

Environment DG – European Commission

Sustainable tourism and Natura 2000

Guidelines, initiatives and good practices in Europe

**Annex
Vol. II**

Based on the Lisbon seminar, December 1999

28/10/00



SECA
Société d'Eco-Aménagement

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II. Glossary of terms related to this publication

- ***Sustainable tourism development***

Sustainable tourism development is about keeping a balance between the needs of the visitor, the environment and the host community for current as well as future generations. Tourism can contribute to the three dimensions of sustainable development as follows:

- in economic terms, sustainable tourism development can improve the competitiveness of the enterprises, in particular SMEs, directly and indirectly related to tourism, and bring benefits to the local economy,
- in social terms, sustainable tourism development can enable at the same time to meet the needs and to encourage a responsible behaviour of the tourists, of the people working in tourism enterprises and of the local population,
- in environmental terms, sustainable tourism development can ensure the protection and rational management of natural and cultural resources.

- ***Ecotourism***

A concept born in North America around 1985 to describe tourism in the most remote and fragile areas of the world. The most frequently quoted definition describes it as "tourism in areas virtually undisturbed by human beings which must contribute to nature conservation and the well-being of local populations" (The Ecotourism Society, US). Based on observation of the natural world, it is above all an approach to development involving new forms of partnership between the different actors with the aim to minimise the impact of tourism on the environment.

- ***Sustainable development***

Sustainable development is a broad political objective, encompassing an intention to avoid activities that will cause long term damage to the environment and a desire to ensure an adequate quality of life for present and future generations. Sustainable development involves economic, social and environmental dimensions.

- ***Protected Areas***

An area of land and/or sea especially dedicated to the protection of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means. (IUCN definition). Protected areas are of many kinds and have many different labels. These include, among others, wilderness areas, marine reserves, nature parks, regional parks, national parks, protected landscapes.

- ***Natura 2000***

The creation of a coherent ecological network of protected areas in the European Union, which is at the centre of the E.U.'s policy on nature conservation. The purpose of this network is to maintain and restore habitats and species at a favourable conservation status in their natural range.

The EU has adopted two Directives for nature conservation:

1. The 'Birds Directive' for the protection of wild birds (1979)

2. The 'Habitats Directive' for the conservation of natural habitats and of wild fauna and flora (1992)

The Natura 2000 network will be made up of Special Protection Areas (SPAs) designated under the Birds Directive and Special Areas of Conservation (SACs) designated under the Habitats Directive.

- ***Integrated Quality Management***

Integrated Quality Management (IQM) of a tourist destination is an approach which simultaneously takes into account and has a favourable impact on the activities of tourism professionals, on tourists, on the local population as well as on the environment, (i.e. the natural, cultural and man-made aspects of the destination).

The IQM strategy implemented at the destinations has the requirements of tourists as one of the major considerations.

- ***Quality***

Quality of a product or service is its ability to satisfy the needs of the consumer. In a tourist destination, the tourist must be regarded as a consumer.

- ***Tourist destination***

A tourist destination is an area which is separately identified and promoted to tourists as a place to visit, and within which the tourism product is co-ordinated by one or more identifiable authorities or organisations.

- ***Visitor management***

A process of seeking the movement, activities and impacts of visitors and associated traffic in an area.

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Natura 2000

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- **COUNCIL OF THE EUROPEAN COMMUNITIES.**- Council directive 92/43/EEC on the conservation of wild birds. April 1979.- 9 p.
- **EUROPEAN COMMISSION DG ENVIRONMENT, 1999.**- Interpretation manual of EU Habitats.- 121 p.
- **EUROPEAN COMMISSION DG ENVIRONMENT.**- Managing our heritage – An introduction to NATURA 2000.- Brussels.- 15 p.
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Sustainable tourism

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Charters and Codes of Ethics

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Mobility and the Environment

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- **THE ROYAL SOCIETY FOR THE PROTECTION OF BIRDS (RSPB).-** The RSPB's policy on transport and biodiversity.

Park management

- **ATEN, 1998.-** Accueil, protection et gestion dans les espaces naturels protégés.- Bulletin d'information sur l'éco-label Communautaire.

- **COUNCIL OF EUROPE, 1991.-** *Seminar for managers of diploma-holding areas* - Environmental Encounters n°15, 45 p. Engl. & Fr.
- **CPIE VERCORS, 1994.-** Les perspectives de développement du tourisme naturaliste dans les Parcs Nationaux et Régionaux français.- Ministère de l'Environnement, Région Rhône-Alpes.
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IV. Reference Guidelines Selected for the Seminar

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- **DRAFT PRINCIPLES FOR SUSTAINABLE TOURISM**.- United Nations Environment Programme (UNEP), 1998. 37 p.
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- **THE GREENING OF TOURISM FROM PRINCIPLES TO PRACTICE**. A casebook of best environmental practice in tourism Centre for tourism policy and research. Canada. 1993.104 p.
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- **TOURISM AND THE LANDSCAPE .** Landscape Management by Consensus. Sustainable Tourism in Europe's Peripheral Regions. The national trust for Ireland. Bord Failte. The European Commission.
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- **BLUE PLAN FOR THE MEDITERRANEAN.-** Mediterranean Commission on Sustainable Development (MCSD), 1999. 11 p.
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- **COUNCIL OF EUROPE, COMMITTEE OF MINISTERS.-** Recommendation No. R (97) 9 of the Committee of Ministers to Member States on a Policy for the Development of Sustainable Environment-Friendly Tourism in Coastal Areas, 1997.
- **COUNCIL OF EUROPE, COMMITTEE OF MINISTERS.-** Recommendation No. R (95) 10 of the Committee of Ministers to Member States on a Sustainable Tourist Development policy in protected areas, 1995.
- **COUNCIL OF EUROPE, COMMITTEE OF MINISTERS.-** Recommendation No. R (94) 7 of the Committee of Ministers to Member States on a General Policy for Sustainable and Environment-Friendly Tourism Development, 1994.
- **CLUB ALPIN FRANCAIS (CAF.).- Charte montagne du Club Alpin français: pour un développement respectueux de l'environnement.-** Paris : CAF, 1994.- 6 p.
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- **EURO-MEDITERRANEAN CONFERENCE ON TOURISM WITHIN SUSTAINABLE DEVELOPMENT.-** (sl) : (sn), 1993.- 9 p., 2 notes photocopiées.
- **SUSTAINABLE TOURISM IN SMALL ISLAND DEVELOPING STATES (SIDS) AND OTHER ISLAND.** Final Report. Lanzarote, Spain. 1998.

