

TAKING
COOPERATION
FORWARD







 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
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START DATE JUNE 1 2017	END DATE MAY 31 2020
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CEETO PROJECT PARTNERSHIP



- **EUROPARC Federation, Germany**
<http://www.europarc.org>
- **Authority for the Biosphere Reserve South East Rügen, 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.**



CEETO LOGICAL FRAMEWORK



- 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.**

CONTINUE READING...

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 enhance the socio-economic benefits that can come from sustainable tourism approach.

Main Outputs:

- **8 Sustainable Tourism Action Plans.**

WORK PACKAGE 3

GUIDELINESS

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 Areas managers.**
- **CEETO Network Strategy.**



Methodologies identified

	<p>St. Gallen Method allows to analyse the strategic flows of visits</p>		<p>Car counting counting cars passing through established "check points"</p>		<p>Person counting counting people passing through established "check points"</p>		<p>Telephone cells obtain information on the movements that visitors make</p>
	<p>Interview it allows to have specific information on visitors</p>		<p>Survey it allows to have specific information on visitors</p>		<p>GPS to "follow" visitors inside the Park</p>		<p>Social Media to know trends, preferences and behaviours of visitors</p>
	<p>Statistical models to obtain an estimate of tourist flows when there are not all the information available</p>		<p>Focus Group to deepen a theme or particular aspects of a topic</p>		<p>Video camera to gather information about the number, flow and behaviour of visitors</p>		<p>Bioacoustic investigates sound production and reception in animals, including man and detect their presence</p>



TESTING IN CEETO PILOT PROTECTED AREAS



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.

Regional Park of the Po Delta	Alto Appennino Modenese Regional Park
Appennino Tosco Emiliano National Park	Søelktåler Nature Park
UNESCO Biosphere Reserve Salzburger Lungau	UNESCO Biosphere Reserve Southeast Rügen
Nature Park Medvednica	Strunjan Landscape Park

- 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.



CEETO Conference on Protected Areas and Sustainable Tourism - Registrations are open!

22nd to 24th of October - Opatija, Croatia.



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.

