



EUROPARC Webinar – 2 November

Unlocking Mediterranean Ecotourism: MEET's Insights and Resources for Protected Areas



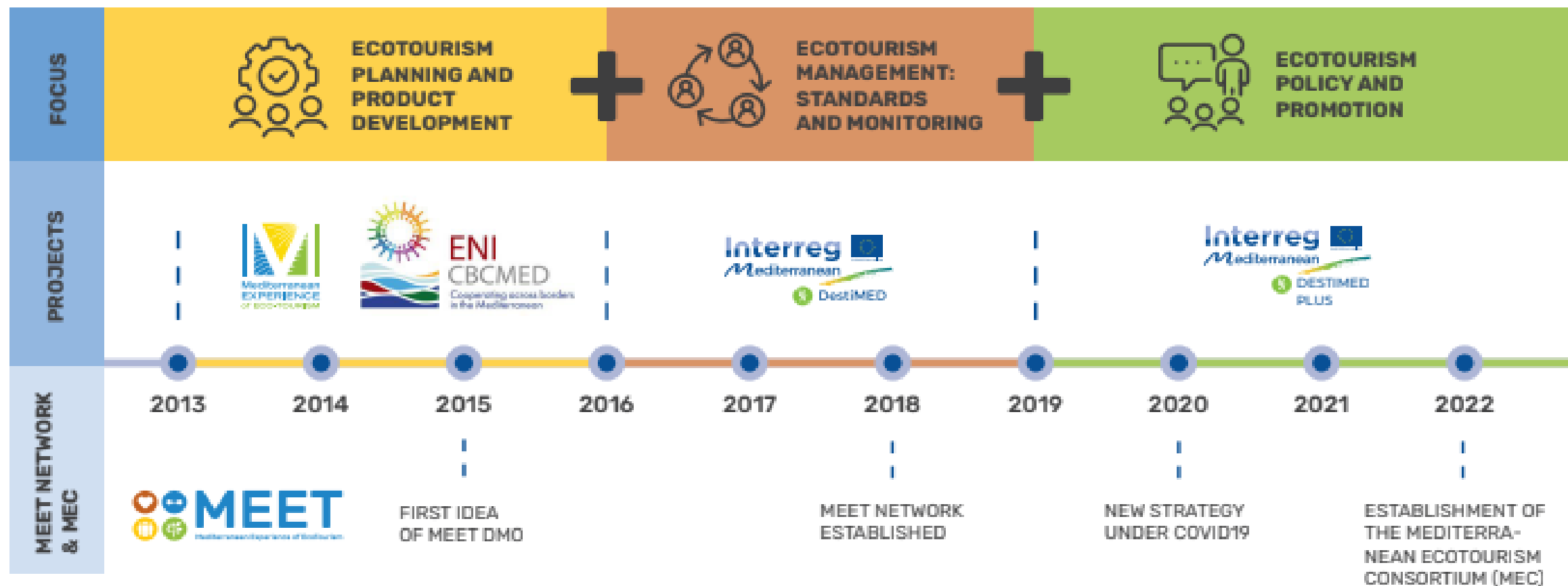
MEET Network



MEET is a **network of Mediterranean protected areas** working together to conserve the region's natural and cultural heritage, while promoting a new model of ecotourism to the market through the development of **high-quality ecotourism products** and **innovative tools to manage their impacts.**



What & When – MEET Timeline



What & When – Current Initiatives



Commitment to sustainable tourism in the Mediterranean – Focus on the South

REBOOT MED Project – Technical assistance

- 19 eco/blue tourism ideas
- 6 WestMed countries: Spain, France, Italy, Tunisia, Morocco and Mauritania

