amount of space to hold festival activities. In addition, there is a lack of facilities available at the Tram for the amount of people that the Foundation hopes will attend the festival.

Speaking with Robin Dziczek, co-coordinator of First Night Festival activities in Worcester, Massachusetts, it has been recommended that festival activities be concentrated in a downtown, central area that is easily accessible. San Jose provides visitors with a variety of accommodations and attractions within the city. Major hotels in San José have adequate capacity for hosting seminars and workshops for a large audience. In addition San Jose is home to an inexpensive and efficient transportation system allowing visitors to travel freely within the city and country.

Time of year and location are important factors to consider in the planning of the festival. We have examined the best time of year to hold the event based upon the time we determine there will be the largest targeted audience during the low tourism season. In addition we have taken into account the location for the festival to be held, in hopes of selecting a location to attract visitors and provide the greatest accommodations to them.

5.4 Festival Program and Activities

Activities for the festival in our proposal have been designed according to the different groups of people we feel will most likely attend - general tourists and bird watchers, professionals, and children. Based upon results from the surveys and the examination of the selected case studies, we have determined the need for a plethora of festival activities to include seminars, workshops, field trips, and overnight excursions. Through those that we have interviewed, we have been recommended to include other activities in the festival not related to birds. People who are not necessarily bird watchers will be more likely to attend the festival if other activities not related to birds are also available. The case studies we have reviewed included several activities that were not specifically for birders. Some of the activities focused on other animals such as bats and butterflies, sunset cruises, and trips to professional sporting events.

The general audience will consist of regular tourists who might be familiar with birds but are not devoted bird watchers. Activities for them will have to be on general level. More advanced activities such as seminars about specific bird species or breeding patterns may not attract the general public. These types of

activities might be too advanced for them and therefore not interesting.

Activities that will be suited for them will include bird-watching hikes with guides. These guides are trained and therefore can point out many bird species and identify them. Also if the participants have any questions the guides will be right there to provide them with the answer.

Activities that will fulfill this purpose were chosen according to what is available in Costa Rica. The survey we had conducted at the Tram provided us with places most visited by tourists. The types of activities tourists had been participating in while visiting Costa Rica was also extracted from the survey. For example, Tortuguero National Park and Volcán Arenal were two of the most popular tourist attractions among those surveyed. Based upon these suggestions from tourists, we included them in our program recommendations.

Another group that will be attending the festival is professionals. This group consists of biologists, researchers, students, ornithologists, and devoted birders who are very familiar with the subject. Many of the people who responded to our online survey have completed a higher level of education such as college and/or graduate school. Many of them also devote a substantial amount of time to bird activities and therefore are more knowledgeable than others. This group of people will be interested in activities such as seminars where they can learn other things about birds and also express and share their knowledge. Topics such as specific bird species, breeding patterns, and migration will be more interesting to them because this group will be interested in learning more than just what the birds look like and their songs. They will also

want to go on bird watching hikes but will not require much leadership from the guide because they already have the experience. However, they might not be familiar in rain forest bird species and that is where the guide will be useful in identifying the species for them.

The Organization for Tropical Studies has many biologists and students that come here to Costa Rica and will also be interested in attending the festival. Not all of the people that are at OTS are involved with birds but they would be interested in learning how birds affect the environment and vice versa. Another organization that students and biologists visit in Costa Rica, and study at is CATIE. Studies that they have available there that involve birds include how birds relate to the environment.

The other important group that will participate is children. They are essential in preserving the environment and therefore need to be educated about how it works. Activities designed specifically for children must be included in the festival. If all that is available to the children is activities designed for adults they will not enjoy themselves. Children have different ways of learning and according to Fabiola Rodriguez of Museo de Los Niños the best ways are through interaction. Attending seminars will cause children to become bored very easily and resent attending. Having activities where children interact with the environment in some way will be most beneficial to their learning. The programs offered by environmental organizations such as Fundación Neotropica and OTS will provide children with exciting and interactive ways in which they learn about the environment and nature.

6.0 Recommendations and Conclusions

The recommendations this chapter represents are the application of all of the gathered information. Recommendations are presented to assist the Rain Forest Aerial Tram Foundation in the establishment of a bird festival. Included in the recommendations are the following topics: festival organization and planning, potential partners and sponsors, and festival activities, registration, and fees. Finally, we conclude the chapter with additional steps the Foundation should take before finalizing plans for the festival.

6.1 Festival Organization and Planning

Organizing and hosting a birding festival will be a large undertaking for the Rain Forest Aerial Tram Foundation. However, the Foundation desires to make a difference in the Costa Rican community. If the Foundation is able to have an economic impact and help environmental conservation at the same time, this will be a rewarding experience for the Foundation and the country of Costa Rica. The following sections will provide the foundation with the necessary guidelines for festival organization and planning.

6.1.1 Committees

Many tasks are involved in organizing a festival and therefore we recommend that an executive committee be established. This committee would be responsible for overseeing all festival planning activities. In addition to an executive committee we recommend that the following additional committees be formed and that their responsibilities include the following:

- *Program Committee* – This group will be responsible for the entire general festival program to include seminars, workshops, field trips, and overnight excursions. In addition they will be responsible for identifying and contacting speakers and field trip leaders.
- *Registration Committee* – This committee will be responsible for the creation of the program and registration material. In addition, they will be in charge of mailing registration information and receiving and processing registrations received. Working closely with the financial committee, they will also decide on the fee structure for events.
- *Marketing Committee* – This group will be responsible for all publicity before, during, and after the festival. They will create media releases announcing the festival for television, radio, newspapers and magazines, and the Internet. In addition, the publicity committee will be responsible for the advertising of the festival to birding organizations, nature organizations, birding publications, and tourism organizations.
- *Transportation Committee* – This committee will work with the executive and program committees to determine the number of vehicles necessary for field trips, speaker transportation, etc. In addition they are responsible for contracting with transportation organizations for the festival.
- *Communications Committee* – The communications committee will be responsible for developing and distributing publicized information

before and during the festival. They will create and distribute a newsletter several months before the festival to entice audience participation. Working closely with the publicity committee they will also design and distribute publicity posters.

- *Financial Committee* – Working with the executive committee, this group will determine the festival budget. In addition they will, along with the registration committee, establish festival event fees. One of the largest roles of this committee will be to establish partnerships and sponsorships with other organizations.
- *Technical Committee* – This committee is responsible for gathering and maintaining all audio/visual and other equipment necessary during the festival. In addition it is the role of the technical committee to obtain the necessary means, such as cellular phones and 2-way radios, to ensure communication between festival workers.

6.1.2 Creating Partnerships

The Rain Forest Aerial Tram Foundation must create partnerships to make this festival financially feasible. Working together with other environmental organizations in Costa Rica will provide the Foundation with the funds and resources needed to accomplish this festival. Presented in Section 6.3 we provide the Foundation with potential partners and sponsors they should target.

Selling the various businesses and environmental groups on the possibility of the festival will not only help the festival run more smoothly, it will also

increase the credibility of the event from the beginning. The Foundation needs to elicit the enthusiastic support of other organizations. In addition, they must customize their approach to the specific group's primary interest. The Foundation should be conservative when approaching these organizations. Organizations may not find it credible to speak of tremendous economic benefits or unbelievable environmental goals before the first year the festival occurs. This bird festival is a project that will continuously increase through the years it is produced as it grows in popularity

When approaching these organizations, the Foundation must provide to them a solid plan in a sponsorship package. This package should include the mission statement and goals of the festival, anticipated economic impact information, program details, and any publicity. In addition, the Foundation should present letters of support from governmental organizations, list of sponsors already committed, and a list of sponsorship levels and the benefits of partnering with the Foundation in the festival.

6.1.3 Financing

The festival will need money for speaker fees, transportation, publicity, printing, and rental fees of space and equipment. The financial committee needs to gather corporate sponsors that can provide the funding or services. The Foundation should identify businesses that are concerned with the community or trying to improve their images. Seeking funding from business that sell environmental products or participate in environmental projects should also be considered. We recommend that the Foundation should seek out in-kind

sponsors, which are businesses that could provide services to the festival as opposed to monetary donations. For example, one organization could provide the printing for the program brochures. In exchange, that company would be receiving publicity from having their name printed on each brochure as a sponsor. A list of potential sponsors and the services they could provide has been constructed and appears in Section 6.3.

In addition, registration fees will be a revenue source. However, the Foundation cannot plan their budget solely on this. Since registrations will be received after most of the funds have been spent or committed, it is dangerous to depend on registrations especially the first year of the festival. In addition, the Foundation should be conservative in their registration fees the first year of the festival. Cost should not be a determining factor as to whether or not people attend the festival. The Foundation should even consider taking a loss financially the first year to keep fees low in the hopes of enticing more people to participate in the festival and establishing a reputation.

The Foundation should consider grants as an option also. Larger foundations and corporations often have money for programs that encourage environmental awareness. This, however, is a time-consuming process. Therefore, it may be months before the funds are actually received if the event is approved for funding. In addition, there is substantial paperwork involved in this process. The financial committee and executive committee would need to work together in drafting a grant proposal for consideration.

Financing is available. However, the Foundation has to seek out and explore all avenues when obtaining funding. The person or persons delegated to this task must be well versed about the overall goals and objective of the festival and good at communicating their ideas and persuading businesses and organizations to sponsor the Rain Forest Aerial Tram Foundation.

6.1.4 Marketing Strategies

To create optimal attendance the Foundation needs to develop a strong marketing plan. We recommend that the following be targeted with this plan:

- 1. North American Travel Agencies*

Many people from North America travel during the cooler months to warmer destinations. By advertising an October birding festival to North American travel agencies, the Foundation could not only increase tourism to Costa Rica but also the interest in the bird festival.

- 2. Universities and Colleges*

The Foundation should market to biology programs of international colleges and universities in an attempt to increase participation. Currently there are exchange programs between Costa Rican and international universities. In addition, Costa Rican environmental organizations hold summer programs for college students and professionals. Students and professors should be encouraged to attend the professional series, which is further discussed in Section 6.3.1.

3. International Birding Organizations

We recommend that the Foundation advertises the festival to international birding and nature organizations. Organizations can then notify their members as to the festival via email or through a posted link on their particular website.

4. Internet

The Foundation already has an established web site linked with the Rain Forest Aerial Tram business. Through this website, visitors can learn more about the Tram and the Foundation, as well as place reservations to visit the Tram. The Foundation should include a link from their main page to a web page advertising the festival. This page should include registration and program information, as well as links to travel information about Costa Rica. Also, we recommend that the Foundation include on line festival registration.

5. Birding and Nature Magazines

Birders not only belong to birding organizations, but they also subscribe to birding and nature magazines. We recommend that the Foundation advertise the festival in these magazines to increase awareness and participation in the festival.

6. Costa Rican Travel Agencies

Many visitors, once in Costa Rica, visit travel agencies to discover activities and attractions available during their stay. We recommend that the Foundation advertise to these agencies. By doing this, the Foundation will increase the chance of having tourists already in Costa Rica attend the festival.

7. Costa Rican Hotels

Advertising in Costa Rican Hotels could have the same effect on festival attendance as advertising in Costa Rican travel agencies. Those tourists already in Costa Rica would be targeted.

8. Costa Rican Media

To entice native Costa Ricans to participate in the festival, we recommend that the Foundation advertise through the Costa Rican media. Various newspapers, television, and radio stations can promote the festival and the environmental benefits it will have. Through the media the children series of the festival, which is detailed in Section 6.3.3, should be advertised the most, enticing families and schools to participate with the children in these activities.

6.1.5 Time of Year

We recommend that the festival be held in October. This precedes the start of the high tourism season in Costa Rica. If held in October, the festival could possibly cause the high season of tourism to commence a month earlier than statistics have proved. In addition, October is the season for hawk migration in Costa Rica. Thousands of hawks make their way from North America to South America passing through Costa Rica. People flock to Costa Rica to witness this incredible event. With a festival held during this time, the people who come to Costa Rica to experience the migration could be another targeted audience. In addition other bird migration is also taking place; and therefore, the greatest number of bird species would be available for observation. If a bird

festival is planned during this time, festival participation could increase compared to other months in the low tourism season.

6.1.6 Site Recommendation

Although an ideal place to hold the festival would be on site at the Rain Forest Aerial Tram, this is not feasible due to the limited space available there. Therefore it is our recommendation that the Foundation holds the festival in San José. Within San José, tourists can find a wide variety of accommodations and attractions. From San José transportation can be provided to different areas in Costa Rica where festival activities are held. In addition, there are numerous means of inexpensive transportation, such as taxis and busses that tourists could use for personal transportation. Seminars and workshops can be held in hotel conference areas that are rented by the Foundation.

6.1.7 Transportation

Many festival events being recommended occur outside of San José. Because of this the Foundation needs to establish a transportation system. Shuttle, bus companies, and other transportation companies should be contacted. Transportation should be available from San José hotels, where participants are staying, to seminar and workshop locations on a continuous basis. In addition, charter buses will need to transport people who elect to participate in overnight excursions and field trip.

6.2 Potential Partners and Sponsors

Many organizations in Costa Rica are interested in being involved in projects and programs if a good cause is established. Through the interviews

carried out with representatives from different environmental organization in Costa Rica we recommend that the Foundation target the following as potential partners and/or sponsors:

1. Organization for Tropical Studies (OTS)

By being a consortium of many universities throughout the United States, Central America, and Australia, OTS can provide many resources to the Foundation and the festival. OTS can provide trained bilingual trail guides, workshop instructors, and speakers for seminars and conferences. La Selva, an OTS biological station in Costa Rica, could provide facilities throughout the duration of the festival. In addition, they also have a well-established environmental education program for children that could be incorporated into the festival. Also, OTS can provide marketing of the festival. Many students and researchers come to OTS from the United States and Europe. Because of this, the festival should be marketed to those who have and/or plan to visit Costa Rica and the OTS biological stations.

2. Fundación Neotropica

Since Fundación Neotropica has a signed agreement with the Rain Forest Aerial Tram Foundation, a partnership for the festival should be formed. Educational programs that they currently have in the Osa Peninsula can be incorporated into the festival. In addition, Fundación Neotropica can provide guides, workshop leaders, and speakers.

3. *Instituto Costarricense de Turismo (ICT)*

Instituto Costarricense de Turismo could provide substantial advertisement for the festival. In addition, they should be target for financial support. ICT would be willing to cover the fees associated with printing festival programs in exchange for publicity.