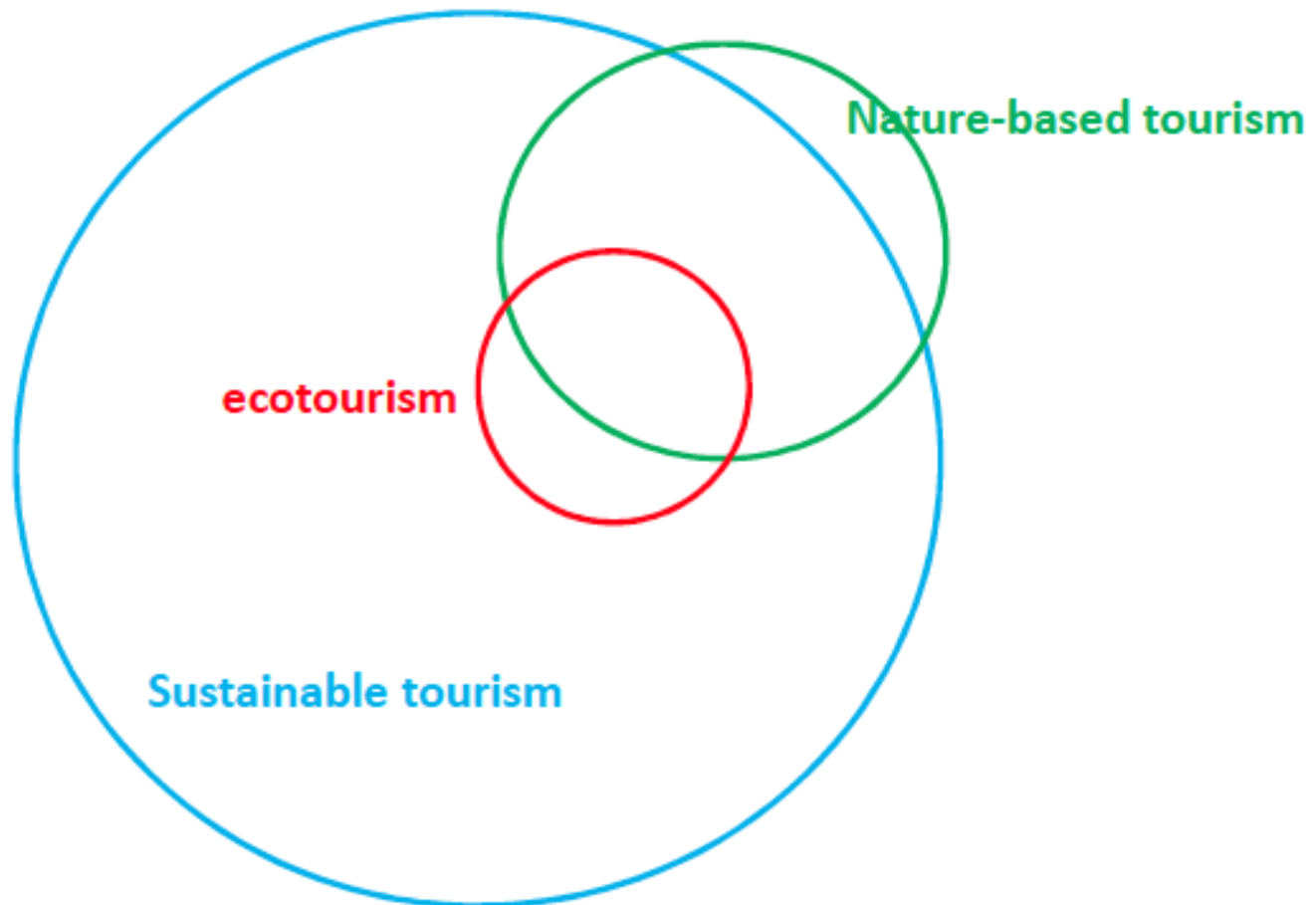
One such example is the **Visitor center and the griffon vulture rehabilitation center Beli**, which participants will visit during the conference. An interesting perspective on **the impact of tourism on the landscape** will be presented by an architectural duo, Saša Košuta and Idis Turato, at the very 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.



<https://www.interreg-central.eu/Content.Node/CEETO.html>



SUSTAINABLE TOURISM NATURE-BASED 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



- 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



EUROPARC

Sustainable Tourism
in Protected Areas

<http://www.europarc.org/sustainable-tourism>



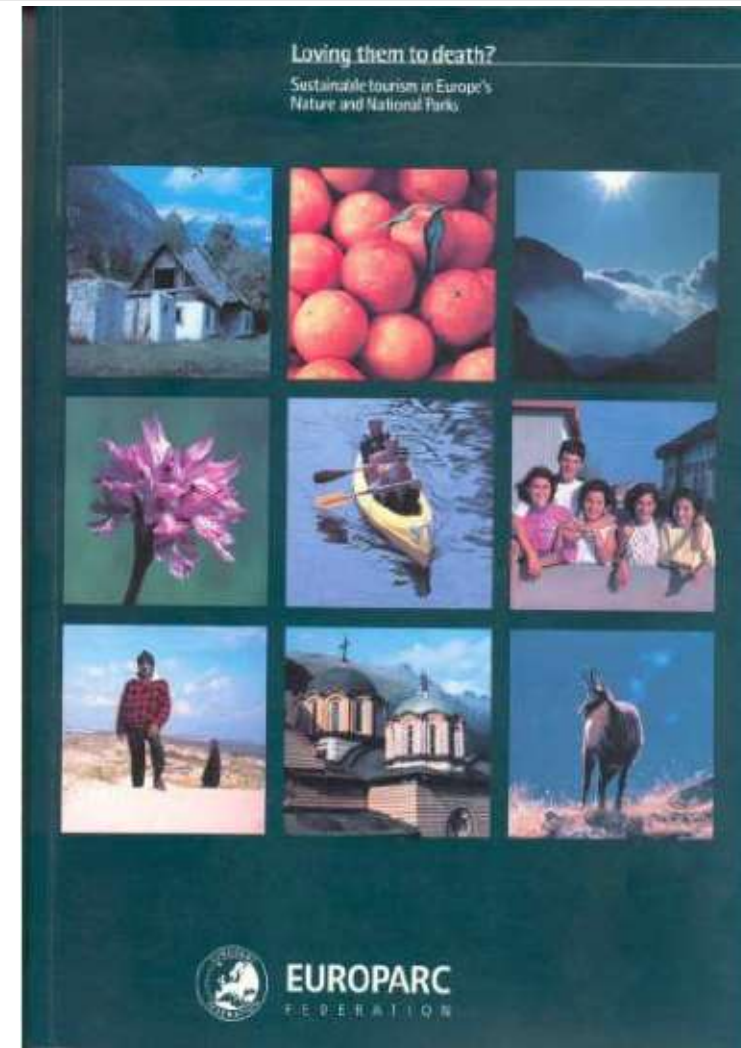
LOVING THEM TO DEATH?