V. Some useful Internet addresses in relation to protected areas and Natura 2000

- Council of Europe
<http://www.coe.fr>
- EUROPARC Federation
<http://www.europarc.org>
- European Commission, DG Environment
http://europa.eu.int/comm/dgs/environment/index_en.htm
- INSULA
<http://www.insula.org>
- IUCN (World Conservation Union)
<http://www.iucn.org>
- Mediterranean Blue Plan
<http://www.planbleu.org>
- Natura 2000 network
<http://europa.eu.int/comm/environment/nature/natura.htm>
- PAN Parks
<http://panparks.org>
- The Tour Operators' Initiative
<http://www.toinitiative.org>
- United Nations Environment Programme, Industry and Environment (UNEP IE)
<http://www.unepie.org>
- WTO (World Tourism Organisation)
<http://world-tourism.org>
- WWF International
<http://www.panda.org>

VI. Examples of Good Practices in Sustainable Tourism

Why illustrate the principles with examples of good practice?

The principles in chapter 4 were used as a basis for the selection of examples of good practice all over Europe to be presented at the seminar. At the same time, the examples of good practice, which were presented, served to enrich these principles.

The 21 examples of good practice described here are selected from the 47 seminar presentations. They are the most representatives projects, which illustrate the general principles, outlined in chapter 4. Although other good examples were identified before and after the seminar, priority has been given to the projects presented at the Lisbon conference.

21 examples of good practice which illustrate the general principles and guidelines for Natura 2000

Principles	N°	Good practice	Country
STRATEGY, POLICY, PLANNING			
Assessing resources, recognising vulnerability, choosing appropriate tourism.	1	Tammisaari Archipelago National Park as part of a Natura 2000 site	Finland
	2	Eco-development, Ecotourism and Conservation in Nestos-Vistonis-Ismarida Wetlands	Greece
Creating a strategy based on consultation and partnership	3	The Zona Volcanica de la Garrotxa Nature Park: a strategy of collaboration and dialogue	Spain
Implementing, evaluating and updating a sustainable tourism strategy. Relating it to national policy.	4	Monchique Bio-Park Network: The Bio-Park Research and Monitoring Centre	Portugal
OFFER, PRODUCT, MARKET			
Knowing and targeting new markets, creating new innovative packages.	5	Hôtel au Naturel: the "Villa Rosa" experience	France
	6	Reisepavillon – A marketplace for sustainable tourism	Germany
	7	Discovery Initiatives: Tourism and Conservation Partnership	UK
Improving the offer, supporting traditional and local products and appropriate accommodation, providing guidance to local entrepreneurs.	8	The Rhön Sheep: An old domestic breed returns to the Rhön	Germany
Supporting conservation and local economies and communities, applying sustainable management to accommodation.	9	Mirow 21: A model project for Youth Hostels	Germany
	10	The Pathway Appeal, Lake District National Park	UK
	11	The "Houses of the Park" in the Monti Sibillini National Park	Italy
COMMUNICATION, PROMOTION, AWARENESS			

Developing the right image, messages, information and interpretation.	12	Green Holiday in Himmerland	Denmark
	13	EcoPuppets of the Delta	UK, Romania
Developing and communicating eco-label and certification schemes.	14	The European Centre for Eco Agro Tourism certificate	Netherlands
	15	Eco-label Luxembourg: certification of tourism enterprises	Luxembourg
ASSESSING, MANAGING & MONITORING IMPACTS			
Assessing and measuring the impacts of tourism.	16	Environmental impact assessment in Banna Akeragh Lough	Ireland
Managing visitors and traffic; reducing energy consumption and pollution.	17	Management of sports activities in the Steinhuder Meer Nature Park	Germany
	18	Visitor management on the island of Terschelling	Netherlands
Developing Integrated Quality Management, benchmarking and trans-border co-operation	19	The Trossachs Trail Tourism Management Programme	Scotland, UK
	20	Oulanka and Paanajarvi National Parks in close co-operation	Finland, Russia
	21	Sustainable Tourism Development and recreational use in the Wadden Sea Region	Denmark, Germany, Netherlands

INSERT HERE THE GOOD PRACTICE descriptions entitled "Good practices"

VI. A detailed presentation of the selected initiatives

Summary description of each initiative

Loving them to death?