4. *World Wildlife Fund (WWF)*

It is our recommendation that the Foundation pursues contact with the World Wildlife Fund. WWF currently conducts environmental education programs about birds in Panama and Mexico. These programs could possibly be incorporated into this bird festival. WWF is internationally known and is financially stable. If persuaded effectively, the World Wildlife Fund could provide financial support if desired.

5. *Tropical Agricultural and Higher Education Center (CATIE)*

It is our recommendation that the Foundation establishes partnership with CATIE for this festival. They have the personnel who could offer lectures throughout the festival. In addition, CATIE has good fundraising capacity, which could be of assistance to the Rain Forest Aerial Tram Foundation.

6. *Kimberly-Clark Recycled Paper Products and Cristal Bottled Water Company*

Because Kimberly-Clark and Cristal both promote environmental conservation, we recommend that the Foundation seek sponsorship from them. Although the Foundation may not receive financial assistance from

these companies, they may be able to solicit product donations that can be used during the festival.

7. *Costa Rican Governmental Organizations*

We recommend that the Foundation seek partnership with government organizations. Not only could this provide financial support, but also partnering with these organizations could increase the image of the Foundation and the festival. With support from the government, festival participation and sponsorship could increase.

6.3 Festival Activities, Registration, and Fees

Through the various recommendations received through interviews, results of survey, and analysis of case studies, we have created a weeklong sample program, which includes lectures, workshops, field trips and overnight activities for general tourists and birdwatchers as a recommendation. In addition we have composed a four-day comprehensive program for professionals. Finally, we have developed an interactive weeklong children's program.

6.3.1 General Tourist and Birdwatcher Series

The general series, entitled *Bird Lover's Spectacle*, offers the common birder a selection of seminars, workshops, field trips, and overnight excursions. Seminars, which on average last 2 hours, will include such topics as an introduction to bird watching, where participants can refresh their birding skills and be introduced to the types of birds and characteristics of those found in Costa Rica. Another program entitled *The Wonder of Bird Migration* will be offered to

those desiring to learn more about bird migration, one of the most interesting aspects of bird behavior.

Interactive workshops, generally 2 hours long, will be offered in addition to the seminars. One, entitled *Learning the Songs of the Birds*, will teach participants to focus on bird songs and calls and how to learn and remember them. Another workshop will discuss the importance of photography and will include topics such as equipment, film, and light when capturing the moments in the field. The Bird Photography Field Trip offered to participants complements this workshop.

Based upon the analysis of results, field trips will comprise the majority of festival activities. However, field trips are not limited to bird watching experiences. They will include such activities as city tours of San Jose, trips to the Butterfly Farm and Britt Coffee Factory, and a daylong cruise to a private reserve. In addition Early Morning Birding field trips are available in which participants travel to the Rain Forest Aerial Tram, participate in bird watch counts with guides there, hike the nature trails, and experience riding the Tram.

The last section of program activities offered will be composed of overnight excursions to destinations outside of San José and the surrounding area. Trips will be available to La Selva Biological Station, Tortuguero National Park, Volcán Arenal, Monteverde, and Manuel Antonio National Park. Participants will be able to view the variety of wildlife present and enjoy the trails, beaches, and volcanoes of Costa Rica.

The many seminars, workshops, field trips, and overnight excursions are offered at various times during the festival, allowing attendees to participate in all activities provided. Refer to Appendix I for the complete program activity abstracts and timeline.

6.3.2 Professional Series

This recommended program, specifically designed for professionals in biology and aviary research, is also an option for the general birder to attend. This series is constructed of four half-day courses, which allows professionals to not have to take extensive time away from their jobs in order to attend these seminars. The following four topics are the basis of the series: tropical ecology and conservation, current aviary research, fundamentals of tropical biology, and environmental science and policy of the tropics. These seminars are based upon courses offered by the Organization for Tropical Studies (OTS). In addition to these courses, professionals are offered the option of attending afternoon excursions to La Selva Biological Station, the Rain Forest Aerial Tram, and INBio Parque. Detailed information regarding the Professional Series can be obtained in Appendix I.

6.3.3 Children Series

The children series entitled *Through the Eyes of a Child* is a five-day program designed specifically for Costa Rican school children but open to all children. The composition of this series is three 4-hour visits to La Selva Biological Station. Main topics discussed will include the following: Tropical Natural History – The Flora and Fauna, Tropical Ecology – Energy Pyramids and

Food Webs, and Tropical Conservation. These three interactive visits to La Selva will teach children the importance of the rain forest and the animals housed there in addition to conservation of these natural resources.

In addition to the visits at La Selva, a field trip will be offered to the Rain Forest Aerial Tram, where students will be able to experience the ride and the canopy of the rainforest in addition to the many plants and animals that reside there. Finally, an ecological festival will be sponsored in conjunction with the Museo de los Niños. This provides the opportunity for parents and their children to visit the Museo de los Niños and interact with the ecology exhibits present while learning about biodiversity and the ecosystems of Costa Rica. Through this interactive child's series, children will be better educated in regards to the ecosystems, flora, and fauna of their country.

6.3.4 Registration and Fees

We recommend that the Foundation offer participants one-day and multiple days registration. This means that visitors may be able to attend the festival on days that they wish. However, discounts should be given to those who participate for the entire duration of the festival. Also, in order to increase participation from the Costa Rican community, discounted rates should be available to them. We have derived Table 6.1, which contains a list of event fees, based upon the study conducted of the Florida Birding Festival and current prices obtained at travel agencies.

General Festival Registration is \$5 per day or \$20 for the entire duration	
In addition, event fees are as follows:	
<u>Bird Lover's Spectacle General Series</u>	
Seminars	\$10.00
Dinner Seminar	\$35.00
Workshops	\$15.00
Field Trips	
<i>Punta Coral Private Reserve Cruise</i>	\$100.00
<i>Bird Photography Field Trip</i>	\$25.00
<i>Java Lava</i>	\$75.00
<i>Early Morning Birding</i>	\$75.00
<i>The Butterfly Farm</i>	\$30.00
<i>Coffee and Butterflies</i>	\$75.00
Overnight Excursions	
<i>Tortuguero National Park</i>	\$125.00
<i>Volcan Arenal</i>	\$100.00
<i>La Selva Biological Station</i>	\$100.00
<u>Professional Series</u>	
One Course	\$75.00
All Four Courses	\$250.00
Field Excursions	\$50.00
<u>Through the Eyes of a Child Children Series</u>	
One Course	\$25.00
All Three Courses	\$60.00
Tram Field Trip	\$20.00
Nature Festival	FREE for children (\$5.00 adult admission)

Table 6-1 Price Layout of Festival Events

6.4 Conclusions

Taking the initiative in establishing a bird festival in Costa Rica would strengthen the objectives of the Rain Forest Aerial Tram Foundation. Although a bird festival in Costa Rica is a good idea, an extensive feasibility study must be further conducted by the Foundation in order to ensure success. Our study through the use of surveys was conducted over a two and a half week period with

fewer than one hundred responses received. In addition, not all areas of the world to which we sent the survey responded.

To conduct this feasibility study most efficiently we feel that the Rain Forest Aerial Tram Foundation should use the web survey we developed and incorporate it onto their current website. Not only would the Foundation be conducting the study, but simultaneously, they would be increasing visitation to their website and stimulating overall interest in their organization.

Based upon results of the feasibility study, the Rain Forest Aerial Tram Foundation may want to consider changing the focus of the festival that they propose to include all nature as well as the birds. With the creation of a Costa Rica Nature Festival, more interest may be drawn from the general public. In addition, more partnerships and sponsorships may be established through the incorporation of all the flora and fauna into this celebration of nature.

Appendix A: Mission and Organization of the Agency

Dr. Donald Perry, biologist and developer of the Rain Forest Aerial Tram, became interested in the use of a tram for research purposes in 1983. He wanted to study the rain forest canopy and initially created a smaller version of the existing tram, which won him the 1984 Rolex Award for Enterprise. When Dr. Perry won the prize and word spread about the tram, people started showing interest in it. The Tram was then converted into a tourist attraction in 1994. This tourist attraction was the first of its kind in Costa Rica and in the world that was accessible to the public.

In association with three partners, Dr. Perry established the Dosel S.A. Company, which is how the Tram is referred to in the stock market. The company was directed at educating the general public about the previously inaccessible canopy of the rain forest. Construction of the Tram began on approximately 875 acres of land next to the Braulio Carrillo National Park in the Province of Heredia, which was purchased from individual landowners. The company has since expanded its land acquisition to a total of 1173 acres. A diversity of wildlife and plants can be seen through the mile and a half ride on the Tram.

Each year approximately 60,000 visitors come to the tram and experience the ride. About 3,000 of the total visitors are children who receive free rides for their involvement in environmental projects. School children participate in the cleaning of riverbeds, beaches, town centers, and park areas. Funds from international visitors to the Tram subsidize the children's visitation fees. The

cost of the one and a half hour aerial ride and nature walk is \$49.50 for adults and \$24.75 for students and children. An 80% majority of the clientele comes from North America. Out of those that visit the tram, 90% of the population rate their overall satisfaction of the ride and the environmental information and service provided as good to excellent (Rain Forest Aerial Tram Yearly Report, 2000).

In 1999, the Rain Forest Aerial Tram Foundation was established by Dosel S.A., and since its establishment, has fully devoted itself to environmental awareness and education. The mission of the Foundation is to contribute to the understanding and maintenance of the ecosystems, principally tropical, through the promotion of sustainable development, environmental education, community programs, and scientific research for the benefit of current and future generations (Rain Forest Aerial Tram Foundation Master Plan, 1999). Objectives that the Foundation has set in order to be successful with its mission include development of a plan for biodiversity maintenance that does not promote destruction of forests, favors community development in harmony with the environment, promotes ecological restoration in zones of secondary growth, and acquires more land for preservation purposes.

A council that is composed of five members oversees the Foundation. This council includes Alvaro Umaña Quesada, representative of the San Jose Municipality for the Rain Forest Aerial Tram Foundation, Teresita Aguilar, President of the Board of Directors of Dosel, S.A, Ricardo Valerio Valerio, representative of the Costa Rica Executive for the Rain Forest Aerial Tram

Foundation, Jeffery Thomas Carrette, Secretary of the Board of Directors of Dosel, S.A. and General Manager of Dosel, S.A., and Alex von Der Goltz, former Treasurer of the Board of Directors of Dosel, S.A. Among the five directors a president is chosen for a term of one year with the possibility of being reelected. The staff of the Foundation includes Denis Durán as the Sales and Marketing Manager, Adrián Gonzalez as the Financial Manager, Guy Vincenti as a Project Manager, and Luis Sánchez as the Manager of the Foundation.

The Foundation also is presenting their projects to international agencies and enterprises such as AID, DANIDA, SWISS CONTACT, Dole, and 3M hoping they will provide financial assistance to the Foundation with its mission. The Costa Rican government has also introduced laws and benefits to companies with funds and concern for reforestation of the land. These laws and benefits make it easier for the Foundation to find willing companies to help either financially or through services. The Foundation does not have any commercial purposes; therefore any income that will be obtained will be used exclusively towards fulfilling its objectives.

Our project is directed toward the creation of a proposal for a bird festival. The original letter from the Foundation about this project follows this Appendix. This proposal will be utilized by the Rain Forest Aerial Tram Foundation as a guideline for the production of the festival. The proposal will help the Foundation in its mission by providing an educational festival for the tourists and the community. The proposal includes a list of organizations that the Foundation should collaborate with and establish partnerships. The involvement of other

environmental organizations will establish relationships between the Foundation and these organizations and possible association in other projects. Through our review of case studies we have included activities and education programs that should be considered for the festival further expanding the Foundation's environmental commitment.

Luis Sánchez H. / Rain Forest Aerial Tram Foundation Manager
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March 2nd, 2000

Dr. Susan Vernon-Gerstenfeld
Director of Project Center on Costa Rica,
Puerto Rico and Washington D.C.
Associate Professor, Worcester Polytechnic Institute

Dear Dr. Vernon-Gertensfeld:

Once again, the Rain Forest Aerial Tram Foundation is honored of being selected as one of the Organizations that will take part with the students projects in Costa Rica.

As we discussed in our meeting on February 13th, the project we propose is the organization of a “Bird Festival,” which would be organized once a year for a whole week. This project will be leader in its field and will help us to achieve out environmental commitment.

The project would consist in designing a proposal for this unique Festival, including feasibility, potential partners, potential donors, speakers and activities related to the festival, such as conferences, seminars, bird watching activities with experts, environmental education, etc.

We hope this initiative will help strengthen the relationship between our Organizations. If you or your students need further information, please do not hesitate to contact me.

Best regards,

Luis Sánchez H.
Rain Forest Aerial Tram
Foundation Manager

Appendix B: Survey for Members of International Birding Organizations



WPI

We are two college students from Worcester Polytechnic Institute in Worcester, Massachusetts. Currently we are completing a research project in Costa Rica. Our mission is to create a proposal for a bird festival for the Rain Forest Aerial Tram Foundation here in San Jose, Costa Rica. Part of our research is a feasibility study obtaining a level of interest from members of international birding organizations. Please take a few minutes to complete the survey below and submit it. We thank you for your time and consideration in helping us with our project.

Sincerely,

Elizabeth Archambault

Mariusz Macko

A Birder's Questionnaire

Section 1 – In the following questions, please tell us about your general wildlife and birding experiences and in particular about your participation in wildlife and birding activities. Please choose the most appropriate responses to the following questions.

1. In the past 12 months did you travel away from home (more than one mile from your permanent residence) for the purpose of observing, feeding, or photographing wildlife?

yes no

2. In the past 12 months did you travel away from home (more than one mile from your permanent residence) for the purpose of observing, feeding, or photographing birds?

yes no - **If no, please continue to section 3**

3. If you participate in birding, which best describes you?

A committed birder – In general a person who is willing to travel on short notice to see a rare bird, who subscribes to a number of birding magazines that specialize in the identification of birds and places

that they may be seen, who leads field trips or seminars for local birding clubs, who purchases large amounts of equipment to aid in attracting, recording, and seeing birds, and for whom birding is a primary outdoor activity.

An active birder – In general a person who travels infrequently away from home specifically to bird, who may or may not be a member of a local birding organization, who subscribes to general interest bird magazines, who participates in but does not lead field trips or seminars for local birding clubs, who keeps a general list of birds seen, and for whom birding is an important but not an exclusive outdoor activity.

A casual birder – In general a person whose birding is secondary to other travel and outdoor interests, who may not belong to a local birding organization, who may read an article in a birding magazine but does not subscribe to them, and for whom birding is an enjoyable yet inconsistent outdoor activity.

