EUROPARC Conference 2018 - Workshop n.7

CEETO - Central Europe Ecotourism: TOols for nature protection

EUROPARC Federation - Giacomo Benelli
CEETO SNAPSHOT

Austria
Croatia
Hungary
Slovenia
Parts of Germany
Parts of Italy

€ 2.81
TOTAL BUDGET (M)

11
PARTNERS

6
COUNTRIES INVOLVED

4
OUTPUTS

START DATE
JUNE 1 2017

END DATE
MAY 31 2020
CEETO PROJECT PARTNERSHIP

- EUROPARC Federation, Germany
  http://www.europarc.org
- Authority for the Biosphere Reserve South East Ruegen, Germany
  http://www.biosphaerenreservat-suedostruegen.de
- UNESCO Biosphere Reserve Salzburger Lungau, Austria
  http://www.lungau.org
- Soelktaeler Nature Park, Austria
  http://www.soelktaeler.at
- Public Institute Landscape Park Strunjan, Slovenia
  http://www.parkstrunjan.si
- Regional Development Centre Koper, Slovenia
  http://www.rrc-kp.si
- Emilia-Romagna Region – Protected Areas, Forestry and Mountains Development Department, Italy
  http://ambiente.regione.emilia-romagna.it/parchi-natura2000
- Federparchi - The Italian Federation of Parks and Nature Reserves - EUROPARC
  Italy, Italy
  http://www.parks.it
- Public institution Nature Park Medvednica, Croatia
  http://www.pp-medvednica.hr/
- WWF ADRIA – Association for Nature Protection and Biodiversity Conservation, Croatia
  http://adria.panda.org/
- NIMFEA Environment and Nature Conservation Association, Hungary
  http://www.nimfea.hu
TERRITORIAL CHALLENGES

- among the **causes of negative impacts on environment** the unsustainable tourism is one of the main factors, and although in the area tourism is an economic activity strongly driven by natural attractiveness, the same natural features can be easily threatened and damaged by all the direct and indirect pressures linked to tourism (i.e. transport, infrastructures, facilities, etc.).

- **Tourism can create strong conflicts with local communities** on natural resources use (water, land, etc) and on services/infrastructures use (roads, waste management facilities, etc). Lack of planning, management and monitoring tools especially designed to make tourism activities inside PAs sustainable, environmental friendly and a positive boost for nature protection.

- CEETO project seeks to elaborate an integrated approach that includes environmental, social and economic aspects, in order to define and test innovative models for a sustainable tourism, able to reinforce the effectiveness of nature conservation policies and measures applied in PAs and to **make tourism a real driver for nature protection and for local economic and social wellbeing.**
The CEETO project develops models by applying the principles and methods of sustainability and participation promoted by the European Charter for Sustainable Tourism in Protected Areas-ECST.

The diagnostic phase aims at creating an updated and inclusive collection of current legislation, tools & practices on nature conservation and sustainable tourism: this allows to outline weaknesses and gaps, and to define the most effective and innovative model and tools to be applied to CEETO pilot areas.

After testing them on pilot areas through the participation of public and private stakeholders, there will be a continuous process of adjustment and revision of the model and related tools aimed to find the most innovative, efficacious, transferrable and feasible solutions.

The main tool for sharing and spreading project results will be the CEETO Network.
# CEETO MAIN WORK PACKAGES

## WORK PACKAGE 1
### DIAGNOSTIC

**June 2017 - February 2018**

This Work Package is organised in two sessions: 1) a diagnostic on most innovative and successful policies/tools currently in practice for tourism management inside natural Protected Areas in EU and worldwide; 2) a site-specific analysis on the Protected Areas involved in the Pilots Actions.

Main Outputs:
- CEETO Handbook.

## WORK PACKAGE 2
### TESTING

**February 2018 - September 2019**

Based on the Diagnostic inputs, this Work Package’s main goal is to test a model of governance of tourism flows within the pilot Protected Areas aimed at reducing environmental impacts and pressures of tourism and enhancing the socio-economic benefits that can come from a sustainable tourism approach.