Date	1993
Promoter	EUROPARC Federation (a European voluntary organisation)
Funding	European Commission, DG Enterprise, Countryside Commission, England plus contributions from participating organisations
Sphere of influence	European
Focus area	European nature parks and national parks with a focus on mountains areas, coastal areas, Mediterranean regions and wetlands

Context	In 1991, the Federation of National and Nature Parks of Europe appointed a working group composed of experienced representatives from 11 European countries to study the management of tourism in protected areas.
Type of initiative	The publication reviews tourism and protected areas, sets the limits on what may be achieved with a realistic approach to truly sustainable tourism and provides: <ul style="list-style-type: none"> • Guidelines for the development of sustainable tourism in and around protected areas • Special guidance for developing tourism in particularly sensitive or pressurised areas (mountains, coasts, Mediterranean regions, wetlands) • Recommendations for action by international organisations, national governments and the tourism sector
Target groups	<ul style="list-style-type: none"> • Managers of protected areas, (specific recommendations) • Decision-makers (who determine the regulatory and legal framework and make available the resources for the management of protected areas) • Tourism professionals (who have a central interest in ensuring that natural resources are managed in a sustainable way)
Relevance to Natura 2000 sites	The publication makes recommendations for developing tourism in specific ecosystems, which are particularly sensitive, or under pressure (mountains, coasts, Mediterranean regions, and wetlands). It is therefore particularly relevant to the diverse characteristics of Natura 2000 sites.

Format	Publication (96 pages) with recommendations (pp. 61-89) and 15 case study examples of good practice
Content	<ol style="list-style-type: none"> 1. Introduction 2. Protected areas and tourism in Europe 3. Guidelines for managers of protected areas: developing sustainable tourism, case studies 4. Sustainable tourism in special parts of Europe (Mediterranean areas, former Eastern European countries, coastal areas, wetlands, mountains) 5. Conclusions <p>Summary and recommendations Recommendations to international organisations, national governments, tourism sector</p>

Available from	EUROPARC Federation Kröllstrasse 2, D-8352 Grafenau, Germany Tel 49 8552 2839 Fax 49 8552 3242
Languages	Published in English, French and German
Information confirmed by	Rosie Simpson, Countryside Agency, UK

Key points

- Recommendations for the management of tourism in protected areas
- Includes special guidance for particularly sensitive areas
- It remains a reference (7 years after its publication)
- An accessible publication, widely read and used
- Good practical case studies
- Followed up by the European Charter for Sustainable Tourism in Protected Areas (1999)
- The majority of the participants at the Lisbon Seminar suggest updating the publication and adapting the content to Natura 2000 sites

European Charter for Sustainable Tourism in Protected Areas

Date	1999
Promoter	EUROPARC Federation (a European voluntary organisation)
Funding	LIFE dossier presented to the DG XI (Sponsored by IUCN, EUROPARC, Ministry of Environment France)
Sphere of influence	European
Focus area	National parks, regional parks, nature parks
Context	<p>The Charter emerged from the report "Loving them to death?" which recommended the setting up of a charter. It was implemented by the French Federation of Regional Nature Parks (FFPNR) for the EUROPARC Federation.</p> <p>Its aim is to take account of the uniqueness of each protected area and the need to protect them, whilst promoting the development of new, compatible activities, and maintaining traditional activities which are compatible with nature conservation.</p>
Type of initiative	<p>The Charter contains:</p> <ul style="list-style-type: none"> • The main principles and a detailed methodology for the preparation and implementation of a sustainable tourism strategy • Measures to implement in order to achieve objectives • An evaluation process for the strategy and action plan • Information on how to develop indicators for monitoring the action plan
Target groups	<ul style="list-style-type: none"> • Organisations responsible for managing protected areas • The tourism industry at the destinations (hotels, restaurants, travel agencies, tour guides) • Tour operators and transport companies working within or in the vicinity of the park
Relevance to Natura 2000 sites	The Charter provides effective guidelines for developing and managing tourism in protected areas which could be applied, after some amendments, to Natura 2000 sites.
Format	3 documents: Principles and methodology (57 pages), Brochure of case studies (31 pages), Brochure of official text (19 pages)
Content	<p>The official text contains principles of sustainable tourism in protected areas and a three-fold commitment to which each signatory agrees:</p> <ol style="list-style-type: none"> 1. A section for protected areas – a commitment to the definition of a strategy and an action plan, in partnership with the tourism industry and the local population 2. A section for the tourism industry within the protected areas – a commitment to a strategy and precise action plan 3. A section for the tour operator and transport companies – commitment to conducting operations in protected areas in a responsible manner

Available from

French Federation for Regional Nature Parks
4, rue de Stockholm, F-75008 Paris, France
Tel +33 1 44 90 86 20
Fax +33 1 45 22 70 78
E-mail lsagaert@parcs-naturels-regionaux.tm.fr

Esparc (Spanish section of EUROPARC)
Centro de investigaciones ambientales de la comunidad de Madrid
C/San Sebastian, 71, 28791 Soto del Real Madrid
Tel +34 9 1 847 89 11
Fax +34 9 1 848 00 13

Languages

Published in English, French, German, Italian, Spanish and Catalan

Information confirmed by

Laure Sagaert, French Federation for Regional Nature Parks, France

Key points

- Follow-up to the publication “Loving them to death?” (1993)
- An initiative aimed at protected areas and tourism actors
- Signatories commit themselves to setting up a strategy and action plan
- Includes principles and a detailed methodology for the preparation of a sustainable tourism strategy
- Presented in “kit” form
- Good descriptions of the experiences of the 10 pilot parks who have tested the Charter

PAN Parks

Date	1997
Promoter	World Wide Fund for Nature (WWF), an independent voluntary organisation
Funding	WWF International, Molecanten Group (a Dutch leisure company)
Sphere of influence	European (CEE and EU countries)
Focus area	Protected areas

