



Taking care of nature – tools & guidance for sustainable tourism in nature protected areas

*Final conference of the Sustainable Tourism training for Tomorrow project
17 June 2021*

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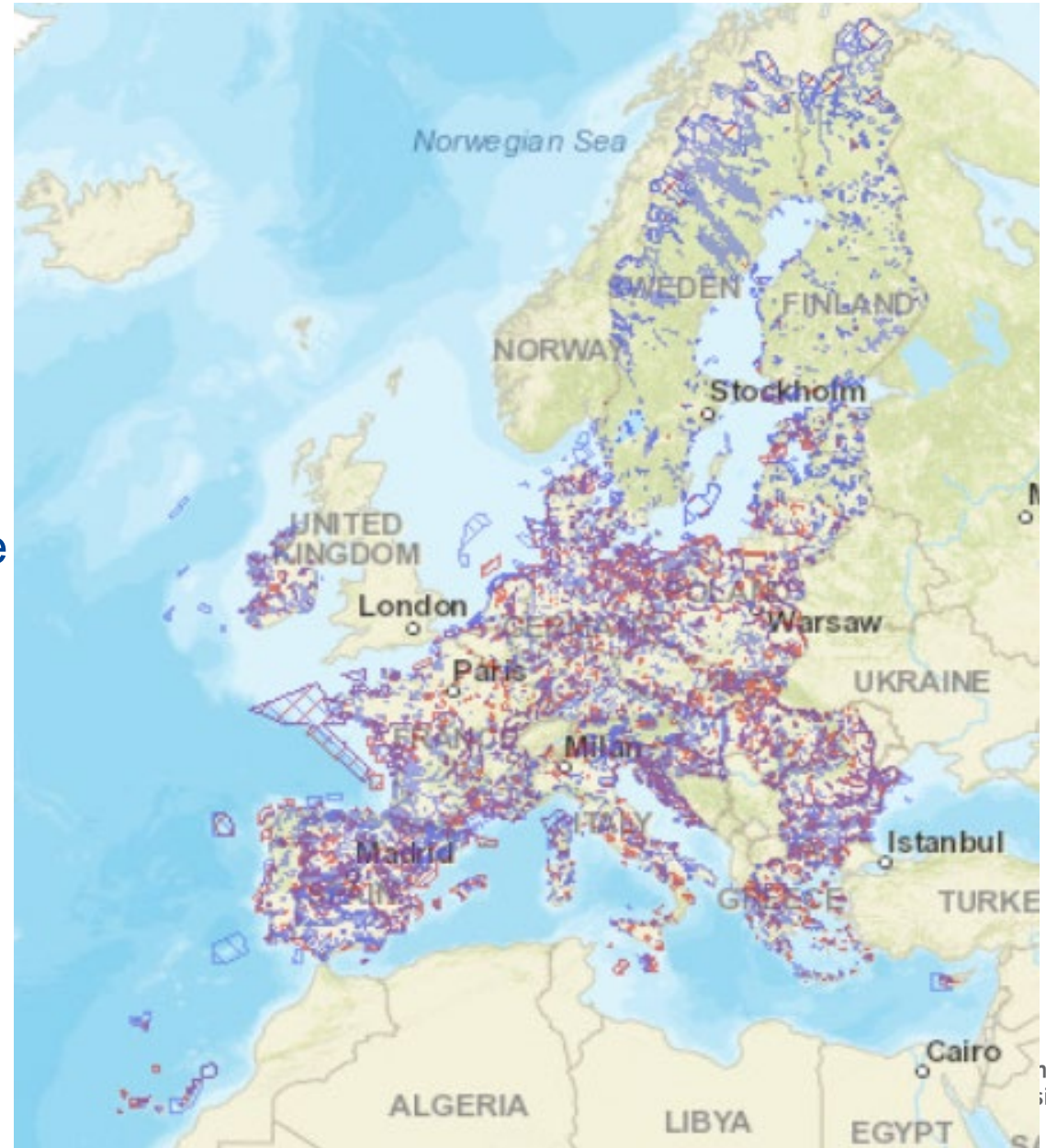
The EU biodiversity strategy to 2030

- Key component of the EU Green Deal
- Ambitious measures to halt biodiversity loss
- The expansion & effective management of protected areas is at the core of the Strategy
- Contribution to the economic recovery following the covid crisis



Natura 2000: The largest coordinated network of protected areas

- ✓ Established under the EU nature directives
- ✓ More than 27000 protected sites
- ✓ 18% of EU territory and 9% of EU seas
- ✓ Human activities are not excluded - wider concept of conservation and sustainable use
- ✓ Wide range of benefits including tourism, recreation, education, employment opportunities, social cohesion, health
 - ✓ A total of 200-300 billion euro per year
 - ✓ value of recreational visits to Natura 2000 sites is estimated at € 5-9 billion per year



Tourism in protected areas: OPPORTUNITIES and ...

- ❖ Tourism can deliver important socio-economic benefits to local communities
- ❖ Key to increase awareness about and create support for the network, including ensuring resources for its management
- ❖ Tourism interest for “nature & outdoors” is growing and the Covid-19 pandemic has increased the demand of proximity based tourism and less crowded destinations in nature and open air
- ❖ The attractiveness of tourist destinations is enhanced when cultural and natural heritage co-exist. Many Natura 2000 sites are closely associated with cultural sites.

Tourism in protected areas: ... and RISKS

- ❖ Almost one in four Natura 2000 sites (24%; 6,332 sites) are subject to pressures related to tourism
- ❖ Marine and coastal ecosystems are most frequently affected by tourism and recreation related pressures
- ❖ Lack of awareness on Natura 2000 requirements by local stakeholders
- ❖ Lack of financial and human resources
- ❖ At the site level – difficulty to involve all relevant stakeholders

IMPORTANT TO TACKLE CHALLENGES AND RISKS AND DEVELOP SUSTAINABLE TOURISM ACTIVITIES BENEFITING NATURE, PEOPLE AND THE ECONOMY

EU guidance for sustainable tourism in Natura 2000 and protected areas

- **WORK IN PROGRESS**

- Target audience: site managers, relevant authorities and tourism stakeholders
- Commission guidance prepared in consultation with other Commission services and stakeholders
- to present the main elements to consider in the management of tourism and recreational activities in Natura 2000
- to disseminate suitable approaches, methods and practical experiences
- provide guidance on how the different EU funding and the next MFF can be used to promote sustainable tourism in Natura 2000.

Natura 2000 logo in goods and services

- Commission Decision to grant to Member States the licence the use of the logo for goods and services under certain conditions
 - Visibility and awareness raising of the Natura 2000 network
 - Recognition of good management practices in Natura 2000
 - Promotion of activities that contribute to the Natura 2000 objectives
 - Support the economic recovery
 - Creation of new partnerships



Thank you



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