Main Outputs:
- 8 Sustainable Tourism Action Plans.

## WORK PACKAGE 3
### GUIDELINES

**May 2019 - March 2020**

This Work Package aims at making a synthesis of the pilot actions results (T2) and at capitalizing them into the CEETO Guidelines, a tool designed to support policy makers at international/national/regional level in the process of shaping the tourism planning and management within and around Protected Areas.

Main Outputs:
- CEETO Guidelines for developing a sustainable tourism in Protected Areas.

## WORK PACKAGE 4
### NETWORK

**February 2018 - May 2020**

This Work Package is designed to capitalize common knowledge and to set up the CEETO Network. The CEETO Network Strategic Agenda, will capitalize Work Package 2 pilot actions results to develop a Manual for Protected Areas on tourism governance model.

Main Outputs:
- CEETO Online Platform
- CEETO Manual of sustainable tourism governance for Protected Area Managers.
- CEETO Network Strategy.
**Methodologies identified**

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Gallen Method</td>
<td>Allows to analyse the strategic flows of visits</td>
</tr>
<tr>
<td>Car counting</td>
<td>Counting cars passing through established &quot;check points&quot;</td>
</tr>
<tr>
<td>Person counting</td>
<td>Counting people passing through established &quot;check points&quot;</td>
</tr>
<tr>
<td>Telephone cells</td>
<td>Obtain information on the movements that visitors make</td>
</tr>
<tr>
<td>Interview</td>
<td>It allows to have specific information on visitors</td>
</tr>
<tr>
<td>Survey</td>
<td>It allows to have specific information on visitors</td>
</tr>
<tr>
<td>GPS</td>
<td>To &quot;follow&quot; visitors inside the Park</td>
</tr>
<tr>
<td>Social Media</td>
<td>To know trends, preferences and behaviours of visitors</td>
</tr>
<tr>
<td>Statistical models</td>
<td>To obtain an estimate of tourist flows when there are not all the information available</td>
</tr>
<tr>
<td>Focus Group</td>
<td>To deepen a theme or particular aspects of a topic</td>
</tr>
<tr>
<td>Video camera</td>
<td>To gather information about the number, flow and behaviour of visitors</td>
</tr>
<tr>
<td>Bioacoustic</td>
<td>Investigates sound production and reception in animals, including man and detect their presence</td>
</tr>
</tbody>
</table>
The 8 PAs test a model of governance of tourism flows aimed at reducing environmental impacts and pressures of tourism and enhance the socio-economic benefits that can come from a sustainable tourism approach.

- features of each PA (existing pressures and governing structures),
- capacity building on participatory process, workshops on the spots
- local implementation of specific managing and monitoring tools defined in the single Action Plans of the 8 pilot actions.
- implementation of tools to monitor tourism pressures, related impacts and socio-economic benefits at local level.
Visitor survey and counting in the Biosphere Reserve Southeast-Rügen

This year, through an electronic system and regular surveys to visitors, the park rangers have started to collect data to better understand the visitors flows in the Zicker Berge Nature Reserve.

In July 2018, the Biosphere Reserve Southeast-Rügen began implementing surveys and installing electronic counting systems to analyse the visitor numbers in the Zicker Berge Nature Reserve. The goal is to better understand visitor flows in the area and based on this to promote the development of a sustainable tourism flow management in the nature reserve.

The guest surveys are conducted by the Biosphere Reserve Rangers once or twice a week and will continue until mid-October this year. In the coming year, the manual survey will be carried out from March until October. During the entire survey period, the automated counting systems are estimating the visitor numbers in the Zicker Berge nature reserve.
Best practices in management of tourism in protected areas, cooperation with stakeholders and development of local economies will be presented by representatives of Natura 2000 and protected areas managers, business sector as well as civil society.

One such example is the Visitor center and the griffon vulture rehabilitation center Beli, which participants will visit during the conference. An interesting perspective on the impact of tourism on the landscape will be presented by an architectural duo, Saša Košuta and Idis Turato, at the very end of the conference, as an inspiration or further reflection for everyone who is in any way involved in the use of natural resources, spatial planning and development.