Blue Tourism Initiative & PAMEx

- Eco/blue tourism product development
- Morocco, Tunisia, Lebanon

Putting Parks in the Driving Seat



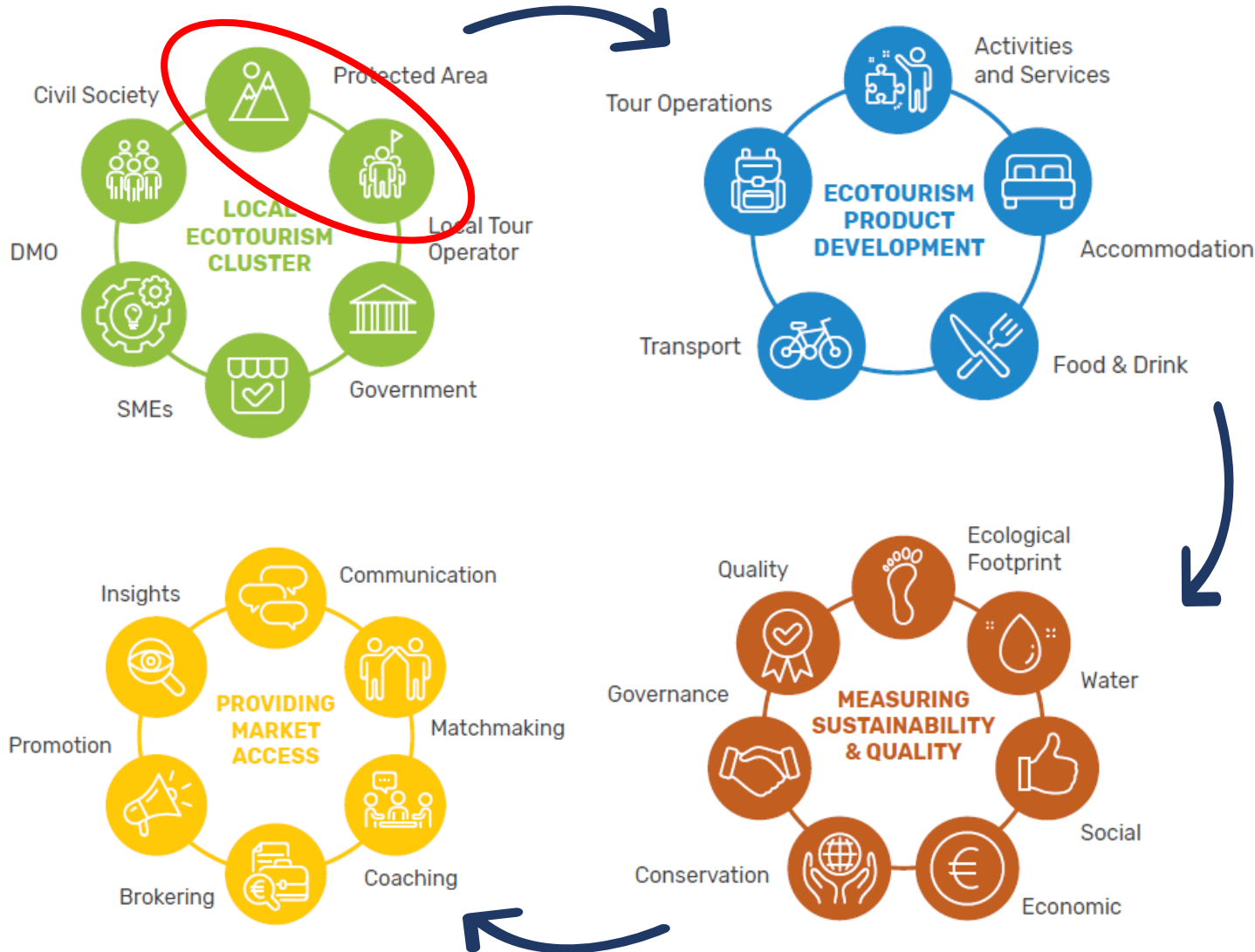
Where we work:



Bringing together tourism and conservation



HOW – The MEET Model



KEY FEATURES OF THE MODEL

- ✓ **Public-private working groups** with a common vision
- ✓ **Conservation and tourism sectors**, and local **community**
- ✓ Product **development and improvement**
- ✓ **Measure** quality, environmental and social impacts, conservation and governance
- ✓ Products **aligned with market trends** distributed by commercial partners

Taking Ecotourism to the Market



Albania Expedition

9 Days | Experience rugged beauty and warm hospitality in this Balkan treasure

From **EUR €1,425**

Expedition

Add to my wishlist

View dates and book



Show all the images

Trip summary Trip overview Why you'll love this trip Itinerary Inclusions Dates and availability Important notes >

<https://www.intrepidtravel.com/uk/albania/albania-expedition-147588>



“We’re extremely proud of our partnership with MEET as their ethos of responsible travel aligns with our mission to create positive change through the joy of travel. This is the third trip we’ve developed in partnership with MEET.” - Zina Bencheikh, managing director EMEA for Intrepid Travel

Tools and Resources – MEET Manual



- ✓ Developing and Managing a Local Ecotourism Cluster
- ✓ Creating an Ecotourism Product
- ✓ Measuring and Monitoring Ecotourism Product Quality and Sustainability
- ✓ Marketing through the MEET Network
- ✓ Incorporating Elements of Sustainability

https://static1.squarespace.com/static/5b07c60a96e76f9f641cdad6/t/5db2fd4c98002f2cfe53a030/1572011372292/MEET_manual_2019.pdf

Tools and Resources – Guidelines & Good Practices



GUIDELINES FOR TOURISM BOARDS TO PROMOTE ECOTOURISM

Ecotourism in Mediterranean destinations: from monitoring and planning to promotion and policy support

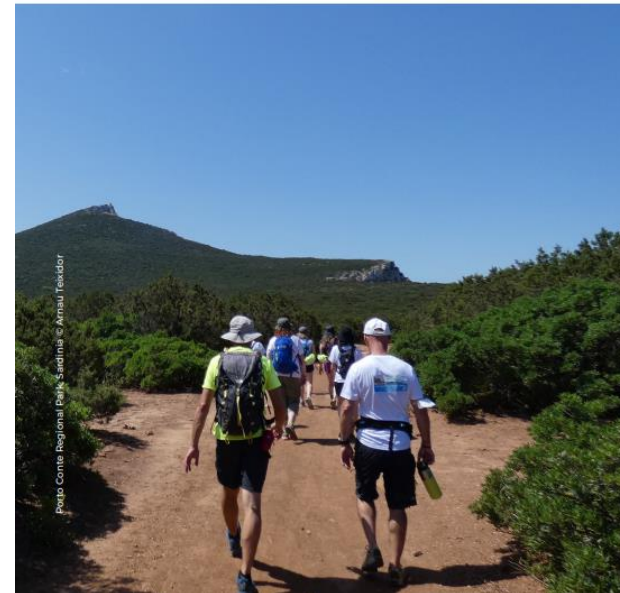
- ✓ The uniqueness of ecotourism and ecotourists
- ✓ Delivering the right value to ecotourists
- ✓ Designing transformative and memorable ecotourism experiences
- ✓ Managing promotion and branding of ecotourism destinations
- ✓ Building a long-term relationship with ecotourists

https://destimed-plus.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/Projects/DESTIMED_PLUS/Tourism_Board_Ecotourism_Guidelines.pdf



ECOTOURISM GOOD PRACTICES DATABASE

Good Practices In Ecotourism Policy & Governance



https://destimed-plus.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/Projects/DESTIMED_PLUS/Good_Practice_Database.pdf

Tools and Resources — Ecotourism Indicator Monitoring Platform



MEET Ecotourism Indicator Monitoring Platform

Ecotourism is often presented and perceived as a «green» or environmentally friendly alternative to traditional tourism. But how can we determine if that perception is accurate? Can we effectively measure ecotourism? If so, how?

