



### In ways that help species at risk.

Wildlife and the outdoors are major drivers of tourism, but it's the rare traveler who hasn't seen places where this is to the detriment of the animals and their habitat. However, as described by the World Bank Group, tourism done right contributes to sustainable development. It can facilitate conservation, enhance the perceived value of wildlife, increase funding for protected species and areas, create viable and more environmental land-use alternatives, and improve livelihoods and equality in rural communities.

Put simply, tourism can help create economies where wildlife is more valuable alive than dead. It makes conservation a good practice for individuals and businesses, increases willingness to comply with environmental laws, and intensifies demands for governments to enhance those laws. The plunge in travel due to the COVID pandemic has made it clear that [tourism helps prevent poaching](#), is critical for protecting wildlife habitat, and for maintaining nature preserves and the animals that live in them.

If you want to see wildlife on your next vacation, make your tourist dollars count. Look for destinations and tour companies that provide good jobs to local people so they can rely less on poaching and activities detrimental to animals and their habitats. Ensure that some of the fees you're paying go directly to conservation. Ask about protection laws and make it clear you expect them to be followed. Support brands that support wildlife.

Here are ten examples of close encounters with wildlife that can help protect the species you're so keen to see.



PHOTO: Courtesy of SHEBA

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## Restoring Hope for the Oceans at SHEBA Hope Reef

WHERE: Off Sulawesi, Indonesia

As climate change warms the world's oceans, coral reefs and the undersea life they sustain are dying. Coral restoration is one way to help and, on May 5, 2021, an immense restored reef was officially revealed to the world. It's off a tiny island near Sulawesi, Indonesia, and it's so big it can be seen from space (and via Google Earth).

Called the [SHEBA Hope Reef](#), it's part of the world's largest coral restoration program. Led by the SHEBA and Mars companies, it aims to restore reefs around the world—about 220,000 square yards of them before 2030. Working with the local community, the Hope Reef was started in 2019. In hopes of inspiring more ocean protection, it spells out the word "HOPE" in 46-foot-high coral-covered letters. The letters will eventually disappear as the reef continues to grow. Already it's recruiting new corals plus attracting parrotfish, butterflyfish, eagle rays, critically endangered Hawksbill and green turtles, and more.

Getting to the reef itself is only for the most intrepid of travelers, but you can still help by choosing other destinations and brands that support coral restoration. One dream destination to consider is [Kokomo Private Island Fiji](#), which began its coral restoration work in 2018.

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