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.



EUROPARC
Sustainable Tourism
in Protected Areas



HOW IS IT STRUCTURED?

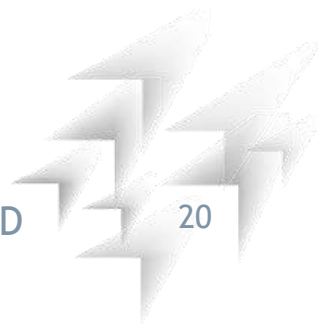
Premise: definition and purpose

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



ECST VISION

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.**

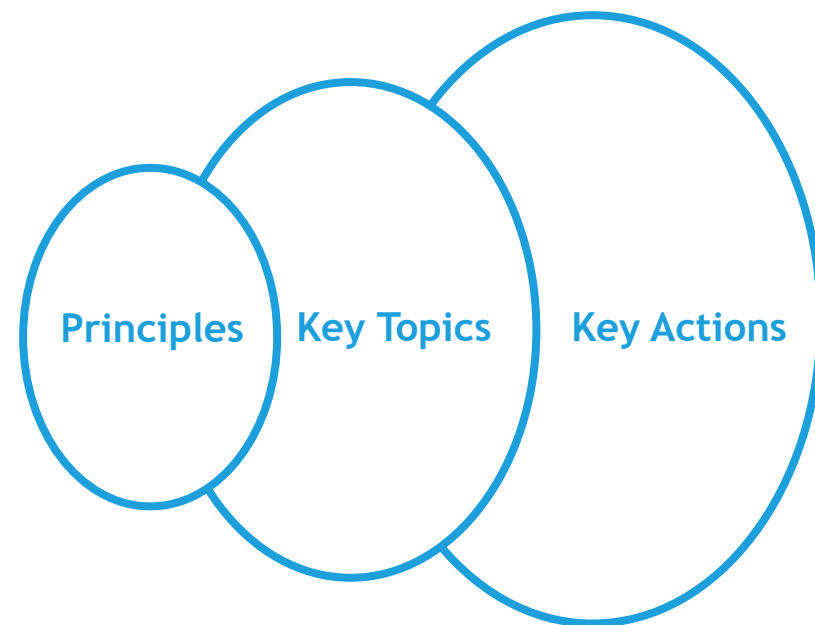
Quality Sustainable Tourism will be good for Parks and good for People