The MEET Indicator Monitoring Platform allows ecotourism destinations in and around protected areas to conduct self-assessments of the sustainability and quality of the multi-day tourism products, aligning them with the comprehensive criteria of the M Standard.

By diving into the platform, local ecotourism stakeholders can automatically measure and monitor the performance of their itineraries. Key aspects such as the ecological footprint, social impact, and quality can be assessed. Additionally, the platform evaluates the enabling conditions in the destination, including governance and conservation management. All of the information combined enhances stakeholders' ability to make informed decisions based on evidence.

[MEET STANDARD](#)

[MEET MANUAL](#)

My personal area



Ecological Footprint Calculator of Ecotourism Itineraries

The calculator measures and comprehensively analyzes the ecological footprint of your itinerary, taking into account the four fundamental components of an ecotourism package: accommodation, food & beverages, transfers, and activities. Gain valuable insights into your environmental impact and make informed decisions to promote sustainable practices.

[+ LAUNCH NEW ECOLOGICAL FOOTPRINT CALCULATOR](#)



Social Impact Assessment of Ecotourism Suppliers

The self-assessment diligently measures the social impact of diverse suppliers and facilities across 15 critical social topics, encompassing four key stakeholder groups: workers, local communities, value chain, and visitors. Enhance your understanding of the social implications and drive positive change.

asfasdf

[See Itinerary - Itinerary Report - Itinerary Report \(PDF\)](#)

[See all my providers](#)

[+ CREATE NEW SOCIAL IMPACT ASSESSMENT](#)



Enabling Conditions Assessment of the Destination: Governance and Conservation

This tool assesses the enabling environment, ensuring that tourism effectively benefits both conservation efforts and local communities, while proactively preventing any adverse impacts. Evaluate the fulfillment of essential conditions and foster responsible tourism practices.

[See my forms](#)

[+ CREATE NEW FORM](#)



Product Quality Assessment of an Ecotourism Itinerary

This comprehensive questionnaire allows you to ascertain whether or not your itinerary aligns with the expectations of customers, buyers, and local stakeholders. It ensures compliance with the MEET Network's commercialized products, covering crucial aspects such as tour leading, guiding and interpretation, supplier selection, and itinerary design.

[See my forms](#)

[+ CREATE NEW FORM](#)

<https://monitoring.meetnetwork.org/>

www.meetnetwork.org

Ecotourism Indicator Monitoring Platform – Ecological Footprint Calculator



Ecological Footprint Calculator of Ecotourism Itineraries

**Curious about Your Visitors' Environmental Footprint?
Want to Know the Impact they Leave Behind?**

The calculator measures and comprehensively analyzes the ecological footprint of your itinerary, taking into account the four fundamental components of an ecotourism package: accommodation, food & beverages, transfers, and activities. Gain valuable insights into your environmental impact and make informed decisions to promote sustainable practices.

CHECK IT OUT!

<https://monitoring.meetnetwork.org/tools/ecological-footprint-calculator-of-ecotourism-itineraries/>

Ecological Footprint



The Ecological Footprint is an environmental accounting tool that tracks **competing demands on the planet's regeneration** by comparing

- humans' demand on nature
- ecosystems' supply of ecological assets

When applied to tourism, the Ecological Footprint measures the **amount of bio-productive area necessary to provide tourists with the services, activities and experiences that constitute an ecotourism package.**

TOURISM OFFER CATEGORIES



ACTIVITIES

ACCOMMODATION



MEALS



TRANSPORT



Ecological Footprint Calculator



Interreg Mediterranean Project co-financed by the European Regional Development Fund
DestiMED

Welcome to the Ecological Footprint calculator developed by the DestiMED project

Email

This field is required

Password

This field is required [Forgot password?](#)

Don't have an account? [Sign Up](#)