Context	<p>PAN Parks is a project initiated by the WWF and Molecanten Group which aims to establish a network of unique and well-managed protected areas on a European scale. The aim is to provide a nature conservation based response to the growing market of nature-oriented tourism by creating a quality mark. It will be awarded to protected areas and companies that fulfil the PAN Parks "Principles and Criteria" and will be recognised by the PAN Parks logo, both of which are in the process of being developed.</p> <p>Once created, the network will be co-ordinated by a PAN Parks managing body. PAN Parks aims to be a tool for joint marketing and to create economic incentives for nature conservation by building up partnerships with the private sector.</p>
Type of initiative	<p>A set of " Principles and Criteria " for the award of the PAN Parks logo is in the process of being finalised. A letter of intent has been signed by a number of protected areas who wish to co-operate in the initiative as pilot parks.</p>
Target groups	<ul style="list-style-type: none"> • Managers of protected areas • Tourism businesses in and around protected areas • Other businesses in the private sector
Relevance to Natura 2000 sites	<p>The principles and criteria, which form the basis of the PAN Parks initiative, could eventually be adapted to Natura 2000 sites. They provide criteria for nature protection, tourism management and for the development of a sustainable tourism strategy.</p>

Format	Third draft (distributed for consultation)
Content	<p>6 principles :</p> <p>Principles 1-3 cover criteria and indicators for the protected areas and management body (the protected area becomes the actual PAN Park)</p> <p>Principle 4 sets criteria for a sustainable tourism development strategy to be developed by park managers and relevant interest groups in the region, which will be evaluated</p> <p>Principle 5 covers criteria and indicators for commercial partners (including tourism accommodation etc.)</p>

Available from

Harri Karjalainen
WWF International
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Tel +41 22 364 9426
Fax +41 22 364 3239
E-mail hkarjalainen@wwfint.org

Languages

Published in English

Information
confirmed by

Harri Karjalainen, WWF International, Switzerland

Key points

- An initiative aiming to establish a European network of well-managed protected areas
- Quality mark and PAN Parks logo
- Principles and criteria for the award of the logo in the process of being developed (to be finalised in 2000)
- Tested by 17 parks in a self-assessment process
- Independent verification where parks reaching the quality standard will be awarded the quality logo
- PAN Parks managing body for co-ordination and joint marketing

IQM and Rural Destinations

Date	1999
Promoter	European Commission Enterprise Directorate (institution)
Funding	European Commission Enterprise Directorate
Sphere of influence	European (EU countries)
Focus area	Rural tourist destinations
Context	A study carried out by The Tourism Company (UK) in association with FUTOUR (Germany) and the ECOTRANS network, for the European Commission DG XXIII Tourism Directorate, in 1998
Type of initiative	The study sets out a code of practice for IQM in rural tourist destinations (principles and components of good practice), based on the experiences and success factors emerging from the 15 selected case studies .
Target groups	Those concerned with the management of rural areas : <ul style="list-style-type: none"> • tourism officers in local authorities • managers in related sectors such as planning and environment • local politicians • national and regional governments •
Relevance to Natura 2000 sites	The publication illustrates how the concept of Integrated Quality Management can be applied to the development of sustainable tourism in rural areas drawing on the experiences of 15 case studies. The code of practice put forward could be applied more widely to Natura 2000 sites.
Format	Publication (154 pages). Recommendations pp. 61-70
Content	1). Context, findings and recommendations What IQM is about and how it is relevant to rural tourism in Europe. Presentation of key issues and approaches to IQM based on the experience of 15 case studies 2). Presentation of 15 case studies, context, strategies and actions

Available from **Enterprise Directorate General (Tourism Unit)**
200 Rue de la Loi, B-1049 Brussels, Belgium
Tel: +32 2 296 9700
Fax +32 2 295 6969

Languages Published in English

Information confirmed by Jacqueline Westcott, European Union

Key points

- Recommendations for the application of Integrated Quality Management (IQM) in rural tourist destinations
- Easy to read publication with a good lay out
- 15 case studies
- Aimed at a wide audience of managers at all levels

Parks for Life

Date	1994
Promoter	World Conservation Union (IUCN)
Funding	Contributions from Swedish Environment Protection Agency, The Finnish Forest and Park Service, Governments of Denmark, Germany, the Netherlands, Norway, UK, WWF, Smelt International, Slovenia, Finnish Forest Industries, Royal Society for the Protection of Birds (RSPB), Salzburger National Park Funds, Austria
Sphere of influence	European (CEE and EU countries)
Focus area	Protected areas
Context	<p>"Parks for Life" was formed as a campaign focusing attention on protected areas in Europe. It has become a "network of networks", which includes protected areas themselves, international and national organisations, governmental and non-governmental organisations and individuals. The report responds to the call of the World Parks Congress held in Caracas, Venezuela in 1992, for regional plans to link global aims to national and local action. "Parks for Life" is an example of excellent co-operation between different international and national bodies.</p>
Type of initiative	<p>An action plan for protected areas in Europe, which sets out the policies and actions, needed to ensure an adequate, effective and well-managed network of protected areas in Europe.</p> <p>The plan contains three kinds of action :</p> <ul style="list-style-type: none"> • Endorsements (support from the plan for important initiatives already underway which recognise the great diversity of conservation and related activities in Europe) • Recommendations (advice to governments and others on the policies and actions needed to improve the status of protected areas) • Priority projects (30 high profile, international projects designed to fill the gaps and enhance the prospects for protected areas in Europe) <p>In November 1997, the action plan was re-examined and updated in the light of new developments. New issues were included, for example, the application of broader bioregional approaches to protected areas, more work on improving management of ecosystems, including habitat creation and restoration, protected area law, so as to improve the statutory position of protected areas.</p>
Target groups	<ul style="list-style-type: none"> • Organisations which have a role in determining what happens to protected areas in Europe (intergovernmental bodies, governments, sub-national and local governments, non-governmental organisations) • Individuals responsible for the planning and management of protected areas • A far wider group: local communities, land owners, local businesses, tourist enterprises and the public