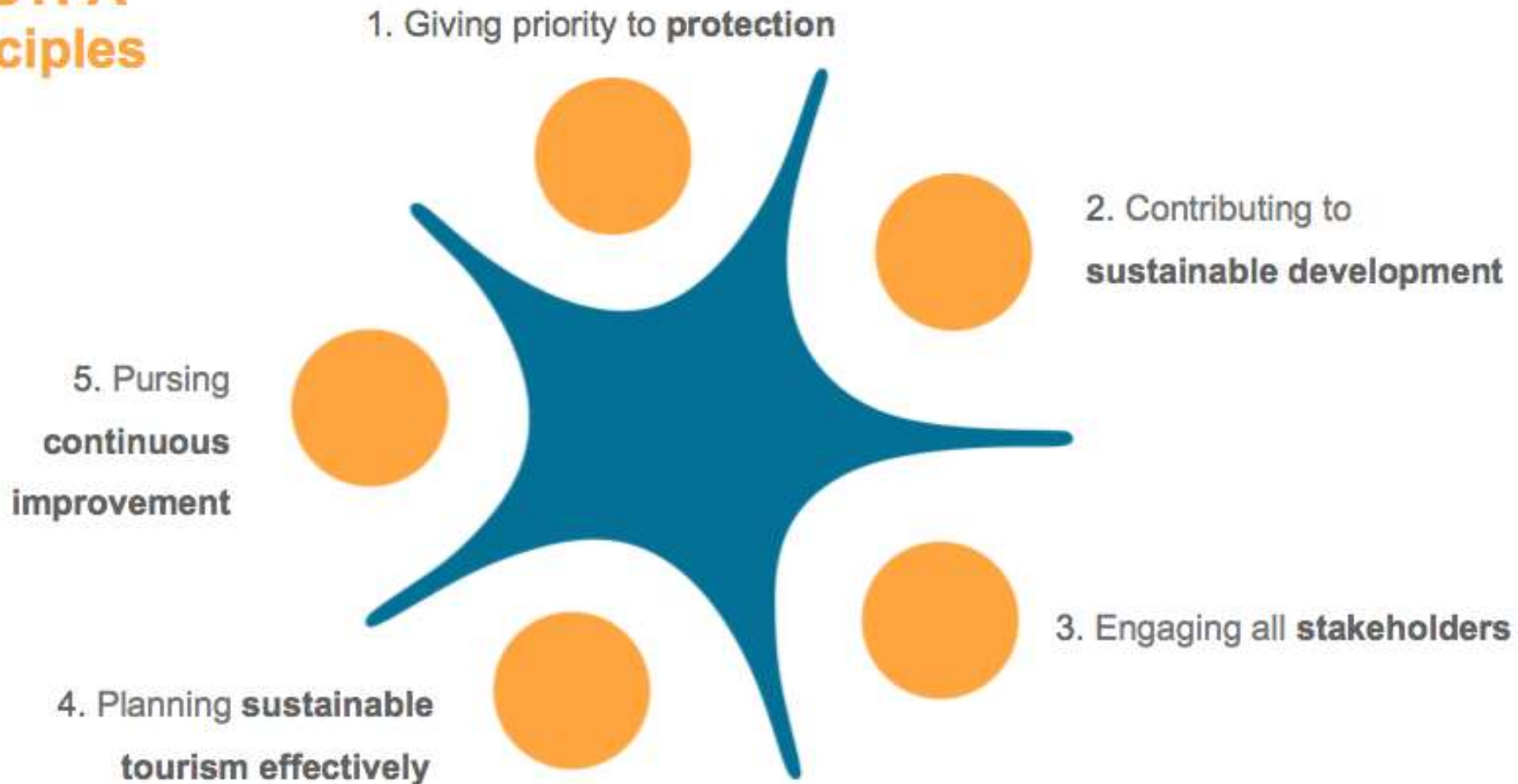
*Belovezhskaya Pushcha National Park (BO)
Keen eyes looking to the future*



A practical management tool that enables Protected Areas to develop tourism sustainably, based in 5 Principles, 10 key topics



ECSTPA Principles



ECST NETWORK

Today

2001: 7 Protected Areas

2017: 164 Protected Areas
in 20 counties