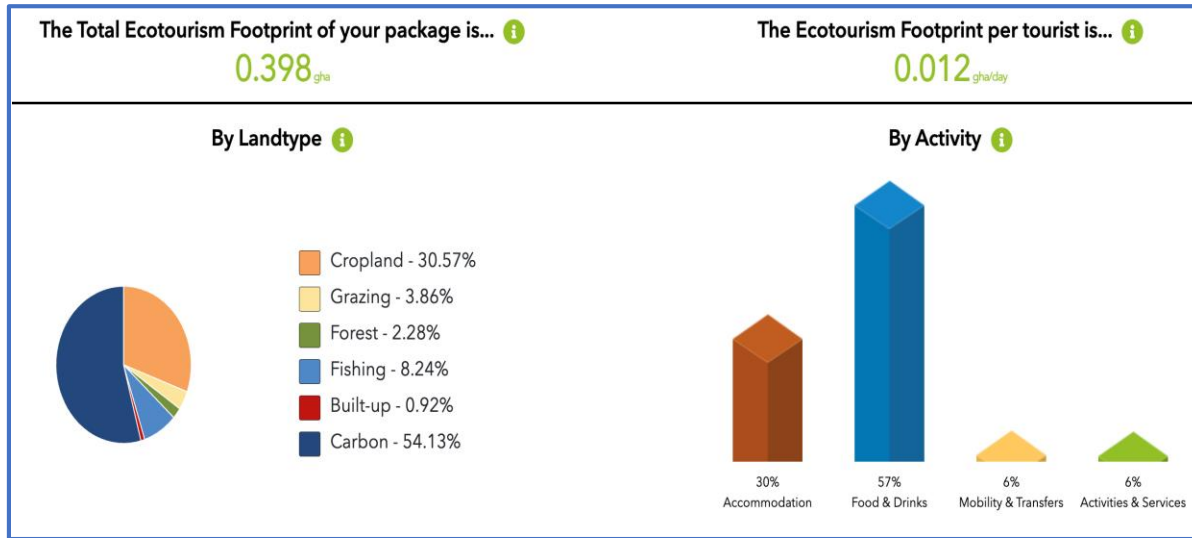
Aims at improving the transferability of MEET/DestiMED PLUS outcomes to other Med Protected Areas willing to **create an ecotourism experience of high quality and low impact**

It allows to **assess the impact on the EARTH ecosystems of ecotourism packages and the activities offered to tourists**

Features:

- Save progresses and results
- Download results in PDF format
- Explore solutions to reduce the Ecological Footprint → footprintnetwork.org
- Eventually connect with, and receive support from GFN and the MEET Network

Ecological Footprint Calculator – Results

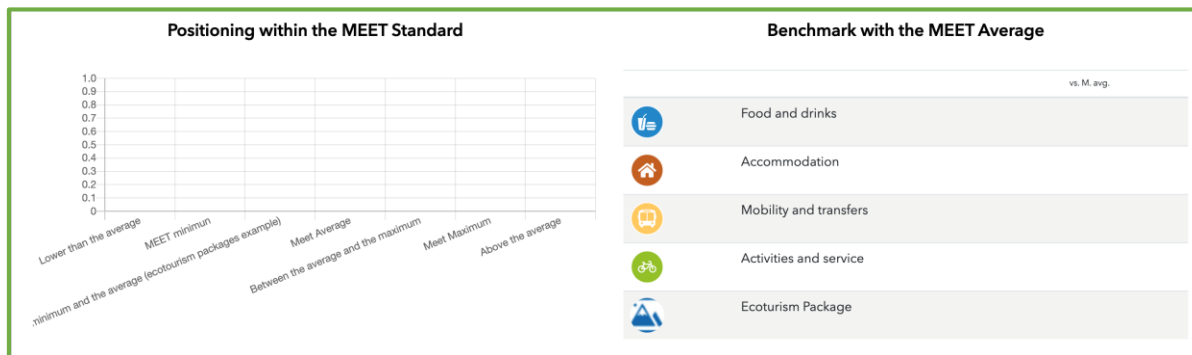


EF of an ecotourism package: It is a measure of the overall impact a package is causing, in terms of bioproductive area demanded to produce the resources used in the activities offered to tourists.