4. Compared to your other outdoor recreational activities (such as hiking, fishing, camping, hunting, etc), how would you rate birding?

Your most important outdoor activity

Your second most important outdoor activity

Your third most important outdoor activity

Only one of many outdoor activities

5. How many years have you birded?

years

6. Are you a member of any local, state, or national birding or conservation organizations?

yes no - **If no, please continue to question 8**

7. Of which of the following organizations are you presently a member? (Please select all those that apply)

National Audubon Society American Birding Association The Nature Conservancy

Other(s) - Please specify

8. How do you compare your birding ability to that of other birders in general?

Less skilled Equally skilled More skilled

9. Below is a list of reasons why people watch birds. Please choose the number that best indicates how important each item is to you as a reason for birding

1 - Not at all Important

2 – Slightly Important

3 – Moderately Important

4 – Very Important

5 – Extremely Important

a. To be alone

b. To be outdoors

c. To enjoy the sights, sounds, and smells of nature

d. To be with friends

e. For family recreation

f. To improve my birding skills and abilities

g. To do something creative

h. To see bird species that I have not seen before

i. To see as many bird species as possible

Section 2– The following questions are in regards to birding trips that you may have taken in the past 12 months.

10. In the past 12 months, how many trips away from home did you take to bird?

trips

11. What was the average length of the birding trip in days?

days

12. In the past 12 months, how many days did you bird in the following? (If none, please enter "0")

days in my home state

days in the United States, excluding my home state

days outside of the United States

13. Please specify the countries outside the United States, if any:

14. How did you learn about the areas you visited as a birding or wildlife-watching destination? (Choose all that apply)

Family Friends Birding organization or club Article in newspaper or magazine Travel guide or book

Other - Please specify:

Section 3- The following questions deal specifically with Costa Rica.

15. Have you traveled to Costa Rica to vacation and/or bird?

yes no -If no, please continue to question 20

16. When did you last visit Costa Rica?

Month Year

17. How long did you stay in Costa Rica?

Days

18. Why did you decide to travel to Costa Rica?

19. From your experience in Costa Rica, would you want to return?

yes no not sure

20. We are hoping to establish a week-long bird festival in Costa Rica. How important would the following factors be as to influence your attendance?

- 1 - Not at all Important
- 2 - Slightly Important
- 3 - Moderately Important
- 4 - Very Important
- 5 - Extremely Important

a. Cost

b. Time of Year

c. Location

21. How important to you is it that a bird festival includes . . .

- 1 - Not at all Important
- 2 - Slightly Important
- 3 - Moderately Important
- 4 - Very Important
- 5 - Extremely Important

a. Lectures and seminars

b. Workshops

c. Bird watching Activities

d. Other outdoor activities not including bird watching (e.g. canoeing, kayaking, hiking, etc.)

e. Travel experiences throughout the country

f. Activities for children and families

22. What is your level of interest in a bird festival in Costa Rica?

Not at all interested Relatively uninterested Neutral Relatively interested Very interested

23. How likely would it be that you would attend a bird festival in Costa Rica if it was planned and met your interest requirements?

Highly unlikely Unlikely Neutral Likely Highly likely

24. What would be the deciding factor that would determine your participation in a Costa Rican bird festival?

Cost Time of year held Location Planned program activities

Other - Please Specify:

Section 4– The following questions will help us to know a little more about our respondents. The information that you provide will remain strictly confidential, and you will not be identified with your answers. All answers are optional, but are strongly suggested for optimal success with our research.

25. What is your age?

under 18 18-30 31-45 46-65 over65

26. Are you:

Male Female

27. How many people live in your household, including you?

People including me

28. What is your approximate annual household income?

Less than \$30,000 \$30,000 - \$59,999 \$60,000 - \$89,999 \$90,000 - \$119,999

\$120,000 - \$149,999 \$150,000 or above

29. Are you retired?

yes no

30. What is the last year of school that you completed?

Grade school High school College/Technical Graduate School

31. What is your permanent residence?

City or Town

State

Country

32. Other comments are encouraged and welcomed:

Thank you once again for taking the time to complete our survey.

Appendix C: List of International Birding Organizations

The following are the international birding organizations to which the survey was sent.

American Birding Association

Bird Australia

California Audubon Society

Canberra Ornithologist Group

Florida Audubon Society

Guatemala Birding Resource Center

Maine Audubon Society

Massachusetts Audubon Society

Neotropical Bird Club of the United Kingdom

Nova Scotia Bird Society

New York State Audubon Society

Ontario Field Ornithologists

York Ornithological Club

In addition, a message was posted on a Birding in Canada – Chat Room discussion board at the following address:

<http://pub14.bravenet.com/forum/show.asp?usernum=1157360273&cpv=1>

Appendix D: Results from Survey of Member of International Birding Organizations

Within two and a half weeks, we received 63 responses from members of international birding organizations. In some instances where the total percentages do not add to 100%, the respondent was able to select as many or as few of the choices presented. They were mutually exclusive of each other. The results are as follows.

Section 1

1. In the past 12 months did you travel away from home (more than one mile from your permanent residence) for the purpose of observing, feeding, or photographing wildlife?

Yes – $63/63 = 100\%$

No – $0/63 = 0\%$

2. In the past 12 months did you travel away from home (more than one mile from your permanent residence) for the purpose of observing, feeding, or photographing birds?

Yes – $62/63 = 98\%$

No – $1/63 = 2\%$

3. If you participate in birding which best describes you?

Committed – $26/63 = 41\%$

Active – $29/63 = 46\%$

Casual – $8/63 = 13\%$

4. Compared to your other outdoor recreational activities, how would you rate birding?

Your most important outdoor activity – $43/63 = 68\%$

Your second most important outdoor activity – $10/63 = 16\%$

Your third most important outdoor activity – $5/63 = 8\%$

Only one of many outdoor activities – $5/63 = 8\%$

5. How many years have you birded?

0-14 years – $23/63 = 37\%$

15-29 years – $23/63 = 37\%$

30-44 years – $11/63 = 17\%$

45+ years – $6/63 = 9\%$

6. Are you a member of any local, state, or national birding or conservation organization?

Yes – $47/63 = 75\%$

No – $16/63 = 25\%$

7. Of which of the following organizations are you presently a member?

National Audubon Society – $20/63 = 32\%$

American Birding Association – $15/63 = 24\%$

The Nature Conservancy – $15/63 = 24\%$

Birds Australia – $12/63 = 20\%$

8. How do you compare your birding ability to that of other birders in general?

Less skilled – $15/63 = 24\%$

Equally skilled – $30/63 = 48\%$

More skilled – $18/63 = 28\%$

9. Below is a list of reasons why people watch birds.

a. To be alone

1 – Not at all important – $33/63 = 52\%$

2 – Slightly important – $9/63 = 14\%$

3 – Moderately important – $18/63 = 28\%$

4 – Very important – $0/56 = 0\%$

5 – Extremely important – $4/63 = 6\%$

b. To be outdoors

1 – Not at all important – $5/63 = 8\%$

2 – Slightly important – $1/63 = 2\%$

3 – Moderately important – $14/63 = 22\%$

4 – Very important – $22/63 = 35\%$

5 – Extremely important – $21/63 = 33\%$

c. To enjoy the sights, sounds, and smells of nature

1 – Not at all important – $4/63 = 6\%$

2 – Slightly important – $1/63 = 2\%$

3 – Moderately important – $6/63 = 10\%$

4 – Very important – $24/63 = 38\%$

5 – Extremely important – $28/63 = 44\%$

d. To be with friends

1 – Not at all important – $25/63 = 40\%$

2 – Slightly important – $9/63 = 14\%$

3 – Moderately important – $21/63 = 33\%$

4 – Very important – $6/63 = 10\%$

5 – Extremely important – $2/63 = 3\%$

e. For family recreation

1 – Not at all important – $36/63 = 57\%$

2 – Slightly important – $7/63 = 11\%$

3 – Moderately important – $11/63 = 17\%$

4 – Very important – $6/63 = 10\%$

5 – Extremely important – $3/63 = 5\%$

f. To improve my birding skills and abilities

1 – Not at all important – $9/63 = 14\%$

2 – Slightly important – $5/63 = 8\%$

3 – Moderately important – $13/63 = 21\%$

4 – Very important – $16/63 = 25\%$

5 – Extremely important – $20/63 = 32\%$

g. To do something creative

1 – Not at all important – $28/63 = 44\%$

2 – Slightly important – $8/63 = 13\%$

3 – Moderately important – $9/63 = 14\%$

4 – Very important – $12/63 = 19\%$

5 – Extremely important – $6/63 = 10\%$

h. To see bird species that I have not seen before

1 – Not at all important – $6/63 = 10\%$

2 – Slightly important – $6/63 = 10\%$

3 – Moderately important – $15/63 = 24\%$

4 – Very important – $15/63 = 24\%$

5 – Extremely important – $21/63 = 32\%$

i. To see as many bird species as possible

1 – Not at all important – $10/63 = 16\%$

2 – Slightly important – $16/63 = 26\%$

- 3 – Moderately important – $15/63 = 24\%$
- 4 – Very important – $4/63 = 7\%$
- 5 – Extremely important – $17/63 = 27\%$

Section 2

10. In the past 12 months how many trips away from home did you take to bird?

- 0 trips – $5/63 = 8\%$
- 1-19 trips – $42/63 = 67\%$
- 20-39 trips – $9/63 = 14\%$
- 40-59 trips – $2/63 = 3\%$
- 60-79 trips – $2/63 = 3\%$
- 80+ trips – $3/63 = 5\%$

11. What was the average length of the birding trip in days?

- 1-2 days – $37/58 = 64\%$
- 3-7 days – $15/58 = 26\%$
- 8-14 days – $5/58 = 8\%$
- Over 14 days – $1/58 = 2\%$

12. In the past 12 months, how many days did you bird in the following?

a. My home state

- 0-20 days – $22/63 = 35\%$
- 21-40 days – $8/63 = 13\%$
- 41-60 days – $9/63 = 14\%$
- 61-80 days – $5/63 = 8\%$
- Over 80 days – $19/63 = 30\%$

b. My home country, excluding my home state

- 0-20 days – $50/63 = 79\%$
- 21-40 days – $3/63 = 6\%$
- 41-60 days – $4/63 = 6\%$
- 61-80 days – $4/63 = 6\%$
- Over 80 days – $2/63 = 3\%$

c. Outside of my home country

- 0-7 days – $51/63 = 81\%$
- 8-14 days – $5/63 = 8\%$
- 15-21 days – $4/63 = 6\%$

22-30 days – $1/63 = 2\%$
Over 30 days – $2/63 = 3\%$

13. Please specify the countries outside of your home country, if any:

North America: Canada, Mexico, and the United States

Central and South America: Argentina, Belize, Chile, Costa Rica, Cuba, the Dominican Republic, Guatemala, Panama, and Venezuela

Africa: Egypt, the Gambia, and Zimbabwe

Asia: China, Hong Kong, India, Singapore, and Sri Lanka

Europe: England, Italy, Malta, and Scotland

Australia

14. How did you learn about the areas you visited as a birding or wildlife-watching destination?

Family – $11/63 = 17\%$

Friends – $29/63 = 46\%$

Birding organization or club – $36/63 = 57\%$

Article in newspaper or magazine – $15/63 = 24\%$

Travel guide or book – $25/63 = 40\%$

Internet and/or email – $16/63 = 25\%$

Exploring – $10/63 = 16\%$

Section 3

15. Have you traveled to Costa Rica to vacation and/or bird?

Yes – $10/63 = 16\%$

No – $53/63 = 84\%$

16. When did you last visit Costa Rica?

During high season – $4/8 = 50\%$

During low season – $4/8 = 50\%$

17. How long did you stay in Costa Rica?

Average length of stay in Costa Rica = 2 weeks

18. Why did you decide to travel to Costa Rica?

Birds – $3/7 = 43\%$

Environment – $3/7 = 43\%$

Other wildlife – $2/7 = 29\%$

Miscellaneous – $1/7 = 14\%$

19. From your experience in Costa Rica, would you want to return?

Yes – $8/10 = 80\%$

No response – $2/10 = 20\%$

20. How important would the following factors be as to influence your attendance at a Costa Rica bird festival?

a. Cost

1 - Not at all important – $6/61 = 10\%$

2 - Slightly important – $0/61 = 0\%$

3 - Moderately important – $6/61 = 10\%$

4 - Very important – $20/61 = 33\%$

5 - Extremely important – $29/61 = 47\%$

b. Time of year

1 – Not at all important – $23/61 = 38\%$

2 – Slightly important – $7/61 = 11\%$

3 – Moderately important – $11/61 = 18\%$

4 – Very important – $12/61 = 20\%$

5 – Extremely important – $8/61 = 13\%$

c. Location

1 – Not at all important – $29/61 = 48\%$

2 – Slightly important – $7/61 = 11\%$

3 – Moderately important – $16/61 = 26\%$

4 – Very important – $3/61 = 5\%$

5 – Extremely important – $6/61 = 10\%$

21. How important to you is it that a bird festival includes . . .

a. Lectures and seminars

1 – Not at all important – $15/61 = 25\%$

2 – Slightly important – $9/61 = 15\%$

3 – Moderately important – $19/61 = 31\%$

4 – Very important – $11/61 = 18\%$

5 – Extremely important – $7/61 = 11\%$

b. Workshops

1 – Not at all important – $14/61 = 23\%$

2 – Slightly important – $11/61 = 18\%$

- 3 – Moderately important – $17/61 = 28\%$
- 4 – Very important – $14/61 = 23\%$
- 5 – Extremely important – $5/61 = 8\%$

c. Bird Watching Activities

- 1 – Not at all important – $13/61 = 21\%$
- 2 – Slightly important – $0/61 = 0\%$
- 3 – Moderately important – $2/61 = 3\%$
- 4 – Very important – $12/61 = 20\%$
- 5 – Extremely important – $34/61 = 56\%$

d. Other outdoor activities not including bird watching

- 1 – Not at all important – $27/61 = 44\%$
- 2 – Slightly important – $11/61 = 18\%$
- 3 – Moderately important – $16/61 = 26\%$
- 4 – Very important – $5/61 = 8\%$
- 5 – Extremely important – $2/61 = 4\%$

e. Travel experiences throughout the country

- 1 – Not at all important – $18/61 = 30\%$
- 2 – Slightly important – $8/61 = 13\%$
- 3 – Moderately important – $20/61 = 33\%$
- 4 – Very important – $7/61 = 11\%$
- 5 – Extremely important – $8/61 = 13\%$

f. Activities for children and families

- 1 – Not at all important – $38/61 = 62\%$
- 2 – Slightly important – $9/61 = 15\%$
- 3 – Moderately important – $7/61 = 12\%$
- 4 – Very important – $5/61 = 8\%$
- 5 – Extremely important – $2/61 = 3\%$

22. What is your level of interest in a bird festival in Costa Rica?

- Not at all interested – $12/59 = 20\%$
- Relatively uninterested – $12/59 = 20\%$
- Neutral – $18/59 = 31\%$
- Relatively interested – $15/59 = 25\%$
- Very interested – $2/59 = 4\%$

23. How likely would it be that you would attend a bird festival in Costa Rica if it was planned and met your interest requirements?