Relevance to Natura 2000 sites	The publication is intended for protected areas in Europe and is well detailed. Certain principles are applicable with adaptation to Natura 2000 sites and case studies may provide useful information to Natura 2000 sites. "Parks for Life" greatly contributes to other European thematic and regional strategies, including CBD, PEBLDS and the Emerald network.
Format	Publication (150 pages). Guidelines are included in the text throughout the publication.
Content	<ol style="list-style-type: none"> I. Placing Europe's protected areas in their wider context II. Addressing priorities at the European, sub-regional and national levels III. Strengthening the planning and management of Europe's protected areas Creating the climate for success
Available from	IUCN Publications Services Unit 219c Huntingdon Road, Cambridge, CB3 0DL, UK
Languages	Published in English, French, German and Spanish
Information confirmed by	Marija Zupancic Vicar, WCPA Europe, Slovenia

Key points

- An action plan for the establishment of a network of protected areas in Europe (updated 1997)
- Endorses important initiatives, makes recommendations and highlights 30 priority projects
- Well detailed publication
- The result of co-operation between different international and national bodies

Tour Operators' Initiative

Date	2000
Promoter	United Nations Environment Programme (UNEP), an international organisation
Funding	Internal
Sphere of influence	International
Focus area	Global
Context	<p>The initiative has been developed by tour operators for tour operators with the support of UNEP, UNESCO and WTO/OMT. It is voluntary, non-profit-making and open to all tour operators regardless of their size or geographical location.</p> <p>The Initiative is governed by a Board of tour operators as well as by the members through the Annual General Meeting.</p>
Type of initiative	<p>Tour operators sign a Statement of Commitment committing themselves to putting into practice the various principles of sustainable development (including the conservation of biodiversity) as the core of their business activity. These will be summarised in their corporate policy. They will 'encourage' their partners, suppliers and sub-contractors to do the same, and also agree to work with other members by implementing a Programme of Activities to promote and disseminate methods and practices compatible with sustainable development.</p>
Target groups	Tour operators
Relevance to Natura 2000 sites	It is envisaged that possibly conservation projects in cultural sites and natural areas including Natura 2000 sites will be promoted.
Format	<p>Statement of commitment (2 pages)</p> <p>Constitution (3 pages)</p> <p>Tour operators questionnaire</p> <p>Tour Operator Membership rules and procedures and application procedures</p>
Content	<p>Statement of commitment to Sustainable Tourism Development:</p> <ol style="list-style-type: none"> 1. Commitment to Sustainable Tourism Development and Management of Tourism 2. Principles of Sustainable Development and Management of Tourism <p>Public Awareness and Communication</p>

Available from

Secretariat Tour Operators' Initiative for Sustainable Tourism Development
UNEP, Division of Technology, Industry and Economics
39-43, Quai André Citroën, 75739 Paris Cedex 15, France
Tel 33 1 44 37 14 50
Fax 33 1 44 37 14 74
E-mail unep.tie@unep.fr
Internet site www.toinitiative.org and www.uneptie.org/tourism

Languages

Published in English

Information
confirmed by

Giulia Carbone, UNEP, France

Key points

- Statement of commitment for tour operators
- A pro-active approach to sustainable tourism development
- Tour operators commit themselves to minimising negative impacts of tours
- To encourage co-operation and joint actions amongst tour operators
- Catalytic element of initiative: members 'encourage' their partners, suppliers and sub-contractors to implement sustainable tourism principles

Ecotourism Diagnostic and Planning Guidelines for Protected Areas Managers

Date	1992
Promoter	World Wildlife Fund for Nature (WWF), an independent conservation organisation
Funding	
Sphere of influence	American
Focus area	Protected Areas

Context	<p>The document was produced by WWF in North America in response to requests from managers of protected area for assistance in developing ecotourism plans for their areas to better manage tourists. It reviews the general issues and components of ecotourism and provides guidelines for the creation of an ecotourism strategy.</p> <p>Since its publication, these guidelines have been applied mainly in protected areas in South America/ the southern hemisphere.</p>
Type of initiative	The guidelines are designed as a tool to help managers of protected areas evaluate the issues of ecotourism, and to assist them in the process of creating a strategy. They provide a framework and methodology to be used, in conjunction with other resources, as a starting point for developing a strategy.
Target groups	Managers of protected areas
Relevance to Natura 2000 sites	The paper provides concise and effective guidelines for developing a ecotourism strategy which is a useful reference for protected areas in the development of a strategy aimed at managing tourism.

Format	Technical paper (14 pages). The document is part of the WWF Wildlands and Human Needs series of technical papers.
Content	<p>Guidelines for a 4-phase process for the creation of an ecotourism strategy</p> <p>Phase 1: to assess the current tourism situation and potential</p> <p>Phase 2: to determine a desirable tourism situation and identify steps to reach this situation</p> <p>Phase 3: to strategize about how to reach a desirable tourism situation</p> <p>Phase 4: to write an ecotourism strategy document</p>

Available from	World Wildlife Fund for Nature (WWF) 1250 24th Street N.W. Washington D.C. 20037, USA Tel (202) 778 9624 Fax (202) 293 9211
Languages	Published in English, French and Spanish
Information confirmed by	No reply

Key points

- A concise method for creating an ecotourism strategy
- A useful starting point for the development of a strategy
- Managers of protected areas are targeted specifically

Tourism, Ecotourism and Protected Areas

Date	1996
Promoter	World Conservation Union (IUCN), a non-governmental organisation
Author	Ceballos-Lascurain H.
Funding	IUCN, European Communities
Sphere of influence	International
Focus area	National parks and protected areas

Context	The report is based on papers presented at the tourism workshops held during the IV World Congress on National Parks and Protected Areas held in Caracas, Venezuela (10-21 February 1996), and on additional material and research carried out by the author.
Type of initiative	The publication reviews the state of nature-based tourism and provides guidelines for its development and case study examples.
Target groups	Protected area planners and managers
Relevance to Natura 2000 sites	The publication contains comprehensive information on nature-based tourism aimed at managers of national parks and protected areas, which could be adapted to the characteristics of Natura 2000 sites.