EF per tourist: This result measures the Footprint impact caused by each single tourist during one full day of vacation

EF by land type: It provides insight on the ecosystems that are in highest demand due to the tourists' activities.

EF by activity: These results make understand how much each activity contributes to the package's total Footprint and helps identify where to eventually intervene to lower the Footprint impact of the offer.



Benchmarking with results obtained in other tourism products/packages within the MEET library.

Download your results as a PDF

Explore Solutions

Learning about MEET Network

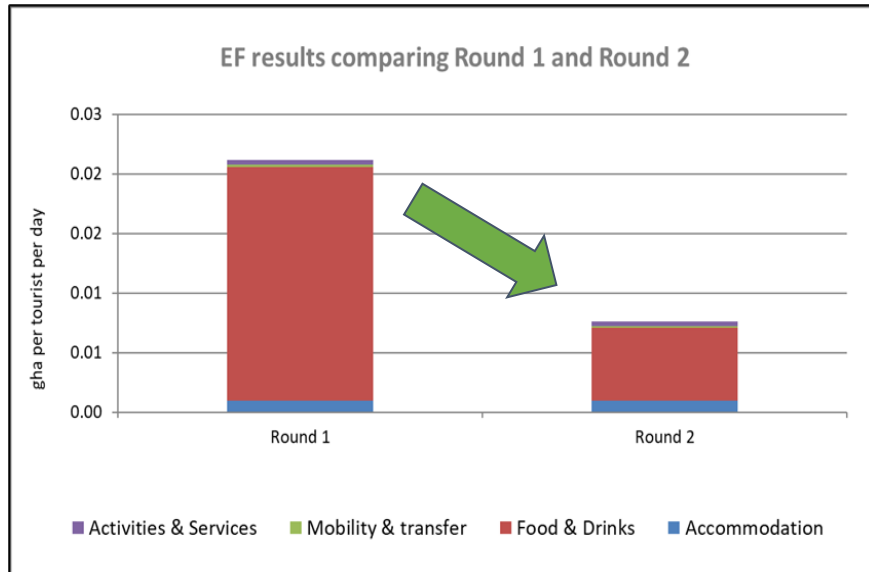
Submit your Results to MEET Network

Get in contact with MEET and GFN to have more in-depth results and guidance on how to reduce your offering