Highly unlikely – $21/60 = 35\%$

Unlikely – $12/60 = 20\%$

Neutral – $15/60 = 25\%$

Likely – $11/60 = 18\%$

Very likely – $1/60 = 2\%$

24. What would be the deciding factor that would determine your participation in a Costa Rican bird festival?

Cost – $36/45 = 80\%$

Time of year held - $5/45 = 11\%$

Location – $0/45 = 0\%$

Planned program activities – $4/45 = 9\%$

Section 4

25. What is your age?

Under 18 – $0/63 = 0\%$

18-30 – $7/63 = 11\%$

31-45 – $18/63 = 29\%$

46-65 – $34/63 = 54\%$

Over 65- $4/63 = 6\%$

26. Are you:

Male – $36/63 = 57\%$

Female – $27/63 = 43\%$

27. How many people live in your household, including you?

1-2 people – $39/63 = 62\%$

3+ people – $24/63 = 38\%$

28. What is your approximate annual income?

Less than \$30,000 – $12/61 = 20\%$

\$30,000-\$59,999 – $20/61 = 33\%$

\$60,000-\$89,999 – $19/61 = 31\%$

\$90,000-\$119,999 – $5/61 = 8\%$

\$120,000-\$149,999 – $4/61 = 6\%$

\$150,000 or above – $1/61 = 2\%$

29. Are you retired?

Yes – $9/63 = 14\%$

No – $54/63 = 86\%$

30. What is the last year of school that you completed?

Grade school – $0/63 = 0\%$

High school – $12/63 = 19\%$

College/Technical – $27/63 = 43\%$

Graduate school – $24/63 = 38\%$

31. What is your permanent country of residence?

USA – $31/62 = 50\%$

Canada – $9/62 = 15\%$

Australia – $22/62 = 35\%$

Appendix E: Survey for Visitors to the Tram

1. Where are you from?
2. Is this your first time visiting Costa Rica?
3. How long will you be staying in Costa Rica?
4. Are you traveling alone? With a group? With family?
5. Why did you decide to come to Costa Rica?
6. What are your opinions about the country? The people? The attractions? The environment?
7. What have you done since you arrived in Costa Rica?
 - a. What places have you visited?
 - i. What was your favorite?
 - ii. What was your least favorite?
8. From your experience in Costa Rica so far, would you want to return?
9. Birds are an important part of the Costa Rican environment. Have you done anything related to birds?
 - a. Have you gone on sightseeing trips?
 - i. Where were they?
 - ii. Did you arrange it yourself or was it with a group?
10. Are you an avid bird watcher?
11. Have you attended any birding festivals?
 - a. If yes, where was the festival?
 - b. How long was it?
 - c. What did you like and dislike about the festival?
12. Have you taken other trips away from your home for the purpose of bird watching?
 - a. If yes, where have you visited?
13. If there were a bird festival, would you be interested in attending?
 - a. When would you like to see it happen?
 - b. What would you like to have available? (Attend lectures, workshops, field trips, etc.)
 - c. Would cost be a deciding factor in participation?

Appendix F: Results from Survey of Visitors to the Tram

A total of 17 parties were surveyed at the Rain Forest Aerial Tram on May 31, 2001. In some instances where the total percentages do not add to 100%, the respondent was able to select as many or as few of the choices presented. They were mutually exclusive of each other. The results are as follows:

1. Where are you from?

USA – $10/17 = 59\%$
Costa Rica – $1/17 = 6\%$
Europe – $6/17 = 35\%$

2. Is this your first time visiting Costa Rica?

Yes – $13/16 = 81\%$
No – $3/16 = 19\%$

3. How long will you be staying in Costa Rica?

1-7 days – $7/16 = 44\%$
7-14 days – $9/16 = 56\%$

4. How many people are in your travel party?

1-2 people – $14/17 = 82\%$
3-4 people – $1/17 = 6\%$
5+ people – $2/17 = 12\%$

5. Why did you decide to come to Costa Rica?

Recommendations – $3/16 = 19\%$
Environment and ecology – $6/16 = 38\%$
Beaches – $2/16 = 13\%$
Adventure – $5/16 = 31\%$
Nature – $5/16 = 31\%$

6. What are your opinions about the country, the people the attractions and the environment?

Beautiful country – $5/10 = 50\%$
Nice people – $4/10 = 40\%$
Exciting – $2/10 = 20\%$
Just arrived in the country – $2/10 = 20\%$

7. What have you done since you arrived in Costa Rica? What places have you visited?

Beaches – $2/17 = 12\%$
National Parks – $2/17 = 11\%$
Tortuguero – $5/17 = 29\%$
Tram – $17/17 = 100\%$
Adventure sports – $3/17 = 18\%$
Monteverde – $1/17 = 6\%$
Arenal – $2/17 = 11\%$

8. From your experience in Costa Rica so far, would you want to return?

Yes – $13/16 = 81\%$
No – $0/16 = 0\%$
Maybe – $1/16 = 6\%$
Too Soon to Say – $2/16 = 13\%$

9. Have you done anything related to birds on this trip?

Yes – $1/16 = 6\%$
No – $15/16 = 94\%$

10. Are you an avid bird watcher?

Yes – $0/16 = 0\%$
No – $16/16 = 100\%$

11. Have you attended any birding festivals?

Yes – $0/16 = 0\%$
No – $16/16 = 100\%$

12. Have you taken other trips away from your home for the purpose of bird watching?

Yes – $0/16 = 0\%$
No – $16/16 = 100\%$

13. If there were a bird festival in Costa Rica, would you be interested in attending?

Yes – $2/16 = 13\%$
No – $7/16 = 43\%$
Not Specifically – $2/16 = 13\%$
Maybe – $5/16 = 31\%$

Appendix G: Environmental Organizations Interview Protocol

- Introduction: Introduce ourselves and the project we are working on
- Elaborate on what we are planning for the festival, such as when it will be held, what it will include, and what the objectives and mission are.
- Specific Questions:
 - What is your current position within (name of organization)?
 - What does your job entail?
 - We have researched some information about this organization. Could you tell us about the programs (educational or other) in which you are currently involved?
 - Do you currently have any programs or projects involving birds?
 - If yes, could you provide us with information about them?
 - Once more precise plans for the festival are formed, do you feel that (name of organization) would be interested in participating?
 - What resources could (name of organization) bring to the festival?
 - Could you provide space in which to hold seminars?
 - Do you have staff that could conduct workshops or lead field trips?
 - What events or activities do you feel are important to include in the festival to obtain an optimal level of participation from visitors?
 - Do you have any additional recommendations for us?
 - Are there other resources you know of that we should consider contacting?

Appendix H: Interview Summaries

Interview with Daniel Torres on May 15, 2001

Daniel Torres is a guide at the Aerial Tram. He has been with the business for 6 years, since the beginning of its operation. Currently, he is in charge of all the guides at the Tram and focuses on providing an extraordinary experience for the tourists. In addition, Sr. Torres is also involved in environmental programs conducted by the Tram. One that he is currently working on is bird counting. This program began in January and has been conducted on a monthly basis. Anyone interested can participate. The goal of the bird count is to determine how many different species of birds reside in the land owned by the Tram, how many birds of each species there are, and how many are migratory. To date through the involvement of the program, participants have counted over 213 species.

Sr. Torres also provided us with information in regards to visitation at the Tram. During the low season, which is May through November, the Tram receives fewer than 100 visitors per day. The high season, which is from December through April, produces about 300 visitors a day. Some days the Tram sees as much as 500 visitors. Sr. Torres explained that most of the tourists come from cruise ships that dock on the Caribbean coast of Costa Rica. The age group of the visitors is approximately 50 years of age.

When we inquired as to whether or not residents of Costa Rica come to visit the Tram, he commented to the fact that in the six years that he has been as a guide at the Tram he has not taken a group of Costa Ricans out on the ride or the trails. The price for the ride on the Tram is reduced to \$20 and sometimes

even \$10 for Costa Rican residents in an effort to attract them to the Tram.

However, they still do not have many Costa Ricans visiting. One possible reason Sr. Torres explained to us for low Costa Rican attendance is that even though the fare of the Tram is reduced, it may still seem expensive to the average Tico. He also mentioned that he feels that even though the Costa Ricans have this beautiful natural resource, they often forget about it and/or take it for granted. Sr. Torres explained, however, that the Aerial Tram uses funding obtained from tourists attending the Tram to bring in school groups of Costa Rican children so that they may view the rainforest and learn about the importance of rain forest conservation.

We asked Sr. Torres for contact information that will be relevant to our project and he suggested the following: Orlando Vargas, Rafael Campos, and Julio Sanchez. Orlando Vargas is from the Organization for Tropical Studies (OTS), a consortium of 58 universities from Costa Rica, United States, and Australia. Rafael Campos is one of the most knowledgeable guides in Costa Rica. Julio Sanchez is a nationally recognized ornithologist. In addition, Sr. Torres suggested the Rain Forest Aerial Tram, Monteverde, and La Selva as some of the best sites for bird watching. La Selva, an OTS biological station, has 437 species of birds, and Monteverde contains bird species that cannot be seen anywhere else in the tropics. He explained to us that Costa Rica can be divided into four sections: the highland, the lowland, the North Pacific side, and the South Pacific side. Each of these sections provides unique bird species that can only be seen in these specific regions. All in all, our interview was relatively informative and gave

us a basis for establishment and whom we should target as participants and sponsors.

Interview with Luis Madrigal Calvo on May 29, 2001

Luis Madrigal Calvo works at Instituto Costarricense de Turismo (ICT). When we arrived at his office, introduced ourselves, and explained the reason of our visit, he told us that he probably would not be of much use to us because he currently works in the statistical department of ICT. He did, however, give us useful statistical information dealing with the numbers of tourists arriving in Costa Rica each year and data from a questionnaire given to tourists. Even though he was not the person to whom we needed to talk, he recommended that we speak with Estella Fuentes of the promotions department at ICT.

Interview with Estella Fuentes on May 29, 2001

Luis Calvo recommended Estella Fuentes to us after speaking with him about the festival. Estella Fuentes is director of the promotions department for Instituto Costarricense de Turismo (ICT). After we explained to her the idea of the bird festival, she explained to us the need for some sort of plan before any decisions can be made by ICT.

The process, as she explained, is as follows. After receiving a plan from the Foundation, she would organize an internal meeting with her coworkers and they would discuss the topic and make decisions as a group. Sra. Fuentes mentioned that she would expect the Foundation to propose the level of involvement that would be required from ICT rather than asking ICT for its opinion as to what it could offer. She did, however, mention that ICT provides printing for many

organizations in exchange for publicity. This proves our argument that an initial plan is needed for the festival before the Foundation can start approaching organizations and asking these agencies for a level of involvement.

We also asked Sra. Fuentes what types of organizations ICT is works with. She said that since Costa Rica is such a small country they consider all organizations that deal with tourism. When asked for any other contacts that might be useful to us she mentioned the ministry of culture.

Interview with Fabiola Rodriguez on May 30, 2001

Sra. Rodriguez, director of the Museo de los Niños in San Jose has had involvement in organizing festivals for children. The museum has produced two festivals to date. The festivals are designed for families and the goal is to educate children about things that are taken for granted in our community. The first festivals theme was Earth, Water, Fire, and Air. Sra. Rodriguez feels that children take things like these for granted and need to be educated about them.

For the first festival Sra. Rodriguez divided tasks between members of the festival committee that is composed of personnel from each section in the museum. As director, Sra. Rodriguez makes every decision towards the festival and any suggestions brought to her are reviewed. For the second festival and all consecutive ones, her only role will be to make all the final decisions. Sra. Rodriguez said that it took twice as long to organize the first festival as it did to organize the second one.

We inquired about the types of advertising done by the museum for the festivals. Since the museum is such a well-known place and is popular among

schools they do not need to search for people who will advertise for them. In fact, Sra. Rodriguez said that once the media is informed that the museum is planning another festival, the media comes to them and they are the ones who want to get the word out to the public.

The most difficult part of organizing the festival, according to Sra. Rodriguez, is searching for partners and sponsors. When the museum has someone in mind they prepare a two-page report explaining the festival activities and the involvement they are seeking from these possible sponsors or partners. The festival has to look attractive, and it must have a worthwhile cause that will guarantee attendance from many participants. In addition, it is helpful if the organization that is planning a festival is well known in the community, and if not, that it has partners that are. This will ensure more support from other organizations, and people will be more likely to attend if they see that many large organizations are taking part in the festival.

We mentioned to Sra. Rodriguez that we plan to attract families and children to the festival and asked her what she recommends. Sra. Rodriguez suggested providing activities that the children will enjoy and will learn from simultaneously. We cannot provide the children with just lectures and “boring tours,” because they will not enjoy themselves and the festival will not be a success. She also mentioned that children learn best when they interact and play with things. She recommended having activities where children will be able to do something with their hands.

In order for the festival to be successful Sra. Rodriguez suggested that the Foundation ask the government for involvement and other large environmental organizations. One such organizations that she mentioned is La Carta de la Tierra. For financial support she said that two good companies to contact would be Kimberly-Clark and Cristal. Sra. Rodriguez also said that most companies would be more willing to provide services rather than money. These two companies that she mentioned could provide us with products. Cristal is a bottled water company, which could provide drinks to visitors. Kimberly-Clark is a recycled paper product manufacturer that is very much involved in environmental activities, which could probably provide products for children activities.

Interview with Isabel MacDonald on June 4, 2001

Isabel MacDonald is the executive director of Costa Rican Federation for the Conservation of the Environment (FECON). She explained to us that her agency is concerned with environmental issues and policies. Currently FECON does not conduct environmental education programs. Some of the groups that are involved with FECON and concerned with environmental education have established programs. These organizations are Asociación Preservacionista de Flora y Fauna Silvestre (APREFLOFAS), Asociación Ambientalista Shurakma, Asociación Conservacionista de Monteverde (ACM), Asociación para la Conservación y Desarrollo de los Cerros de Escaz (CODECE), Sociacion Ramonense para la Conservacion del Ambiente (ARCA), and Red Costarricense

de Reservas Naturales. The members of FECON are not foundations because of different legal standings, but future involvement with foundations is possible.

