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.

www.meetnetwork.org
What & When – MEET Timeline

MEET NETWORK & MEC

- 2013: First Idea of MEET DMO
- 2014: MEET Network Established
- 2015: MEET Network Established
- 2016: New Strategy Under COVID19
- 2017: MEET Network Established
- 2018: MEET Network Established
- 2019: MEET Network Established
- 2020: MEET Network Established
- 2021: MEET Network Established
- 2022: MEET Network Established

FOCUS

- Ecotourism Planning and Product Development
- Ecotourism Management: Standards and Monitoring
- Ecotourism Policy and Promotion

PROJECTS

- MICMAC
- CBCMED: Cooperating across borders in the Mediterranean
- DestIMED
- DestIMED PLUS
- Mediterranean Experience of Ecotourism
- Interreg Mediterranean
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

www.meetnetwork.org
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

“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

https://www.intrepidtravel.com/uk/albania/albania-expedition-147588
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/5b07c60a96e76f9f641cdd6/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/Good_Practice_Database.pdf
Tools and Resources — Ecotourism Indicator Monitoring Platform

MEET Ecotourism Indicator Monitoring Platform

Ecotourism is often presented and perceived as a greener or environmentally friendlier 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 and area 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 MEET Standard.

By joining 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 can analyze 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.

https://monitoring.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!

Ecological Footprint

The Ecological Footprint is an environmental accounting tool that tracks competitive 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.
Ecological Footprint Calculator

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.

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
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!

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!

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-Appealing 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!

### Tools and Resources — Online Learning

<table>
<thead>
<tr>
<th>Role</th>
<th>Building and Managing Effective Ecotourism Partnerships</th>
<th>Designing an Attractive Ecotourism Experience</th>
<th>Guiding and Storytelling for an Impactful Ecotourism Experience</th>
<th>Compelling Marketing of Ecotourism</th>
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- **Yes**
- **Optional**
- **Probably not relevant**
Building and Managing Effective Ecotourism Partnerships

START COURSE

https://iucnacademy.org/group/117
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
Designing an Attractive Ecotourism Itinerary

START COURSE

https://iucnacademy.org/group/119
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
Guiding and Storytelling for an Impactful Ecotourism Experience

START COURSE

https://iucnacademy.org/group/118
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
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
LET US RE-INTRODUCE YOU TO THE MEDITERRANEAN
Get in Touch!

Contact

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

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

Social Media

@meetnetwork.org        @meet_network
@MedEcotourism          MEET Network