In-Depth Results and Guidance

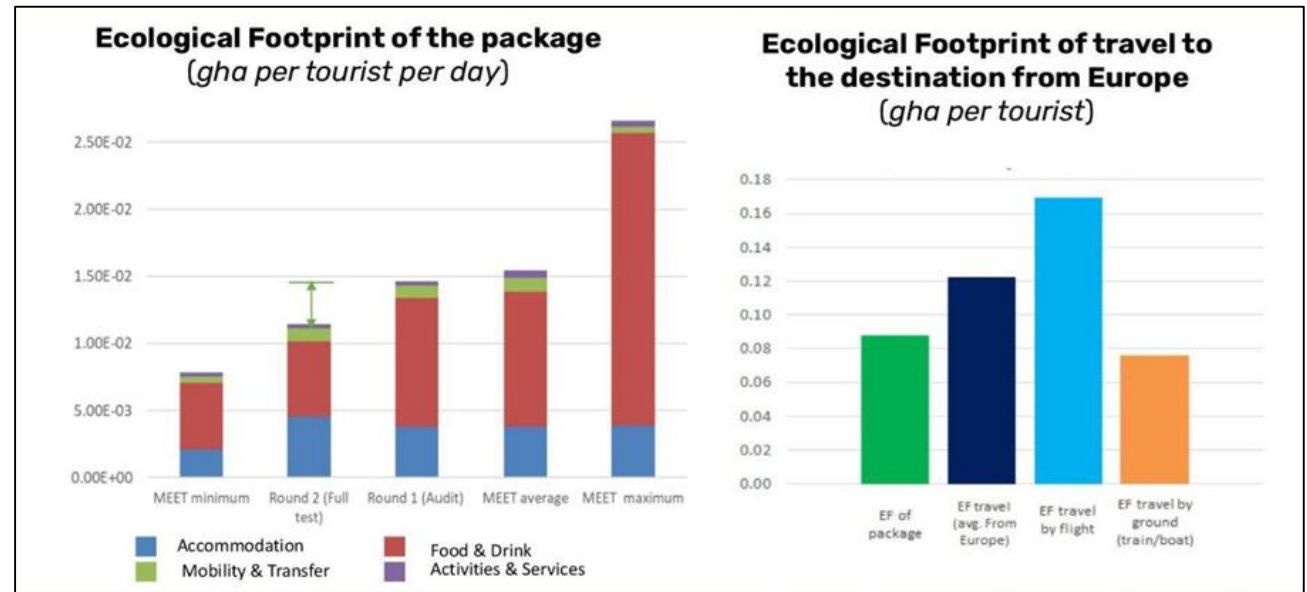


Guidance in analyzing results and shape the product to have a lower Footprint

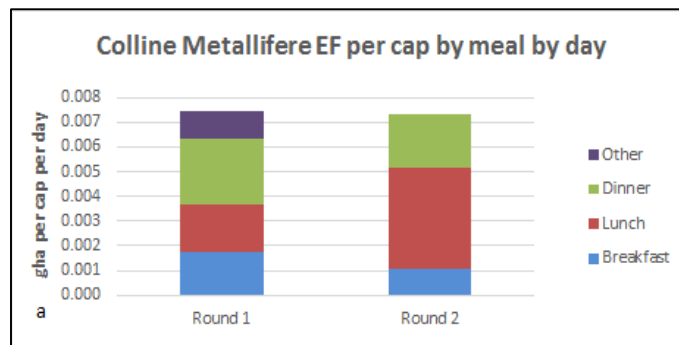


Product sustainability:

- Comparison with EF of tourism products of the MEET library
- EF assessment of the travel to destinations



Example Food details results



Ecotourism Indicator Monitoring Platform – Social Impact Assessment



Social Impact Assessment of Ecotourism Suppliers

Wondering About the Social Impact of Tourism Service Providers? Explore Their Influence on Your Product or Destination!

The self-assessment diligently measures the social impact of diverse suppliers and facilities across 15 critical social topics, encompassing four key stakeholder groups: workers, local communities, value chain, and visitors. Enhance your understanding of the social implications and drive positive change.

CHECK IT OUT!

<https://monitoring.meetnetwork.org/tools/social-impact-assessment/>

Ecotourism Indicator Monitoring Platform – Enabling Conditions



Enabling Conditions in the Destination: Governance & Conservation

Seeking Transparency? Is Your Destination Committed to Good Governance and Nature Conservation?

This tool assesses the enabling environment, ensuring that tourism effectively benefits both conservation efforts and local communities, while proactively preventing any adverse impacts. Evaluate the fulfillment of essential conditions and foster responsible tourism practices.

CHECK IT OUT!

<https://monitoring.meetnetwork.org/tools/enabling-conditions-assessment-of-the-destination-governance-and-conservation/>

Ecotourism Indicator Monitoring Platform – Product Quality



Product Quality Assessment of an Ecotourism Itinerary

Seeking a Remarkable Eco-adventure? Discover if Your Itinerary Delivers a Memorable, Safe, and Market-Appelling Ecotourism Experience!

This comprehensive questionnaire allows you to ascertain whether or not your itinerary aligns with the expectations of customers, buyers, and local stakeholders. It ensures compliance with the MEET Network's commercialized products, covering crucial aspects such as tour leading, guiding and interpretation, supplier selection, and itinerary design.

CHECK IT OUT!

