

Interreg

CENTRAL EUROPE



CEETO

European Union
European Regional
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TAKING
COOPERATION
FORWARD



Work Session 1

for decision and policy makers



Conference on Sustainable Tourism in Protected Areas
Opatija, 23 October 2018



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The CEETO background,

EU last 'State of Environment' report:

“the most effective goal related to nature conservation is to foster ecosystems resilience, a vision in which human activities are the main driving force”.

Workshop objectives

Sharing experience around most successful practices, particularly about:

- reducing negative impacts of tourist visits in PAs & N2000 sites,
- developing a sustainable tourism,
- while increasing benefits thanks to inclusive conservation governance.



Presentations

◆ Assessment of service quality in PA's (by Demir Barić)

Interesting tool about measurement of **performance in services** provided
Understand visitor **profiles and attitudes toward the quality** of services provided

Covering topics: visitor structure and attitude -(visit characteristics, recreation activities, accessibility, environment of visit places, safety conditions of recreational activities, quality of signposting, behaviour of visitors)

NP Paklenica - research on tourism impact on nature (climbing)
-every 3 to 5 years; in cooperation with tourism sector

Performance **expected ≠ perceived: gap analysis**



Presentations

- ◆ Transnational cooperation for sustainable tourism in Baltic sea region (by Olaf Ostermann) 1/2

18 partners including national , regional authorities, tourism bodies, NGO's

Visitor surveys and monitoring (**monitoring tools**)

Economic evaluation (calculation of **benefits from tourism activities** of day trippers and overnight visitors, direct and indirect fallouts and jobs)

Assessment of Private-Public Partnership (stakeholders)

Public bodies and PA's **expectations from private partners**

Eco-labels, either specific or possibly shared by transnational partners



◆ Transnational cooperation for sustainable tourism in Baltic sea region 2/2

Benefits from the cooperation

A common transregional identity and visibility

Opportunities of cooperation between local operators according to ECST
Part II shared methodology guidelines

Additional tools

Accessibility solutions for visitor with disabilities

Carrying capacity referring to access and to honeypots

And more generally **a guide to sustainable tourism in PA's**



◆ The Green Scheme of Slovenian Tourism (by Miša Novak) (1/2)

Global context assessment:

climate changes, new destinations, people living in cities, impact of new technologies

Consequences for tourism, its future

e.g. **new marketing approach**, visitors expecting new experiences, global competition, the importance of economic values, switch from visitor marketing to visitor management

Analysis and guidelines

SWOT, opportunities, strategy around new travellers, new destinations and new businesses through a new set of tourism offers



◆ The Green Scheme of Slovenian Tourism (2/2)

Smart destinations in the whole country

And **country brand**: Green Slovenia

Following a Green Scheme of Slovenian Tourism

Including certifications of destinations, of service providers **including parks (labelling)**

And a **toolbox** for coordination, monitoring, reporting, etc.

And **inclusion** of all (**certified**) stakeholders in a green family



Workshop selected topics

- a) **Governance** (*existing and expected*)
Decision-making
- b) **Visitor monitoring and its integration in PA management plan**
Security and visitor flow regulations
- c) **Contribution of tourism to conservation**
Visitor involvement

Expected outcomes

Recommendations by participants based on their practical experience

- contribution to a **guidelines to development of sustainable tourism in PAs**



Examples of questions raised by WS participants

Stakeholders' participation >> governance

- How to identify and select stakeholders?

Private partners with private interests and short-term vision and interests vs. PA's representing long-term interests (conservation) but with less financial means.

Need for platform for communication with stakeholders and to insure longterm cooperation steering committee is needed, including public bodies and assistance from independent experts (community based; co-management)

- Is their participation to the ST process a good way to ensure effective work?

Service providers often do not consider as important to cooperate with the PA.

They lack of vision and therefore they do not participate to sustainable tourism meetings.

But it is important to increase the awareness in both-tourism and nature protection sector, their involvement and the benefits they can get thanks to cooperation with other partners (not to let them alone).



Examples of questions raised by WS participants

Strategies and action plans >> decision making

- What is the role of public (national, regional, etc.) bodies towards PA's preparing strategies and action plans?

Place of public institutions, national and regional branding (example: Slovenia green tourism), regional rules.

Problem of distinctiveness of a PA when it is integrated in a global plan and a global brand like a country or regional destination among other tourism offers.

-UNWTO ST development goals

- Are strategies and action plans a living and breathing document? To what extent can they amended/improved?

Possible amendment at the end of an action plan time frame, e.g. five years

Link between sustainable tourism time frame and PA management plan and eventual updates

Action Plan for Development of Green Tourism - example Croatia



Examples of questions raised by WS participants

Evaluation >> visitor monitoring

- Who should be in charge of monitoring/control over implementation and for evaluation of the achievement?

The PA must be in charge of them but it often has to face financial difficulties - cooperation with tourism sector.

Monitoring reports must be shared vice versa; to explain to stakeholders including private partners threats, issues the PA has to face.



Examples of questions raised by WS participants

Alternative economy >> visitor involvement

- Volunteering and local contribution to PA actions: empowerment together with PA?

Different solutions of volunteering

One year's honour citizenship for local people cooperating with municipalities and the PA to maintain some footpaths (or built heritage, etc.) during the year. Awarding giving free access to museums, local events, etc.

Youngsters ready for empowerment and actions together with the PA

Tax or entrance fees

Financial contribution to service like shuttles giving access to nature sites

...



Examples of questions raised by WS participants

Marketing, profit / PA management >> contribution of tourism to conservation

- Which measures can help generate revenues contributing to PA conservation and development?

See examples for Baltic sea region, particularly from Rügen PA

- Is running a profit-making activity in a PA an opportunity or a threat?

Awareness and training sessions must be applied first to staff members in order to explain situations must face, also for conservation purpose.



Examples of questions raised by WS participants

Another crucial question: climate changes and their impact on PA's

- Should they be considered separately or together with other topics?

Climate change effects are to be considered now together (before) with sustainable tourism issues.

Other changes to consider:

Usefulness of PA's and access to preserved nature for people living in urban areas.

Thanks to better life, health and well-being, reconnection with nature and with our global heritage can contribute to reduce social expenses. This should induce a return on investments to the benefit of PA's.



**MANY THANKS
FOR YOUR ATTENTION**

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