Format	Publication (301 pages). Guidelines are included throughout the text.
Content	<p>Introduction</p> <ol style="list-style-type: none"> 1. Tourism and the environment 2. Negative tourism impacts 3. Government policy in relation to tourism and protected areas 4. Creating and managing tourism in protected areas 5. Assessment, monitoring and management techniques 6. Preparing protected areas for tourism <p>Appendices</p>

Available from	IUCN Publications Services Unit 219, Huntingdon Road, Cambridge CB3 0DL, UK IUCN Communications Division Rue Mauverney 28, CH-1196 Gland, Switzerland
Languages	Published in English
Information confirmed by	Hector Ceballos-Lascurain, IUCN

Key points

- Comprehensive, detailed publication
- Reviews the state of nature-based tourism and provides guidelines for its development
- Case study examples
- Guidelines included throughout the text aimed at protected area planners and managers

Guidelines: Development of National Parks and Protected Areas for Tourism

Date	1992
Promoter	World Tourism Organisation (WTO), United Nations Environment programme (UNEP), World Conservation Union (IUCN), international organisations
Author	Ceballos-Lascurain H., McNeely J.A., Thorsell J.W.
Funding	UNEP
Sphere of influence	International
Focus area	National parks and protected areas in less economically developed countries
Context	<p>In 1983, a general statement on the role of tourism in protecting the environment was prepared by the World Tourism Organisation (WTO), and a joint declaration on Tourism and the Environment was signed with UNEP.</p> <p>In the context of these two documents, and in order to encourage more appropriate tourism development in National Parks and protected areas, WTO and UNEP engaged IUCN to prepare guidelines for National parks and protected areas.</p>
Type of initiative	Detailed guidelines for national parks and protected areas
Target groups	<p>Those concerned with the management of National Parks and related protected areas :</p> <ul style="list-style-type: none"> • Managers of protected areas and staff • National Tourism Administrators responsible for the planning and development of ecotourism sites • Members of local committees in which parks or protected areas are sited
Relevance to Natura 2000 sites	The guidelines are aimed specifically at managers of national parks and protected areas in less economically developed countries, but could be adapted to characteristics of Natura 2000 sites.
Format	Publication (53 pages) in the form of a practical working document. Guidelines are included in the text.
Content	<p>Introduction</p> <ol style="list-style-type: none"> 1. The costs and benefits of tourism in protected areas 2. Tourism considerations when selecting areas for National Parks 3. Limits: tourism capacity 4. Planning for tourism in National Parks 5. Guidelines for the development of tourism facilities in National Parks 6. Recommendations for hunting in protected areas 7. Guidelines for providing environmental education and interpretation programmes

Available from	WTO c/ Capitan Haya, 42, 28020 Madrid, Spain Tel 34 1 571 0628 Fax 34 1 571 3733
	UNEP Tour Mirabeau, 39-43, quai André Citroën, 75739 Paris, France Tel 33 1 40 58 88 50 Fax 33 1 40 58 88 74
Languages	Published in English, French Russian and Spanish
Information confirmed by	Hector Ceballos-Lascurain, IUCN

Key points

- A set of guidelines for appropriate tourism development
- Covers the planning and management of protected areas
- A practical, illustrated publication
- Written specifically for managing tourism in National Parks and protected areas in less economically developed countries

Council of Europe Recommendations

Date	1993-99
Promoter	Council of Europe (intergovernmental organisation)
Funding	General budget of the Council of Europe
Sphere of influence	European (including Eastern and Central European countries)
Focus area	Coastal areas, protected areas
Context	<p>In 1993, the Council of Europe set up a group of specialists on Tourism and Environment to study issues of environmentally-friendly tourism development.</p> <p>The group was to determine the principles and conditions for tourist projects and define the actions to be taken to reconcile the long term interests of tourism and environmental protection and nature conservation.</p> <p>In this framework, several technical assistance activities, studies and recommendations to the Member States of the Council of Europe have been produced, two of which are of particular relevance to Natura 2000 (see below).</p>
Type of initiative	Recommendations approved by the Committee of Ministers
Target groups	41 Member States
Relevance to Natura 2000 sites	In the two documents described below, the Council of Europe addresses the issue of tourism development in protected areas and in coastal areas, providing general recommendations of relevance to Natura 2000.
Format	Official documents approved by the Committee of Ministers
Content	<p>Recommendation N° R (95) 10 of the Committee of Ministers on a sustainable tourism development policy in protected areas proposes principles and guidelines for the formulation and implementation of tourism policies for protected areas. It emphasises:</p> <ul style="list-style-type: none"> • the importance of the integration of protected areas in a global strategy of tourism development, • the need for adequate answers on the growing interest of the public for these areas, • the need for tourism professionals to recognise the constraints of sustainability in tourism development and to contribute directly to the preservation of these areas

Recommendation N° R (97) 9 of the Committee of Ministers on the development of environment-friendly tourism in coastal areas.

This recommendation defines the principles upon which tourism planning and development in coastal areas must be based.