<https://monitoring.meetnetwork.org/tools/product-quality-assessment-of-an-ecotourism-itinerary/>

Tools and Resources – Online Learning



Building and Managing Effective Ecotourism Partnerships

Designing an Attractive Ecotourism Experience

Guiding and Storytelling for an Impactful Ecotourism Experience

Compelling Marketing of Ecotourism



Protected Areas		✓	✓	✓	○
Inbound Tour Operators		○	✓	✓	✓
Destination Management Organisations, NGOs & Municipalities		✓	✓	○	✓
Tour Leaders & Guides		✗	○	✓	○

✓ Yes

○ Optional

✗ Probably not relevant

Building and Managing Effective Ecotourism Partnerships



START COURSE

<https://iucnacademy.org/group/117>

www.meetnetwork.org

Building and Managing Effective Ecotourism Partnerships



Module 1 - Key concepts of stakeholder participation

Module 2 - Stakeholder engagement for ecotourism

Module 3 - Building and managing Local Ecotourism Clusters

Module 4 - Conclusion and further learning

A photograph of two people kayaking on a body of water. The kayaker in the foreground is wearing a red life vest and is paddling a red kayak. The kayaker in the background is wearing a yellow life vest and is paddling a yellow kayak. The water is dark blue with some ripples. The text 'Designing an Attractive Ecotourism Itinerary' is overlaid on the image in a large, white, sans-serif font.

Designing an Attractive Ecotourism Itinerary

START COURSE

<https://iucnacademy.org/group/119>

www.meetnetwork.org

Designing an Attractive Ecotourism Itinerary



Module 1 - Setting the stage

Module 2 - Getting to know the target market

Module 3 - Packaging the ecotourism product

Module 4 - Health, safety and responsible travel

Module 5 - Closure

A group of hikers is shown on a rocky trail in a forest. The hikers are wearing backpacks and casual outdoor clothing. The background is filled with green trees and a clear sky. The overall scene is bright and natural.

Guiding and Storytelling for an Impactful Ecotourism Experience

START COURSE

<https://iucnacademy.org/group/118>

www.meetnetwork.org

Guiding and Storytelling for an Impactful Ecotourism Experience



Module 1 - Interpretation, guiding and tour leading

Module 2 - Roles of tour leaders and guides

Module 3 - Interpretation techniques

Module 4 - Professional development

Module 5 - Case studies



Compelling Marketing of Ecotourism

START COURSE

<https://iucnacademy.org/group/116>

www.meetnetwork.org

Compelling Marketing of Ecotourism



Module 1 - Key concepts and approaches

Module 2 - Matching products to market needs

Module 3 - Working with commercial partners and pricing

Module 4 - Marketing with storytelling

Module 5 - Closure



Meet Conservation in Action



Meet Adventure and Nature

**LET US RE-INTRODUCE YOU
TO THE MEDITERRANEAN**



Meet New Communities and Their Stories



Meet Local Cultures and People

Get in Touch!



Contact

- **Website:** www.meetnetwork.org
- **Email:** secretariat@meetnetwork.org
serena@footprintnetwork.org
elke.dens@thetravelfoundation.org.uk

Social Media



@meetnetwork.org



@meet_network



@MedEcotourism



MEET Network

Key Resources

- **MEET Catalogue:**
<https://static1.squarespace.com/static/5b07c60a96e76f9f641cdad6/t/64cb784988ef594938dc0faa/1691056205905/MEET+Experiences+Catalogue.pdf>
- **MEET Manual:**
https://static1.squarespace.com/static/5b07c60a96e76f9f641cdad6/t/64cb7e2591398d4d5e7923e1/1691057709792/MEET_manual_2019.pdf
- **MEET Members:** <https://www.meetnetwork.org/mediterranean-parks>
- **MEET Training Modules:**
<https://www.meetnetwork.org/meet-online-learning>
- **MEET Monitoring Platform:** <https://www.meetnetwork.org/monitoring-platform>