When plans are formalized for the festival and more concrete ideas are put together, Sra. MacDonald would like to review the festival again and talk about further involvement. One of the ways in which they could be of service is they could provide advertisement about the festival through their newsletter that they send to environmental groups around the country. She will consider other ways in which they could be involved and what FECON can offer once she is more familiar with what the festival is going to entail.

Sra. MacDonald was also interested in what other organizations we have spoken with and will be considered by the Rain Forest Aerial Tram Foundation. Having a strong group of organizations is very important to her if a successful project is to be completed. She also suggested that it would be better if the festival was concentrated on all environmental issues and not only birds. More people would be interested attending such a festival and more organizations would be interested in joining forces with the Foundation in establishing the festival. She mentioned a music festival that is held every year in Monteverde. They have musical skits for children where the performers dress up in costumes of different animals. She suggested including something like that in the festival but having the performers dress up as birds.

Interview with Carlos Araya on June 7, 2001

Carlos Araya works for Fundación Neotropica. He is currently in charge of four income-generating campaigns and is a member of the Environmental

Administration Commission. After we explained our project, Sr. Araya provided us with a summary of Fundación Neotropica. He mentioned how and when the foundation was established, goals and objectives of the foundation, and programs they are currently involved in. Sr. Araya also mentioned that Fundación Neotropica and the Rain Forest Aerial Tram Foundation have a signed agreement, and both agencies are planning to be jointly involved in environmental projects. The idea of a bird festival has been previously mentioned to him, and he believes that this festival will be one of the first projects Fundación Neotropica and Rain Forest Aerial Tram Foundation work on together.

When asked as to how they would be interested in being involved, Sr. Araya was unsure and mentioned that he would like to see a list of services or donations that the Rain Forest Aerial Tram Foundation is seeking. They would then review the list and determine what assistance they could provide. Some of services they could offer are guides, persons to run workshops, and facilities in Osa Peninsula that could be used for educational purposes.

In addition, Sr. Araya recommended speaking Julio Sanchez, who is an ornithologist currently working at Museo Nacional. He feels that Sr. Sanchez can provide us with ideas for festival activities.

Interview with Carlos Manuel Rodriguez on June 12, 2001

Carlos Manuel Rodriguez is currently employed at the Tropical Agricultural Research and Higher Education Center (CATIE) as Senior Advisor to the General Director. Once we had introduced our project and ourselves, Sr. Rodriguez informed us that CATIE would need more solid information on the

project such as what the objective of the festival is and what activities will be provided.

Sr. Rodriguez explained to us that CATIE provides further studies for graduate students by providing courses. There are a number of classical courses offered as well as about 25 new courses each year. About 125 scientists currently work at CATIE and approximately half of them possess PhD's. That is what makes CATIE a very successful postgraduate program. CATIE and OTS in his opinion are the best in Costa Rica for providing such services.

Although CATIE does not have any programs specifically involving birds, they have expertise in the conservation of birds. Most of their research is focused on tropical agriculture. Sr. Rodriguez said he was interested in the festival and thinks that it would be possible to partner with the Rain Forest Aerial Tram Foundation and participate in the festival when he sees a more definite plan.

Interview with Robert Mattlock on June 14, 2001

Robert Mattlock is a biologist at the OTS station at La Selva. When we mentioned that we are planning on providing lectures and seminars at the festival, Mr. Mattlock said that they have many people that could be provided to speak about birds. In addition, La Selva has staff that could speak about nature and conservation.

Some lectures could be held at La Selva, but Mr. Mattlock informed us that the station would probably charge participants the park entrance fee, which is \$20. The station also has housing facilities and some sessions could be organized into weekend activities. However, the time of year we are considering holding the

festival, July, coincides with the time when the station receives a large number of students and biologists. In July, it would probably be impossible to provide housing to festival participants.

Many of the people that would be qualified to give lectures are not at the park year-round. Some are stationed in other areas of Costa Rica and others are from outside of the country. It would be imperative that plans are made as soon as possible in order to schedule times for speakers. Mr. Mattlock suggested giving them at least a year in advance for to prepare for the festival.

Finally, Mr. Mattlock recommended speaking with Carlos Barquero and Julio Sanchez. Carlos Baquero also works at La Selva, organizing environmental education programs. Julio Sanchez, as recommended by others, is a very well known ornithologist.

Interview with Carlos Barquero on June 14, 2001

Carlos Barquero currently works for OTS at the La Selva Biological Station. He is involved with environmental education programs conducted by La Selva. Many of the programs are directed at children. The first year the programs were started they educated 300 children. Now they receive about 700 children each year. Children from grades four, five, and six are brought in from ten schools surrounding La Selva. The programs are targeted at educating children about the rainforest, its flora and fauna, and conservation.

Every time the students come to La Selva for the program the staff has a new topic in which to educate them. Some to the topics that Sr. Barquero mentioned are trees, plants, birds, insects, mammals, and reptiles. When the

children arrive at the park early in the morning the staff conducts a 45-minute introduction session with them and afterwards the children are taken to the trails for three hours. The program was created so the children interact with their surrounding and learn at the same time. For example when they conduct the session about mammals, the children look for tracks and they are also provided with plaster to create molds of the tracks they find to identify what animal is represented by that track.

Although the program introduces the children to the plants and animals of the rain forest, La Selva is also focused on educating them on the importance of conservation. They do this by encouraging the children to establish environmental projects in their schools and communities. Sr. Barquero said that there are many people that care about the environment but actually never do anything in regards to conservation. La Selva wants the children to know that they can make a difference in their environment.

Sr. Barquero gave us the idea that there are many different species through out different regions in Costa Rica. He said that it would be a good idea to have lectures or seminars about birds in different areas in Costa Rica such as Monteverde, La Selva, Tortuguero, and Arenal.

Interview with Julio Sanchez on June 18, 2001

Biologist Julio Sanchez, a well-known ornithologist, is currently President of the Asociación Ornitológica de Costa Rica. Upon explanation of our project to him, Sr. Sanchez urged us to ensure that the overall objective of the festival is for the conservation of all the rain forests of Costa Rica. Sr. Sanchez was concerned

that the overall objective of the festival would only be to preserve the rainforest in which the Tram is housed.

In addition, Sr. Sanchez also recommended to us to hold the festival in October. He explained that during this time there is a large hawk migration that comes through Costa Rica. October is the season for other migrations as well, so the number of species within Costa Rica will be at its greatest. Sr. Sanchez was well versed in the topic of seasonal avian migration, and when asked if he would be interested in speaking about this subject, he seemed interested in doing so. Also, Sr. Sanchez offered the services of the members of the Asociación Ornitológica de Costa Rica as lecturers and/or workshop leaders.

Appendix I: Festival Program



COSTA RICA BIRDING FESTIVAL 2001

HOSTED BY: RAIN FOREST AERIAL TRAM FOUNDATION



SPONSORED BY:





RAIN FOREST AERIAL TRAM FOUNDATION

DEAR COSTA RICA BIRDING FESTIVAL PARTICIPANT:

WELCOME TO THE *2001 COSTA RICA BIRDING FESTIVAL!*

THE MISSION OF THE COSTA RICA BIRDING FESTIVAL IS TO OFFER AN OPPORTUNITY TO OBSERVE AND ENJOY COSTA RICA BIRDS AND OTHER WILDLIFE IN THEIR NATURAL ENVIRONMENT. A DEDICATED COMMITTEE HAS WORKED DILIGENTLY TO CREATE A PROGRAM THAT PROMOTES APPRECIATION AND CONSERVATION OF COSTA RICA'S BIRDS AND THEIR HABITATS THROUGH RESPONSIBLE NATURE TOURISM AND PUBLIC AWARENESS. THE COSTA RICA BIRDING FESTIVAL IS HOSTED BY THE RAIN FOREST AERIAL TRAM FOUNDATION. WE ARE PLEASED TO BE JOINED BY OUR MAJOR SPONSORS: WORLD WILDLIFE FUND, INSTITUTO COSTARRICENSE DE TURISMO, FUNDACIÓN NEOTROPICA, AND THE ORGANIZATION FOR TROPICAL STUDIES.

WE ENCOURAGE YOU TO TAKE THIS OPPORTUNITY TO DISCOVER THE NATURAL BEAUTY OF COSTA RICA. PLEASE TAKE THE TIME TO EXPLORE OUR PROGRAM BROCHURE AND SELECT THE ACTIVITIES YOU WISH TO PARTICIPATE IN AND RETURN YOUR REGISTRATION TO US.

WE LOOK FORWARD TO YOUR VISIT TO COSTA RICA AND YOUR PARTICIPATION IN OUR BIRDING FESTIVAL.

SINCERELY,

THE RAIN FOREST AERIAL TRAM FOUNDATION

BIRD LOVER'S SPECTACLE GENERAL SERIES

FESTIVAL SEMINARS

AN INTRODUCTION TO BIRD WATCHING

THIS PROGRAM, A 2-HOUR LECTURE, IS DESIGNED TO TEACH THE FUNDAMENTALS OF BIRD WATCHING. THE LECTURE WILL COVER THE MANY AIDS TO FIELD IDENTIFICATION INCLUDING PHYSICAL CHARACTERISTICS, BEHAVIOR, COLORATION, HABITAT, AND VOICE. SPECIAL EMPHASIS WILL BE PLACED ON PROVIDING NEW BIRDERS WITH INFORMATION THEY NEED TO ENJOY BIRDING ON THEIR OWN. COSTA RICA TROPICAL BIRDS WILL BE THE MAIN FOCUS, SO THAT PARTICIPANTS CAN PUT THIS NEWLY ACQUIRED KNOWLEDGE TO WORK DURING FIELD TRIPS. THIS IS A PERFECT SEMINAR FOR BEGINNING AND INTERMEDIATE BIRDERS.

BIRDS AS ART

THIS SLIDE PROGRAM WILL DEAL WITH THE ARTISTRY THAT GUIDES THE LECTURER IN PRODUCING THE IMAGES THAT HE/SHE PRESENTS. VARIOUS AREAS OF THE WORLD IN WHICH THE PHOTOGRAPHER HAS BIRDED WILL BE SHOWN.

BIRDS CAN SAVE THE WORLD

BIRDS ARE EFFECTIVE LIAISONS BETWEEN HUMANS AND NATURE, AND THEY ALSO ARE EXTRAORDINARY INDICATORS ABOUT THE NATURE AND HEALTH OF ECOSYSTEMS. HUMANS HAVE RECORDED CHANGES IN NATURE BY DOCUMENTING CHANGES IN BIRD POPULATIONS. THIS LECTURE WILL FOCUS ON SOME OF THE REASONS WHY BIRDS ARE IMPORTANT IN THIS STUDY. (DINNER WILL BE PROVIDED.)

THE WONDER OF BIRD MIGRATION

BIRD MIGRATION IS ONE OF THE MOST INTERESTING ASPECTS OF BIRD BEHAVIOR. HOW AND WHY BIRDS MIGRATE THOUSANDS OF MILES EACH YEAR FASCINATE SCIENTISTS, NATURE ENTHUSIASTS, AND THE PUBLIC. DURING THIS 2-HOUR LECTURE, MANY FACTORS INVOLVING BIRD MIGRATION WILL BE EXPLORED. VARIOUS MIGRATION STRATEGIES UTILIZED BY DIFFERENT SPECIES WILL BE DISCUSSED AND HOW SCIENTISTS AND NATURALISTS STUDY MIGRATION WILL BE REVIEWED. THIS WILL PROVIDE THE PARTICIPANT WITH INFORMATION THAT CAN BE USED IN THE FIELDS.



BIRD LOVER'S SPECTACLE GENERAL SERIES

FESTIVAL WORKSHOPS

LEARNING THE SONGS OF THE BIRDS

GOOD BIRDERS CAN IDENTIFY BIRDS BY THEIR SONGS. BIOLOGISTS WILL TEACH PARTICIPANTS TO FOCUS ON BIRD SONGS AND CALLS, WHAT THEY MEAN, AND HOW TO LEARN AND REMEMBER THEM. THIS VALUABLE TOOL WILL ASSIST BIRDERS IN THE FIELD.

SKETCHING NATURE IN THE FIELD

THE PRACTICE OF RECORDING OBSERVATIONS IN THE FIELD THROUGH A COMBINATION OF SKETCHES AND TEXT IS A VALUABLE PART OF THE OUTDOOR LEARNING EXPERIENCE. THIS FORM OF RECORD KEEPING PROVES TO BE VERY HELPFUL IN OBSERVING TRENDS IN NATURE AS WELL AS DEVELOPING AN EYE FOR THE DETAILS NEEDED TO MAKE CORRECT IDENTIFICATIONS.

THIS INTRODUCTORY PROGRAM WILL INCLUDE SEVERAL DIFFERENT DRAWING EXERCISES DESIGNED TO DEVELOP THE EYES AS WELL AS THE HAND. TECHNIQUES AND STRATEGIES WILL BE INTRODUCED WITH OPPORTUNITY FOR PARTICIPANTS TO CHOOSE SUBJECTS OF THEIR OWN INTEREST AND PRACTICE THEIR SKILLS IN THE FIELD.



BIRD PHOTOGRAPHY

PHOTOGRAPHY CAPTURES THE MOMENTS AND IS A VALUABLE TOOL IN RECORDING OBSERVATIONS. IN THIS WORKSHOP PHOTOGRAPHY TECHNIQUES WILL BE REVIEWED TO HELP PARTICIPANTS BETTER THEIR SKILLS. TOPICS SUCH AS EQUIPMENT, FILM CHOICES, THE USE OF NATURAL LIGHT, IMAGE COMPOSITION, DESIGN, AND SHARPNESS, AND CAPTURING THE MOMENT WILL BE DISCUSSED. PUT YOUR NEWLY ACQUIRED SKILLS TO WORK IN THE BIRD PHOTOGRAPHY FIELD TRIP.