- It suggests measures to be followed with specific reference to the protection and control of development, monitoring and combating pollution, the diversification of tourism services, the use of tax instruments and incentives, education, training, research, co-operation at local, regional, national levels.

Available from

Council of Europe
F-67075 Strasbourg Cedex, France
Tel +33 3 88 41 22 64
Fax +33 3 99 41 27 15

Languages

Published in English and French

Information confirmed by

Hélène Bouguessa, Council of Europe, France

Key points

- Recommendations for sustainable tourism development
- 2 official documents approved by the Committee of Ministers of the Council of Europe
- Principles and guidelines for tourism policies in protected areas (1995)
- Principles for tourism policies in coastal areas (1997)
- Aimed at the 41 Member States

World Charter for Sustainable Tourism

Date	1995
Promoter	World Conference for Sustainable Tourism (WCST) Committee: INSULA (Secretariat), UNESCO, UNEP, WTO, UN, European Commission, Spanish authorities
Funding	Spanish and Canary Islands authorities
Sphere of influence	International
Focus area	World tourist destinations

Context	<p>The World Conference held on 27-28 April 1995 in Lanzarote, Spain, was attended by 1000 participants from 75 governments. The participants agreed to the application of the principles set out in the Rio declaration related to tourism development.</p> <p>The conference received great media attention, and raised awareness about sustainable tourism on an international scale. This is reflected in the proliferation of the number of protected areas as a result of European, national and regional policies.</p>
Type of initiative	A declaration comprising a set of principles and criteria enabling national and local authorities to develop appropriate action plans, contributing in this way to the <u>implementation</u> of sustainable tourism initiatives and policies.
Target groups	International community, governments, public authorities, decision-makers, tourism professionals, tourists
Relevance to Natura 2000 sites	The declaration does not refer directly to protected areas, but is a useful base-line reference for the principles of sustainable tourism.

Format	A 64 page booklet with the Charter in English, French and Spanish, the final resolution and a list of participants.
Content	<ul style="list-style-type: none"> Principles Objectives Final resolution Resolution on Follow-up Committee

Available from	INSULA
Languages	Internet site: www.insula.org
Information confirmed by	Published in English, French and Spanish Pier Giovanni d'Ayala, INSULA, France

Key points

- The declaration of the World Conference for Sustainable Tourism in Lanzarote (1995)
- Sets out principles and criteria for sustainable tourism
- Large media impact
- Wide diffusion internationally
- The message put across has served as a base-line reference for other initiatives

Convention on Biological Diversity

Date	1992
Promoter	Institution
Funding	
Sphere of influence	International
Focus area	Global
Context	<p>In May 1989, UNEP established a working group of technical and legal experts to prepare an international legal instrument for the conservation and sustainable use of biological diversity. The experts were to take into account the “ need to share costs and benefits between developed and developing countries ” as well as “ ways and means to support innovation by local people ”.</p> <p>The Convention introduced a new approach aimed at reconciling the need for conservation with the concern for development, based on considerations of equity and shared responsibility</p>
Type of initiative	<p>A global, comprehensive agreement to address all aspects of biological diversity in resources, species and ecosystems. The Convention provides objectives, principles and commitments.</p> <p>For the first time in the context of biodiversity conservation, an international legal instrument spells out the rights and obligations of its parties concerning scientific, technical and technological advice for the contracting states.</p>
Target groups	Contracting States
Relevance to Natura 2000 sites	The Convention covers all types of natural areas. Its important as it sets a precedent as a legal framework for conservation and biological diversity which has been agreed and ratified internationally.
Format	Official report (35 pages) ratified at the UN Conference on Environment and Development (June 1992).
Content	<p>Preamble</p> <p>42 articles</p> <p>Annexes</p> <p>Identification and monitoring</p> <p>Arbitration, Conciliation</p> <p>List of signatories</p>

Available from

Secretary General of the United Nations

Languages

Published in Arabic, Chinese, English, French, Russian and Spanish

Information
confirmed by

No reply

Key points

- Legal report with 42 articles
- It provides a legal framework for conservation and biological diversity
- Covers all aspects of biodiversity
- It was agreed and ratified internationally
- A new approach aimed at reconciling the need for conservation with the concern for development, based on considerations of equity and shared responsibility

UNEP Draft Principles for Sustainable Tourism

Date	1998
Promoter	United Nations Environment Programme (UNEP), an international organisation
Funding	Internal
Sphere of influence	International
Focus area	Global

Context	The proposals consolidate existing guidelines into a coherent set of key principles aimed at guiding the different stakeholders (governments, intergovernmental groups, the private sector and other organisations) in the implementation of sustainable tourism and its integration into their overall policies for sustainable development.
Type of initiative	Proposed principles covering : <ul style="list-style-type: none"> • the integration of tourism into an overall policy for sustainable tourism • the development of sustainable tourism • the management of tourism • conditions for success <p>Examples of the actions, mechanisms and approaches that would be appropriate in relation to each principle are indicated.</p>
Target groups	Governments, intergovernmental, private sector and other organisations
Relevance to Natura 2000 sites	The report does not apply directly to protected areas. However, the implementation of sustainable tourism principles as part of an overall policy is of significance to Natura 2000.