TAKING COOPERATION FORWARD

SUSTAINABLE TOURISM
NATURE-BASED TOURISM
ECOTOURISM

Nature-based tourism

Sustainable tourism

Ecotourism
SUSTAINABLE TOURISM

- Main attractor: everything (not exclusively nature & culture)
- Attractor quality: not particularly relevant
- Target: traditional tourist with environmental awareness, but sensitive to cost/benefit ratio too
- Motivation: to reduce personal ecological footprint
- Main aim: to reduce the negative impacts related to environment, economy, society and culture
- Risk: green washing; right balance between conservation and development not always easy to reach
NATURE BASED TOURISM

- Main attractor: nature
- Attractor quality: more pristine, more attractive
- Target: it can be very skill-demanding
- Motivation: primary motivation can be also different than nature
- Main aim: conservation of natural assets
- Risk: it can be not always sustainable
ECOTOURISM

- Main attractor: nature AND related local culture
- Attractor quality: nature/landscape «shaped» by the human activity in times
- Target: responsible and “curious” tourist
- Motivation: to visit a territory and meet its community
- Main aim: the conservation of the existing natural and cultural assets
- Risk: inability of local community in managing such offer
Quality tourism is Good for Parks, Good for People

http://www.europarc.org/sustainable-tourism
LOVING THEM TO DEATH?

The parks' goals are contradictory: is it possible to reconcile conservation and development?

1991 EUROPARC established STWG
Analysis and considerations of a working group on the effects of tourism in protected areas (EUROPARC 1993)

Conclusions: need to create a tool!
THE ECST WAS BORN

1995 first guidelines were made.

A LIFE project (1996-1999) was developed on behalf of the EUROPARC Federation by the Federation of French Regional Parks, through a Coordination Committee composed of:

A) 10 pilot parks in 6 European countries.
B) representatives of the Tourism Sector at national and local level.
C) representatives at the global level of Tourism and Conservation.
DEFINITION OF SUSTAINABLE TOURISM

It derives from the principles of sustainable development (Rio de Janeiro 1992) applied to tourism in protected areas.

”All forms of tourism development, management and activity, which maintain the environmental, social and economic integrity and well-being of natural, built and cultural resources in perpetuity.

... and contributes positively and equitably to the economic development and improvement of the quality of life of people who live, work or stay in protected areas”. 
WHAT IS THE ECST?

a methodology to help protected areas and their tourist operators to define their own program of sustainable tourism development, by means of a strategic and partnership approach. Not a quality mark, but an award for a process of improvement at both territorial level, and at level of single tourism company.

Methodological tool and Award (not of quality, but of process) that allows a better management of protected areas for the development of sustainable tourism.
Premise: definition and purpose

Commitment, in 3 parts:

I) Park commitment (Sustainable Destination)

II) Commitment of the Tourist Operator (Sustainable Partners)

III) Travel agency commitment (Sustainable Tour Operators)
WHAT IS THE PARK'S COMMITMENT?

1) respect the principles of sustainable tourism, adapting them to the local context.
2) have a permanent forum on sustainable tourism.
3) define a medium-term strategy (5 years).
4) from the strategy to the action plan (5 years):
   improvement of the quality of the tourism offer
   creation of a specific tourist offer
   raise awareness of the public
   training of the operators ....
5) to validate the project
6) evaluate the results of the strategy
7) renew the adhesion to the Charter
Sustainable Tourism in European protected areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life and is economically viable.

Quality Sustainable Tourism will be good for Parks and good for People.
A practical management tool that enables Protected Areas to develop tourism sustainably, based in 5 Principles, 10 key topics.
ECSTPA Principles

1. Giving priority to protection
2. Contributing to sustainable development
3. Engaging all stakeholders
4. Planning sustainable tourism effectively
5. Pursing continuous improvement
Today

2001: 7 Protected Areas

2017: 164 Protected Areas in 20 counties