CREATING A LANDSCAPE FOR WILDLIFE

HOME LANDSCAPES CAN PROVIDE HABITAT FOR BIRDS, BUTTERFLIES, AND OTHER WILDLIFE BY SIMPLE TECHNIQUES AND AWARENESS OF WHAT IS IMPORTANT. THIS WORKSHOP WILL PROVIDE HANDS-ON MATERIALS TO TEACH THE PARTICIPANTS TO DESIGN THE PROPER ELEMENTS OF FOOD, WATER, AND COVER INTO LANDSCAPES. DISCOVER PLANTS, HOUSES, FEEDERS, AND BATHS FROM A WILDLIFE PERSPECTIVE AND HOW TO EFFECTIVELY PLACE THEM IN THE LANDSCAPE.

WILDLIFE - BABY, ORPHANED, AND INJURED: WHAT TO DO?

HAVE YOU EVER FOUND A BABY BIRD THAT FELL OUT OF ITS NEST? LEARN WHEN TO HELP SAFELY AND WHEN TO WALK AWAY. MEET WILDLIFE REHABILITATORS WHO CARE FOR INJURED AND ORPHANED ANIMALS UNTIL THEY CAN BE RELEASED BACK INTO THE WILD. ALSO MEET SOME UNRELEASABLE LIVE ANIMALS AND LEARN HOW THEY ARE KEPT TO EDUCATE THE GENERAL PUBLIC ABOUT THEIR SPECIES AND ROLE IN OUR NATURAL WORLD.

BIRD LOVER'S SPECTACLE GENERAL SERIES

FESTIVAL FIELD TRIPS

PUNTA CORAL PRIVATE RESERVE CRUISE

THIS DAYLONG TOUR INTRODUCES THE PARTICIPANTS TO CALYPSO'S PRIVATE RESERVE, PUNTA CORAL. THIS PRESERVED DRY TROPICAL FOREST IS HOME TO MANY VARIETIES OF INTERESTING PLANTS AND ANIMALS. THERE ARE EASY-TO-WALK NATURE TRAILS, AND SNORKELING EQUIPMENT AND KAYAKS ARE AVAILABLE. THIS TRIP INCLUDES TRANSPORTATION TO AND FROM SAN JOSE, LIGHT BREAKFAST, GOURMET LUNCH, AND NATURALIST GUIDE.

BIRD PHOTOGRAPHY FIELD TRIP

WORKSHOP LEADER WILL SHARE HIS/HER SKILLS AND EXPERTISE WITH PARTICIPANTS WHO ATTENDED HIS/HER WORKSHOP. PRACTICE COMPOSITION, EXPOSURES, AND LIGHTING AS YOU CAPTURE THE MOMENT. REGISTRANTS MUST ALSO BE REGISTERED FOR THE BIRD PHOTOGRAPHY WORKSHOP.

JAVA LAVA – COFFEE AND VOLCANO TOUR

DURING THIS VISIT TO VOLCÁN POÁS NATIONAL PARK, PARTICIPANTS HIKE ALONG THE TRAILS THROUGH THE CLOUD FOREST WHERE ONE CAN SPOT A VARIETY OF HUMMINGBIRDS AND IF LUCKY ENOUGH, A QUETZAL. IN ADDITION, YOU WILL BE ABLE TO VIEW THE CRATER.

LATER, HEAD DOWN THE MOUNTAIN TO CAFÉ BRITT FOR THE COFFEE TOUR AND LUNCH AT THE CAFÉ. THIS 8-HOUR TRIP INCLUDES TRANSPORTATION.

EARLY MORNING BIRDING AND RAIN FOREST AERIAL TRAM

THIS EARLY MORNING BIRD WATCHING EXPEDITION TAKES THE PARTICIPANT TO THE BRAULIO CARRILLO NATIONAL PARK WHERE THEY, WITH GUIDES, PARTICIPATE IN A BIRD WATCH AND HIKE THE NATURE TRAILS. LATER IN THE MORNING, PARTICIPANTS WILL RIDE THE TRAM WHERE THEY CAN EXPERIENCE THE DIFFERENT CANOPY LEVELS OF THE TROPICAL RAIN FOREST.

TRANSPORTATION TO AND FROM SAN JOSE IS PROVIDED.

THE BUTTERFLY FARM

THIS FIELD TRIP WILL EXPOSE THE PARTICIPANT TO THE HUNDREDS OF BUTTERFLIES THAT INHABIT COSTA RICA. ALL VISITORS TO THE BUTTERFLY FARM WILL RECEIVE A TWO-HOUR GUIDED TOUR IN AN ENCLOSED TROPICAL GARDEN FILLED WITH HUNDREDS OF BUTTERFLIES.

TOPICS DISCUSSED DURING THE TOUR ARE BUTTERFLY NATURAL HISTORY AND THE FARM'S OPERATIONS. VISITORS WILL ALSO BE ABLE TO SEE THE SORTING AND PACKING OF THOUSANDS OF BUTTERFLIES AS THEY ARE EXPORTED.

COFFEE AND BUTTERFLIES

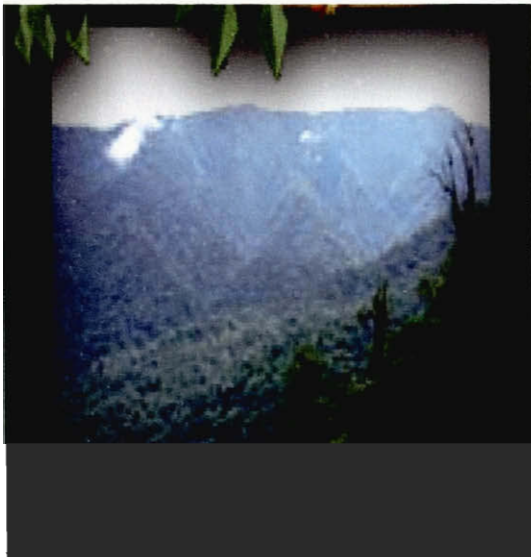
COSTA RICA HOST OVER 800 SPECIES OF BUTTERFLIES, WHICH YOU CAN SEE LIVE AND UP CLOSE AT THE BUTTERFLY FARM. HERE, GUIDES TAKE VISITORS THROUGH AN ENCLOSED TROPICAL GARDEN FILLED WITH HUNDREDS OF BUTTERFLIES AND DISCUSS NATURAL HISTORY. AFTER THE BUTTERFLY FARM, TRAVEL TO CAFÉ BRIT, WHERE PARTICIPANTS TAKE THE COFFEE TOUR FOLLOWED BY LUNCH.

TRANSPORTATION TO AND FROM SAN JOSE IS PROVIDED.

ADDITIONAL FIELD TRIPS

SAN JOSÉ TOUR

DURING THIS TOUR THROUGHOUT COSTA RICA'S FASCINATING CAPITAL, YOU WILL EXPERIENCE THE CULTURE OF THE CITY. YOUR TOUR WILL BEGIN BY VISITING COSTA RICA'S MUSEO NACIONAL. FOLLOWING THAT TOUR COSTA RICA'S ART MUSEUM, MUSEO DE ARTE COSTARRICENSE. LASTLY, YOU WILL VISIT TEATRO NACIONAL, COSTA RICA'S NATIONAL THEATER.



BIRD LOVER'S SPECTACLE GENERAL SERIES

FESTIVAL OVERNIGHT EXCURSIONS

TORTUGUERO NATIONAL PARK

DEPARTING BY BUS FROM SAN JOSÉ IN THE EARLY HOURS OF THE MORNING, PARTICIPANTS WILL FIRST VISIT THE BRAULIO CARRILLO NATIONAL PARK, AN 115,000-ACRE PARK, ONE OF COSTA RICA'S LARGEST. THIS PARK IS HOME TO THREE KINDS OF MONKEYS, 557 BIRD SPECIES AND MORE THAN 4000 DIFFERENT SPECIES OF PLANTS. NEXT, PARTICIPANTS WILL CONTINUE THEIR JOURNEY BY VISITING A BANANA PLANTATION. LATER IN THE MORNING, EMBARK ON A BOAT TRIP INTO THE JUNGLE ON THE CARIBBEAN CANALS TO THE TORTUGUERO NATIONAL PARK.

TORTUGUERO IS ONE OF THE MOST IMPORTANT NESTING SITES FOR THE GREEN SEA TURTLE. IN ADDITION THE FORESTS AND WATERS OF TORTUGUERO ARE HOME TO MAMMALS SUCH AS SLOTHS, MONKEYS, AGOUTIS, COATIS, AND MANATEES. IN ADDITION THERE ARE AN ABUNDANCE OF BIRDS, SUCH AS TOUCANS, TROGONS, EGRETS, AND HERONS. CROCODILES, TURTLES, AND COLORFUL BUTTERFLIES CAN ALSO BE FOUND WITHIN THE PARK.

AFTER THE BOAT TOUR, PARTICIPANTS WILL WALK THROUGH THE RAINFOREST TO LEARN ABOUT HOW NATURE WORKS. FOLLOWING THIS, HOTEL CHECK-IN WILL TAKE PLACE. AFTER CHECK-IN PARTICIPANTS WILL TAKE A TOUR THROUGH THE MUSEUM OF THE CARIBBEAN CONSERVATION CORPORATION, A NON-PROFIT ORGANIZATION DEDICATED TO THE PRESERVATION OF SEA TURTLES. FOLLOWING DINNER, THE TOUR GUIDE WILL LEAD PARTICIPANTS VIA BOAT INTO THE LAGOONS AND HIDDEN CANALS OF TORTUGUERO NATIONAL PARK. THIS IS WHERE ONE CAN VIEW THE NESTING OF THE GIANT GREEN SEA TURTLES.

THE FOLLOWING MORNING PARTICIPANTS WILL CHECKOUT OF THEIR ROOMS AND FOLLOWING BREAKFAST, WILL VENTURE BACK TO SAN JOSÉ.

ALL TRANSPORTATION, LODGING, AND MEALS ARE PROVIDED TO PARTICIPANTS.

VOLCÁN ARENAL

DEPARTING BY BUS FROM SAN JOSÉ, PARTICIPANTS WILL TRAVEL TO THE LA FORTUNA AREA AND VISIT THE ARENAL VOLCANO. AFTER CHECKING INTO THEIR ROOMS AT THE ARENAL OBSERVATORY LODGE, PARTICIPANTS WILL TRAVEL TO TABACÓN RESORT, WHICH FEATURES HOT TUBS, WATER SLIDE, WATERFALLS, AND 23 COLD AND HOT SWIMMING AND SOAKING POOLS. IN ADDITION, TABACÓN HOT SPRING IS AN EXCELLENT SPOT FROM WHICH TO VIEW ARENAL. UPON RETURNING FROM TABACÓN AND FOLLOWING DINNER AT THE LODGE, PARTICIPANTS WILL BE ABLE TO VIEW THE FOLLOWING LAVA FROM ARENAL THROUGHOUT THE NIGHT.

THE FOLLOWING MORNING PARTICIPANTS WILL TOUR ARENAL VOLCANO NATIONAL PARK VIA HORSEBACK. THIS IS A WONDERFUL OPPORTUNITY TO VIEW THE EXTREME BIODIVERSITY OFFERED IN THIS AREA. RETURNING BACK TO THE LODGE, VISITORS WILL BE SERVED LUNCH, AND FOLLOWING, WILL BOARD THE BUS BACK TO SAN JOSÉ.

ALL TRANSPORTATION, LODGING, AND MEALS ARE PROVIDED TO PARTICIPANTS.

ADDITIONAL OVERNIGHT EXCURSIONS

LA SELVA BIOLOGICAL STATION

DEPARTING FROM SAN JOSÉ, EXCURSION PARTICIPANTS WILL TRAVEL BY BUS TO LA SELVA BIOLOGICAL STATION, SOUTH OF PUERTO VIEJO DE SARAPIQUÍ. HERE THEY WILL BE IMMERSSED IN A PRACTICAL COURSE TO LEARN ABOUT AND OBSERVE THE BIRDS OF LA SELVA. PARTICIPANTS HAVE AN EXCELLENT OPPORTUNITY TO ENRICH THEIR KNOWLEDGE AND PERSONAL EXPERIENCES IN THEMES SUCH AS SONG, TYPES OF FLIGHT, COLORS, DEFENSES, HABITATS, DIETS, MIGRATION, EVOLUTION, AND CONSERVATION OF THE BIRDS THAT INHABIT LA SELVA.

FOLLOWING THIS, PARTICIPANTS WILL HIKE THE VARIOUS TRAILS OF LA SELVA, SPOTTING MANY DIVERSE CREATURES ALONG THE WAY. AFTER THE HIKE, PARTICIPANTS WILL BE SERVED DINNER AND GIVEN THE REST OF THE EVENING FREE TO THEMSELVES IN THE LA SELVA LODGE.

THE NEXT MORNING PARTICIPANTS WILL TAKE PART IN AN EARLY MORNING BIRD WATCH AND COUNT USING THEIR NEWLY ACQUIRED SKILLS. FOLLOWING THIS, THEY WILL BE SERVED BREAKFAST, AFTER WHICH, THEY WILL DEPART FROM LA SELVA TO SAN JOSÉ.

MONTEVERDE

DEPARTING FROM SAN JOSÉ, PARTICIPANTS WILL TRAVEL BY BUS TO MONTEVERDE CLOUD FOREST PRESERVE, WHICH HAS EARNED ITS FAME AS ONE OF THE MOST OUTSTANDING WILDLIFE SANCTUARIES IN THE NEW WORLD TROPICS. THE PRESERVE OFFERS SIX DIFFERENT LIFE ZONES AND OVER 400 SPECIES OF BIRDS. UPON ARRIVAL TO MONTEVERDE, PARTICIPANTS WILL CHECK-IN TO HOTEL EL SAPO DORADO,

THAT AFTERNOON, PARTICIPANTS WILL VENTURE TO THE CLOUD FOREST OF MONTEVERDE, WHERE THEY WILL TRAVEL BY FOOT HIGH ABOVE THE GROUND ON THE "SKY WALK." THE FOLLOWING DAY, PARTICIPANTS WILL TRAVEL TO RESERVA BIOLÓGICA ISLA DE LOS PÁJAROS, THE BIRD ISLAND BIOLOGICAL RESERVE, WHERE THEY WILL CHARTER A BOAT TO VISIT THE ISLAND AND SEE THE VARIETY OF BIRD SPECIES AVAILABLE. FOLLOWING THIS, THEY WILL RETURN TO SAN JOSÉ.

MANUEL ANTONIO

DEPARTING FROM SAN JOSÉ, PARTICIPANTS WILL JOURNEY VIA BUS TO MANUEL ANTONIO ON THE PACIFIC COAST OF COSTA RICA. UPON ARRIVAL, PARTICIPANTS WILL TRAVEL THROUGH MANUEL ANTONIO NATIONAL PARK WHERE MONKEYS, A VARIETY OF BIRDS, IGUANAS, AND SLOTHS CAN BE FOUND DAILY. IN ADDITION, VISITORS MAY VIEW THE WATERFALLS AT THE PARK AS WELL AS THE FASCINATING VIEWS OF THE PACIFIC OCEAN.

