

The Sustainable Tourism Training platform



Elke Hermans – 23 Nov 2020



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English (en)

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- Volunteer
- Policy maker
- Public administration
- Other



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1. Landscapes, biodiversity and heritage



2. Conservation through tourism



3. Reducing impacts



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4. Accessibility and facilities



5. Effective visitor communication



6. Social cohesion



7. Local prosperity



8. Monitoring



9. Charter engagement



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Start Profile Achievements Info Faq

Your progress

Related video material

Protecting valuable landscapes, biodiversity and cultural heritage

The screenshot shows a user interface for the STTfT platform. At the top right, there is a dark green navigation bar containing the language "English (en)" and the user's name "Elke Hermans". Below this is a white header area with the STTfT logo on the left and a navigation menu with icons for "Start", "Profile", "Achievements", "Info", and "Faq". A "Your progress" link with a question mark icon is located on the right side of the header. The main content area features a row of icons for video, information, social media, books, search, and documents. A tooltip labeled "Related video material" is positioned over the search icon. Below the icons, the text "Protecting valuable landscapes, biodiversity and cultural heritage" is displayed.

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Key info

1. Introduction

Tourism and natural heritage have always been deeply connected. In fact, it is hard to imagine most forms of tourism being successful, or a destination being interesting, without an attractive natural environment or landscape supporting it.

[Read more/less](#)

2. Influencing land use planning and the control of potentially damaging tourism activity and development

2.1 Zoning One of the key management tools and concepts to plan and manage tourism activity and developments in a PA is that of zoning. In essence, this means identifying different 'management zones' for the territory, where different types of uses, activities and developments are permitted (or not), and setting the level of intensity of use that is acceptable in each zone.

[Read more/less](#)

2.2 Influencing the location, type and design of tourism developments Another advantage of a zoning approach is that PAs and local actors can also stipulate rules and guidelines for the location and type of tourism developments, recreational infrastructure or servicing facilities amongst others. This makes it a key tool to influence the general tourism and recreational profile of an area, and a powerful instrument to influence visitor trends and use levels across a territory. For instance, strategic planning of '**honeypot**' sites (places that attract higher visitor numbers) can be done to attract visitors around pre-defined areas and away from more fragile ecosystems. This can be helped by provision of key visitor-friendly infrastructure, like parking, toilets, family playgrounds, picnic areas, etc.

[Read more/less](#)



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Related video material

Webinar [Communicating with Purpose](#) (available in English): This webinar focuses on 4 topics. (1) The purpose of communication has different functions, e.g. to inform, persuade and/or enthuse people to be interested in and care about nature. (2) There is no general public, each audience is different and has their own information needs and communication expectations. (3) Not one communication tool is the best, different tools are required for different audiences. (4) The organisation is the means, but is not the message. Above all, first define your purpose and communication message. Once you know 'what' you want to say, the 'to whom' and 'how' follow that.

Webinar [Natural heritage and cultural identity: the role of interpretation](#) (available in English): Cultural identity is rooted in the connection to the land and therefore interpretation of natural and cultural landscapes is something inherent in most protected areas (PAs) of Europe. Whether this be in the form of panels, exhibition in visitor centres or art installation, helping visitors understand their cultural heritage and connect to nature is fundamental to European parks. This webinar looks at the importance of giving PA visitors an authentic experience, towards enhancing the connection between our natural and cultural heritage.



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Cases



- Visitor management in Sierra Nevada National Park. Planning, ordering and management of public use activities in sensitive areas.
- A materials display area to support and promote the traditional architecture style of the Montagne de Reims region, a factor which draws visitors to our villages.
- The Faux de Verzy site: preservation, enhancement and relieving congestion.
- Hiking routes, a tool for discovery and for channelling visitor flows.
- Una National Park Tourist Cluster: co-operation to protect sensitive habitat in tourism development.

Do you know a good case study regarding sustainable tourism in protected areas? Would you like to share your case study on this online learning platform? Download the template [here](#).



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Useful follow-up resources

[Click here for additional resources on reducing carbon footprint, pollution and wasteful resource use:](#)

- Chapter 3 “The impacts of protected area tourism” in: *Tourism and Visitor Management in Protected Areas: Guidelines for sustainability*. Available in [English](#).
- Chapter 2 “Challenges and Opportunities for Tourism in a Green Economy” and Chapter 5 “Regional Case Studies” in: *Tourism in the Green Economy*. Available in [English](#).
- Chapter 5 “Sustainable transport to and within protected areas” in: *Guide to sustainable tourism in protected areas*. Available in [English](#).

[Click here for more information and cases on energy efficiency in tourism and hospitality:](#)

- UNWTO E-Library – Energy efficiency. Available in [English](#).

For more information on sustainable tourism certification, see:

[Click here to discover other related cases on the website of EUROPARC Federation \(only available in English\):](#)





Question **3**

Not yet answered

Marked out of
1.00

Flag question

An example of a push action in terms of sustainable transportation is:

Select one:

- 1. offering public transport stops close to the entrance of the protected area
- 2. offering car parking lots far away from the entrance of the protected area

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Quiz navigation



Finish attempt ...



Certificate of completion


This certifies that

Elke Hermans

has completed the module of the Course "Sustainable Tourism in Protected Areas": 3. Reducing impacts

1 September 2020

Date



Prof. dr. Elke Hermans - project promoter



We hope to welcome you on
sustainabletourismtraining.eu

Please send your questions, remarks, suggestions to info.sttft@gmail.com