AFTER TRAVELING THROUGH THE PARK, PARTICIPANTS WILL VENTURE TO THE BEST WESTERN IN QUEPOS, WHERE THEY WILL SPEND THE NIGHT. THE NEXT MORNING, FOLLOWING BREAKFAST, PARTICIPANTS WILL TRAVEL TO JARDÍN GAIA, A WILDLIFE-BREEDING CENTER WHERE THE GOAL IS TO CARE AND REHABILITATE ANIMALS TO REINTRODUCE THEM INTO THE WILD. FOLLOWING THE VISIT TO JARDÍN GAIA, PARTICIPANTS WILL HAVE THE REST OF THE DAY FREE TO EXPLORE THE NATIONAL PARK OR RELAX ON THE SANDY BEACHES BEFORE RETURNING TO SAN JOSÉ.

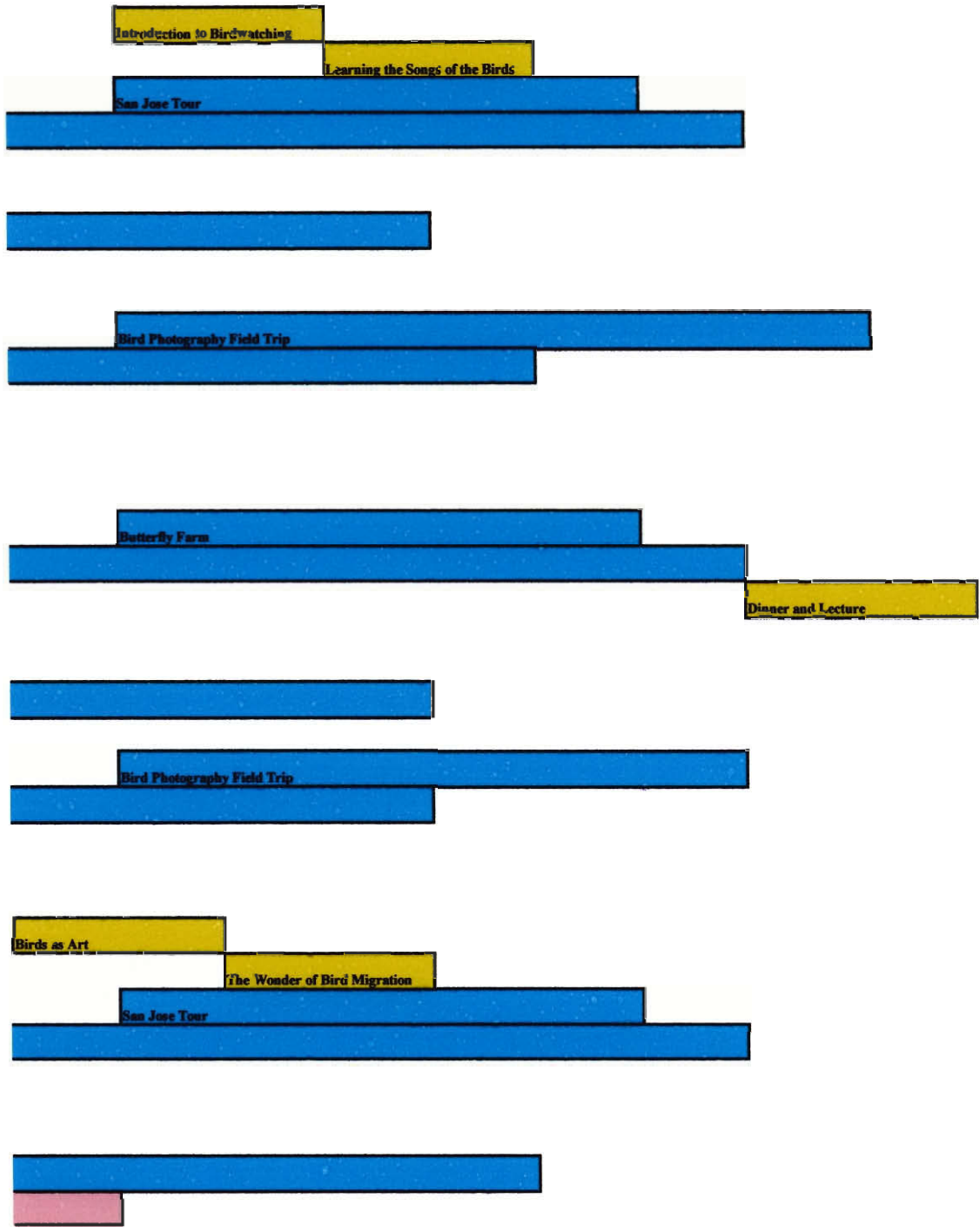


SCHEDULE OF EVENTS
BIRD LOVER'S SPECTACLE GENERAL SERIES

	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	
MONDAY				Introduction to Birdwatching				
						Learning the Songs of the Birds		
				San Jose Tour				
			Punta Coral Private Reserve Cruise					
TUESDAY		A Day of Birding at the Rain Forest Aerial Tram						
				Sketching Nature in the Field				
						Bird Photography Made Easy		
			JAVA LAVA					
WEDNESDAY				The Wonder of Bird Migration				
						Birds as Art		
			Punta Coral Private Reserve Cruise					
THURSDAY		A Day of Birding at the Rain Forest Aerial Tram						
						Bird Photography Made Easy		
				Coffee and Butterflies				
FRIDAY				Creating a Landscape for Wildlife				
			Punta Coral Private Reserve Cruise					
SATURDAY				Bird Photography Made Easy				
						Bird Photography Field Trip		
				Wildlife: Baby, Orphaned, and Injured - What to Do?				

SCHEDULE OF EVENTS
BIRD LOVER'S SPECTACLE GENERAL SERIES

12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
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SCHEDULE OF OVERNIGHT EXCURSIONS
 BIRD LOVER'S SPECTACLE GENERAL SERIES

Monday-Tuesday	Tuesday-Wednesday	Wednesday-Thursday
Volcán Arenal	La Selva	Tortuguero
Manuel Antonio		Monteverde

Thursday-Friday	Friday-Saturday
Volcán Arenal	La Selva
Manuel Antonio	Tortuguero
	Monteverde



PROFESSIONAL SERIES

THIS PROGRAM TRACT PROVIDES PARTICIPANTS WITH 4 HALF-DAY COURSES AND IN ADDITION, THE OPTION OF PARTICIPATING IN 3 AFTERNOON TRIPS.

COURSES

TROPICAL ECOLOGY AND CONSERVATION

THIS HALF-DAY COURSE PROVIDES TRAINING IN RESEARCH METHODS AND TROPICAL ECOLOGY. IN ADDITION TROPICAL BIOLOGY IN THE TROPICS IS FOCUSED ON.

CURRENT AVIARY RESEARCH

INTERNATIONAL RESEARCHERS CURRENTLY IN COSTA RICA WILL DISCUSS THEIR CURRENT RESEARCH AND ITS APPLICATION TO THE RAINFORESTS OF COSTA RICA.

FUNDAMENTAL OF TROPICAL BIOLOGY

THIS HALF-DAY COURSE INTRODUCES PARTICIPANTS TO THE DIVERSE TROPICAL ECOSYSTEMS AND TO THE MAJOR ISSUES OF CONSERVATION CURRENTLY BEING RESEARCHED. ALSO STUDIED WILL BE INSECT-PLANT CO-EVOLUTION, MUTUALISM AND PARASITISM IN THE TOPICS, BIODIVERSITY, AND THE STRUCTURE OF TROPICAL FORESTS.

ENVIRONMENTAL SCIENCE AND POLICY OF THE TROPICS

CONDUCTED BY THE ORGANIZATION FOR TROPICAL STUDIES, THIS HALF-DAY COURSE FOR PROFESSIONALS EMPHASIZES THE CONCEPTUAL ISSUES OF ENVIRONMENTAL POLICY IN COSTA RICA. THIS COURSE FOCUSES ON GLOBAL AND LOCAL PERSPECTIVES IN IDENTIFYING AND UNDERSTANDING ENVIRONMENTAL ISSUES IN PRESENT-DAY COSTA RICA.

FIELD EXCURSIONS

A VISIT TO LA SELVA BIOLOGICAL STATION

LA SELVA BIOLOGICAL STATION IS OWNED AND OPERATED BY THE ORGANIZATION FOR TROPICAL STUDIES (OTS) A CONSORTIUM OF MORE THAN 50 UNITED STATES AND COSTA RICAN INSTITUTES OF HIGHER LEARNING. THE STUDIES BEING CARRIED OUT AT LA SELVA REPRESENT THE MOST RECENT KNOWLEDGE ABOUT TROPICAL RAIN FOREST BIOLOGY. OVER 400 BIRD SPECIES HAVE BEEN REPORTED AT LA SELVA AND INCLUDE THE CRESTED OWL, CHESTNUT-BELLIED HERON, AND CINNAMON WOODPECKER. THE DIVERSE JUNGLE IS ALSO HOME TO MANY REPTILES AND MAMMALS.

ACCOMPANIED BY A STATION NATURALIST, PARTICIPANTS WILL MEET FIELD BIOLOGISTS AS THEY EXPLORE THIS 30-YEAR-OLD JUNGLE RESERVE. TRANSPORTATION IS PROVIDED.



ADDITIONAL FIELD EXCURSIONS

A RIDE ON THE RAIN FOREST AERIAL TRAM

JOURNEY 1 HOUR FROM SAN JOSE TO THE RAIN FOREST AERIAL TRAM AND GET A GLIMPSE OF LIFE IN THE CANOPY OF THE RAINFOREST. THIS 1.7KM OVERHEAD CABLE CAR RIDE PASSES BETWEEN TREES, AND PROVIDES EYE-LEVEL ENCOUNTERS ALONG THE WAY. THE RIDE OFFERS A RARE GLIMPSE OF BIRDS, ANIMALS, AND PLANTS THAT LIVE INSIDE THIS VAST ECOSYSTEM. AFTER THE TRAM RIDE, NATURALISTS WILL LEAD YOU ON A JOURNEY THROUGH SEVERAL NATURE TRAILS WITHIN THE BRAULIO CARRILLO NATIONAL PARK.

A VISIT TO INSTITUTO NACIONAL DE BIODIVERSIDAD (INBIO) PARQUE

VISIT COSTA RICA'S EXTENSIVE BIOLOGICAL RICHES IN JUST ONE TOUR. LOCATED IN HEREDIA IN A 20-ACRE AREA, NATURE GUIDES WILL TAKE PARTICIPANTS ON A TOUR TO INTERACTIVE EXHIBITIONS AND TRAILS WHERE THEY WILL LEARN ABOUT COSTA RICA'S EXPERIENCE ON CONSERVATION AND SUSTAINABLE USES OF BIODIVERSITY.

VISITORS WILL EXPERIENCE LIVING SAMPLE OF COSTA RICA'S ECOSYSTEMS. IN BIO-EXHIBITS, PARTICIPANTS WILL LEARN ABOUT THE WORLD'S BIODIVERSITY AND THE SEARCH AND DEVELOPMENT OF NEW PRODUCTS OBTAINED FROM BIODIVERSITY. COSTA RICA'S CONSERVATION EFFORTS AND THE CREATION OF NATIONAL PARKS, BIOLOGICAL RESERVES, AND OTHER PROTECTED AREAS WILL ALSO BE DISCUSSED.



SCHEDULE OF EVENTS

PROFESSIONAL SERIES

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY		
8:00 AM	Tropical Ecology and Conservation	Current Aviary Research	Fundamentals of Tropical Biology	Environmental Science and Policy of the Tropics		
9:00 AM						
10:00 AM						
11:00 AM						
12:00 PM						
1:00 PM	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td style="width: 33%;">A Visit to La Selva Biological Station</td> <td style="width: 33%;">A Visit to the Rain Forest Aerial Tram</td> <td style="width: 33%;">A Visit to INBio</td> </tr> </table>			A Visit to La Selva Biological Station	A Visit to the Rain Forest Aerial Tram	A Visit to INBio
A Visit to La Selva Biological Station				A Visit to the Rain Forest Aerial Tram	A Visit to INBio	
2:00 PM						
3:00 PM						
4:00 PM						
5:00 PM						



THROUGH THE EYES OF A CHILD CHILDREN SERIES

PROGRAM ACTIVITIES

TROPICAL NATURAL HISTORY – THE FLORA AND FAUNA OF LA SELVA

DURING THIS 4-HOUR VISIT TO LA SELVA BIOLOGICAL STATION, STUDENTS LEARN ABOUT THE IMPORTANCE OF THE TROPICAL RAIN FOREST. STUDENTS LEARN ABOUT THE SPECIES THAT ARE CHARACTERISTIC OF THIS HABITAT. THE OBJECTIVE IS TO TEACH CHILDREN HOW TO RECOGNIZE THE STATE OF HABITATS BY THE TREES PRESENT. THROUGH THE STUDY OF THE TREES, THEY WILL ALSO LEARN ABOUT IMPORTANT ECOLOGICAL PROCESSES SUCH AS POLLINATION.

IN ADDITION TO THE FLORA, CHILDREN WILL ALSO COME IN CONTACT WITH THE FAUNA AVAILABLE AT LA SELVA. THEY WILL LEARN ABOUT BIRDS AND THEIR DEPENDENCE ON DIFFERENT HABITATS BY PARTICIPATING IN COUNTS. IN ADDITION THE SONGS OF THE BIRDS AND FIELD MARKS WILL BE DISCUSSED. MAMMALS WILL ALSO BE FOCUSED ON IN THIS TRIP. STUDENTS WILL BE EXPOSED TO THE LARGER MAMMALS, SUCH AS PUMAS, JAGUARS, AND OCELOTS, WHICH ARE FOUND AT LA SELVA.

TROPICAL ECOLOGY - ENERGY PYRAMIDS AND FOOD WEBS: WHERE DO WE STAND?

IN THIS INTERACTIVE VISIT TO LA SELVA BIOLOGICAL STATION, CHILDREN WILL LEARN ABOUT THE ECOLOGICAL FOOD WEBS AND THE TRANSFER OF ENERGY BETWEEN TROPIC LEVELS. SPECIFICALLY, STUDENTS ARE INSTRUCTED ABOUT THE INEFFICIENCY OF ENERGY TRANSMISSION BETWEEN TROPIC LEVELS AND THE EFFECT THIS HAS ON THE NUMBER OF INDIVIDUALS IN POPULATION AS ONE ASCENDS THE FOOD CHAIN. ALSO IN THIS VISIT, THE FOOD SUPPLY FOR HUMANS IS DISCUSSED AND THE EFFECT THAT THE FOOD PYRAMID HAS ON OUR SURVIVAL.

TROPICAL CONSERVATION - WHAT IS BEING DONE? AND WHAT CAN YOU DO TO HELP?

DESPITE THE MANY PRECAUTIONS TAKEN TO SAVE THE LAND AND ANIMALS OF THE RAIN FOREST, DEFORESTATION AND THE LOSS OF MANY PLANTS AND ANIMAL SPECIES CONTINUE. CHILDREN WILL BE INSTRUCTED ON THE CURRENT PROGRAMS THAT ARE BEING CONDUCTED TO SAVE THE RAIN FOREST. IN ADDITION, THEY WILL HAVE AN INTERACTIVE DISCUSSION ON WHAT THEY CAN DO TO CONTINUE THIS QUEST FOR RAINFOREST CONSERVATION.



MORE CHILDREN'S ACTIVITIES

A VISIT TO THE RAIN FOREST AERIAL TRAM

THIS DAYLONG PROGRAM WILL INTRODUCE CHILDREN TO THE BRAULIO CARRILLO NATIONAL PARK THROUGH A RIDE ON THE TRAM. THIS HOUR LONG RIDE WILL STRESS THE IMPORTANCE OF ALL ASPECTS OF THE RAIN FOREST FOR SPECIES SURVIVAL. STUDENTS WILL EXPERIENCE THE DIFFERENT CANOPY LEVELS OF THE FOREST, AND THE MANY PLANTS AND ANIMALS FOUND THERE. IF THEY ARE LUCKY AND OBSERVANT, STUDENTS MAY SPOT A VARIETY OF BIRDS SUCH AS THE TOUCAN!



NATURE FESTIVAL AT THE MUSEO DE LOS NIÑOS

SPONSORED IN CONJUNCTION WITH THE COSTA RICAN CHILDREN'S MUSEUM, CHILDREN AND FAMILIES ARE INVITED TO EXPERIENCE NATURE. EXHIBITS AND INTERACTIVE DISPLAYS ARE OFFERED TO TEACH CHILDREN ABOUT MOTHER NATURE AND HER PLANTS AND ANIMALS. SPECIFIC FOCUS IS ON OUR OWN RAINFORESTS.

SCHEDULE OF EVENTS

THROUGH THE EYES OF A CHILD SERIES

MONDAY	TUESDAY	WEDNESDAY
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7:00 AM	<u>Tropical Natural History</u>	<u>Tropical Ecology</u>
8:00 AM	The Flora and Fauna of La Selva	<u>Energy Pyramids</u>
9:00 AM		<u>and Food Webs:</u>
10:00 AM		Where Do We Stand?
11:00 AM		
12:00 PM		
1:00 PM		
2:00 PM		
3:00 PM		
4:00 PM		
5:00 PM		



THURSDAY	FRIDAY	SATURDAY
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7:00 AM	<u>Tropical Conservation:</u> What Is Being Done? and What Can You Do to Help?	A Visit to the Rain Forest Aerial Tram	Museo de los Niños
8:00 AM			
9:00 AM			
10:00 AM			
11:00 AM			
12:00 PM			
1:00 PM			
2:00 PM			
3:00 PM			
4:00 PM			
5:00 PM			



COSTA RICA BIRDING FESTIVAL REGISTRATION FORM

	DATE	SELECT	COST
General Registration	Monday	<input type="checkbox"/>	\$5
	Tuesday	<input type="checkbox"/>	\$5
	Wednesday	<input type="checkbox"/>	\$5
	Thursday	<input type="checkbox"/>	\$5
	Friday	<input type="checkbox"/>	\$5
	Saturday	<input type="checkbox"/>	\$5
	WEEK-LONG	<input type="checkbox"/>	\$20

ALL PARTICIPANTS MUST BE REGISTERED FOR THE SPECIFIC DAY TO PARTICIPATE IN THAT DAY'S ACTIVITIES.

BIRD LOVER'S SPECTACLE GENERAL SERIES

DATE	TIME	EVENT	SELECT	COST
SEMINARS:				
Monday	8 AM	Introduction to Bird Watching	<input type="checkbox"/>	\$10
	10 AM	Learning the Song of the Birds	<input type="checkbox"/>	\$10
	1 PM	Introduction to Bird Watching	<input type="checkbox"/>	\$10
	3 PM	Learning the Song of the Birds	<input type="checkbox"/>	\$10
Wednesday	8 AM	The Wonder of Bird Migration	<input type="checkbox"/>	\$10
	10 AM	Birds as Art	<input type="checkbox"/>	\$10
	7 PM	Dinner Seminar	<input type="checkbox"/>	\$35
Friday	12 PM	Birds as Art	<input type="checkbox"/>	\$10
	2 PM	The Wonder of Bird Migration	<input type="checkbox"/>	\$10
WORKSHOPS:				
Tuesday	8 AM	Sketching Nature in the Field	<input type="checkbox"/>	\$15
	10 AM	Bird Photography Made Easy	<input type="checkbox"/>	\$15
Thursday	10 AM	Bird Photography Made Easy	<input type="checkbox"/>	\$15
Friday	8 AM	Creating a Landscape for Wildlife	<input type="checkbox"/>	\$15
Saturday	8 AM	Bird Photography Made Easy	<input type="checkbox"/>	\$15
	9 AM	Wildlife: Baby, Orphaned . . .	<input type="checkbox"/>	\$15
FIELD TRIPS:				
Monday	7 AM	San José Tour	<input type="checkbox"/>	\$35
	6 AM	Punta Coral Private Reserve Cruise	<input type="checkbox"/>	\$100
	1 PM	San José Tour	<input type="checkbox"/>	\$35

DATE	TIME	EVENT	SELECT	COST
Tuesday	5 AM	Early Morning Birding	<input type="checkbox"/>	\$75
	8 AM	Java Lava	<input type="checkbox"/>	\$75
	1 PM	Bird Photography	<input type="checkbox"/>	\$25
Wednesday	6 AM	Punta Coral Private Reserve Cruise	<input type="checkbox"/>	\$100
	1 PM	Butterfly Farm	<input type="checkbox"/>	\$30
Thursday	5 AM	Early Morning Birding	<input type="checkbox"/>	\$75
	9 AM	Coffee and Butterflies	<input type="checkbox"/>	\$75
	1 PM	Bird Photography	<input type="checkbox"/>	\$25
Friday	6 AM	Punta Coral Private Reserve Cruise	<input type="checkbox"/>	\$100
	1 PM	San José Tour	<input type="checkbox"/>	\$35
Saturday	10 AM	Bird Photography	<input type="checkbox"/>	\$25

OVERNIGHT EXCURSIONS:

Monday		Volcán Arenal	<input type="checkbox"/>	\$100
Monday		Manuel Antonio	<input type="checkbox"/>	\$100
Tuesday		La Selva	<input type="checkbox"/>	\$100
Wednesday		Tortuguero	<input type="checkbox"/>	\$125
Wednesday		Monteverde	<input type="checkbox"/>	\$125
Thursday		Volcán Arenal	<input type="checkbox"/>	\$100
Thursday		Manuel Antonio	<input type="checkbox"/>	\$100
Friday		La Selva	<input type="checkbox"/>	\$100
Friday		Tortuguero	<input type="checkbox"/>	\$125
Friday		Monteverde	<input type="checkbox"/>	\$125

PROFESSIONAL SERIES

DATE	TIME	EVENT	SELECT	COST
COURSES:				
Monday	8 AM	Tropical Ecology and Conservation	<input type="checkbox"/>	\$75
Tuesday	8 AM	Current Aviary Research	<input type="checkbox"/>	\$75
Wednesday	8 AM	Fundamental of Tropical Biology	<input type="checkbox"/>	\$75
Thursday	8 AM	Environmental Science and Policy	<input type="checkbox"/>	\$75
Mon-Thurs	8 AM	ALL FOUR COURSES	<input type="checkbox"/>	\$250

FIELD EXCURSIONS:

Tuesday	1 PM	La Selva Biological Station	<input type="checkbox"/>	\$50
Wednesday	1 PM	Rain Forest Aerial Tram	<input type="checkbox"/>	\$50
Thursday	1 PM	INBio	<input type="checkbox"/>	\$50

THROUGH THE EYES OF A CHILD CHILDREN SERIES

Date	Time	Event	Select	Cost
COURSES:				
Monday	7 AM	Tropical Natural History	<input type="checkbox"/>	\$25
DATE	TIME	EVENT	SELECT	COST
Tuesday	7 AM	Topical Ecology	<input type="checkbox"/>	\$25
Wednesday	7 AM	Tropical Conservation	<input type="checkbox"/>	\$25
Mon-Wed	7 AM	ALL THREE COURSES	<input type="checkbox"/>	\$60
FIELD TRIP:				
Friday	7 AM	Rain Forest Aerial Tram	<input type="checkbox"/>	\$20
Saturday	7 AM	Nature Festival at Museo	<input type="checkbox"/>	Free (children)
			<input type="checkbox"/>	\$5 (adults)

TOTAL COST =

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Phone Number: _____

Method of payment: Check Money Order Credit Card

Credit Card Type: Master Card Visa American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

Appendix J: Weekly Progress Reports

Week One:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: May 18, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

1. Met liaison briefly EA+MM
2. Searched for Costa Rican Environmental organizations that may want to be partners with Rain Forest Aerial Tram Foundation EA+MM
 - a. Sought contact information
 - b. Sought information about organizations
3. Searched OTS on-line library for possible reference material EA+MM
4. Read through 3 monthly reports for Aerial Tram EA+MM
5. Went to Aerial Tram and spoke with guide Daniel Torres EA+MM

Tasks to Be Accomplished in the Next Seven Days:

1. Give presentation to liaison
2. Obtain information for Appendix A
3. Complete final report outline
4. Establish meeting times with contacts at other organizations
5. Draft interview protocols for directors of organizations
6. Revise survey questionnaire for tourists that visit the Tram

7. Revise survey questionnaire that can be sent to international birding organizations to obtain information from their members

Week Two:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: May 25, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

1. Web based researched EA+MM
2. Completed draft of final report outline EA+MM
3. Revised Appendix A EA+MM
4. Drafted interview protocols for directors of organization who we will contact that may become potential partners and/or sponsors EA+MM
5. Drafted and revised survey questionnaires for tourists that visit the tram and members of international birding organizations EA+MM
6. Gave presentation to liaison EA+MM
7. Emailed contact list to Luis Sanchez and asked him to determine which organizations he wants us to contact and set up appointments with those EA+MM
8. Revised Introduction EA+MM

Tasks to Be Accomplished in the Next Seven Days:

1. Meet with directors of organizations

2. Go to Tram to interview visitors
3. Send out survey to international birding organizations
4. Revise and expand literature review
5. Revise methodology
6. Set up interview with Julio Sanchez and Fabiola Rodriguez

Week Three:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: June 1, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

- | | |
|---|-------|
| 1. Interviewed visitors at the Tram | EA+MM |
| 2. Interviewed Fabiola Rodriguez at Museo de los Niños | EA+MM |
| 3. Sent out survey to international birding organizations | EA+MM |
| 4. Interviewed Estella Fuentes at ICT | EA+MM |
| 5. Interviewed Luis Madrigal Calvo at ICT | EA+MM |
| 6. Revised methodology | EA+MM |
| 7. Revised and expanded literature review | EA+MM |

Tasks to Be Accomplished in the Next Seven Days:

1. Start data collection and organization from surveys
2. Continue interviews
3. Revise literature review
4. Gather additional information for Appendix A

Week Four:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: June 8, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

- | | |
|---|-------|
| 1. Interviewed Isabel MacDonald at FECON | EA+MM |
| 2. Interviewed Pablo Calderon | EA+MM |
| 3. Interviewed Carlos Arraya | EA+MM |
| 4. Contacted Rodney Vargas at OTS | EA |
| 5. Visited OTS library | EA+MM |
| 6. Conducted web based search for travel information and packages available to Costa Rican visitors | EA |
| 7. Visited various Costa Rican travel agencies obtaining information | EA+MM |
| 8. Revised literature review | EA+MM |
| 9. Obtained Master Plan for Foundation and translated for use in Appendix A | EA+MM |
| 10. Organized information generated from surveys | EA+MM |

Tasks to Be Accomplished in the Next Seven Days:

1. Continue interviews
2. Visit La Selva Biological Station
3. Revise Appendix A

4. Revise Methodology
5. Continue data collection and analysis
6. Complete event program outline
7. Visit Tram and speak with visitors

Week Five:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: June 15, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

- | | |
|--|-------|
| 1. Interviewed Carlos Manuel Rodriguez at CATIE | EA+MM |
| 2. Interviewed Oscar Brenes at WWF | EA+MM |
| 3. Interviewed Robert Mattlock at La Selva | EA+MM |
| 4. Interviewed Carlos Barquero at La Selva | EA+MM |
| 5. Revised Appendix A | EA+MM |
| 6. Revised Methodology | EA+MM |
| 7. Revised Introduction | EA+MM |
| 8. Completed first draft of Data Presentation and Analysis | EA+MM |

Tasks to Be Accomplished within the Next Seven Days

1. Continue interviews
2. Complete program outline
3. Revise Data Presentation and Analysis

4. Complete Conclusions and Recommendations
5. Complete first final draft

Week Six:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: June 22, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

- | | |
|--|-------|
| 1. Interviewed Julio Sanchez | EA+MM |
| 2. Revised Data Presentation and Analysis | EA+MM |
| 3. Completed first draft of Conclusions and Recommendation | EA+MM |
| 4. Completed Festival Program | |

Tasks to Be Accomplished within the Next Seven Days:

1. Revise all sections of report
2. Prepare final presentation

Week Seven:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: June 29, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

- | | |
|---------------------------------------|-------|
| 1. Revised all sections of the report | EA+MM |
| 2. Prepared final presentation | EA+MM |

Tasks to Be Accomplished within the Next Seven Days:

1. Continue report revisions
2. Practice final presentation

Week Eight:

Project Name: A Festival of Birds Rain Forest Aerial Tram Foundation

Date: July 2, 2001

Students: Elizabeth Archambault

Mariusz Macko

Tasks Accomplished this Week:

1. Completed final report
2. Presented final report to liaison and advisors

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