Format	Report (37 pages) presented to the High Level Committee Meeting of Ministers and Officers, to the UNEP 20 th Governing Council and to the VII Commission on Sustainable Development. (Proposed principles pp. 7-10)
Content	Executive summary <ol style="list-style-type: none"> 1. Introduction 2. Progress and gaps in addressing environmental issues for sustainable tourism 3. Proposals for UNEP Principles for Implementation of Sustainable Tourism 4. Proposed UNEP Work Programme on sustainable tourism for the 2000-2001 biennium

Available from

The full report is not for public distribution. The Draft Principles are available on UNEP Division of Technology, Industry and Economics internet site (<http://www.uneptie.org/tourism/new.html>)

Languages

Available in English

Information confirmed by

Giulia Carbone, UNEP, Paris

Key points

- An official report which consolidates existing guidelines into a coherent set of key principles
- Aimed at governments, intergovernmental, private sector and other organisations
- It makes proposals on how to integrate tourism into an overall policy for sustainable development

Blue Plan

Date	1999
Promoter	Mediterranean Commission on Sustainable Development (MCSD), a consultative body
Funding	Mediterranean countries, European Commission
Sphere of influence	Mediterranean
Focus area	Mediterranean
<hr/>	
Context	<p>The MCSD was created by the Mediterranean Action Plan (MAP) in 1996, at the request of the 21 Contracting Parties to the Convention of Barcelona, to define a regional strategy for sustainable development in the Mediterranean.</p> <p>The Blue Plan (BP / RAC) is one of the regional activity centres of the Mediterranean Action Plan as the regional support centre of the MCSD.</p>
Type of initiative	<p>Tourism and sustainable development is one of the eight priority issues selected by the MCSD.</p> <p>The plan presents the recommendations and proposed actions adopted by the 11th meeting of the contracting parties to the Convention of Barcelona (Malta, 27-30 Oct. 1999) concerning tourism and sustainable development in the Mediterranean.</p>
Target groups	21 Contracting Parties to the Barcelona Convention
Relevance to Natura 2000 sites	.Although the report does not refer to protected areas directly, it provides general recommendations specific to Mediterranean countries, and therefore of relevance to Natura 2000 in this region.
<hr/>	
Format	<p>Action plan (11 pages)</p> <p>Recommendations pp. 5-9</p>
Content	<p>Recommendations (3 areas):</p> <ol style="list-style-type: none"> 1. Managing the regional and environmental impacts of tourism 2. Promoting a tourism that enhances social, cultural and economic development 3. Developing Mediterranean co-operation <p>Proposed Action Plan</p>

Available from

Plan Bleu pour l'Environnement et le Développement en Méditerranée
15 rue L. van Beethoven, Sophia-Antipolis, 06560 Valbonne, France
Tel 33 4 92 38 71 30
Fax 33 4 92 38 71 31
Email planbleu@planbleu.org
Web: www.planbleu.org

Languages

Published in English and French

Information confirmed by

Guillaume Benoit, Blue Plan, France

Key points

- Recommendations and proposed action for tourism and sustainable development in the Mediterranean
- Part of the Mediterranean Action Plan
- Official document
- Adopted by the Contracting Parties to the Barcelona Convention

Conference on Sustainable Tourism in Small Island Developing States (SIDS)

Date	1998
Promoter	World Tourism Organisation (WTO), United Nations Programme (UNEP), international organisations
Funding	Internal and from the French Ministry of Environment
Sphere of influence	International
Focus area	Small islands and in particular Small Island Developing States
Context	The conference held in Lanzarote, Spain (25-28 October 1998), aimed to examine developments of tourism in small islands with particular focus on SIDS and draws up recommendations taking into account their specific requirements. Conclusions and recommendations were transmitted to the Seventh Session of the UN Commission on Sustainable Development and evaluated with respect to the progress made in the implementation of the Programme of Action for the Sustainable Development of Small Islands Developing States.
Type of initiative	Guidelines and recommendations to the Commission on Sustainable Development (CSD) of the UN for the revision of the 'Programme of Action for the Sustainable Development of Small Islands Developing States' to be undertaken by the General Assembly in 1999. Key issues reports and case studies in annexes.
Target groups	Governments in small islands (and in particular SIDS), the private sector and international community
Relevance to Natura 2000 sites	Although the report does not refer to protected areas directly, the guidelines provided focus specifically on the issue of sustainable tourism in small islands and are, therefore, of relevance to Natura 2000 sites in this type of area.
Format	Final report (56 pages) Guidelines and recommendations pp. 3-14 Conclusions of working groups Annex 1 pp. 15-19
Content	Part 1. Summary of main conclusions and recommendations Part 2. Key issues for sustainable tourism in SIDS and other islands and areas of action at national, regional and international levels Part 3. Annexes: Conclusions and recommendations of the three working groups List of reports and case studies presented at the Conference Conference Programme of work List of participants

Available from	UNEP Division of Technology, Industry and Economics internet site – http://www.uneptie.org/tourism/confer.html
Languages	Published in English, French and Spanish
Information confirmed by	Giulia Carbone, UNEP, France

Key points

- Final report following the international conference (Lanzarote 1998)
- Recommendations for sustainable tourism which focus on small islands and small island developing states (SIDS)
- Transmitted to the UN Commission on Sustainable Development
- Highlights case studies and key issues

Global Code of Ethics for Tourism

Date	1999
Promoter	World Tourism Organisation (WTO), an intergovernmental organisation
Funding	WTO
Sphere of influence	International
Focus area	Tourist destinations world-wide
Context	The Global Code of Ethics for Tourism was developed after extensive consultation with governments, trade associations, labour unions, private sector companies, non-governmental organisations, and approved by world leaders during a WTO summit meeting in Santiago, Chile (1 October 1999).
Type of initiative	10 point blueprint 9 articles outline the 'rules of the game' for destinations, governments, tour operators, developers, travel agents, workers and travellers The 10 th article involves the redress of grievances through the creation of a World Committee on Tourism Ethics This conciliation mechanism is set up to ensure its implementation.
Target groups	Tourist destinations, governments, tour operators, travel agents, workers and travellers
Relevance to Natura 2000 sites	Although the code does not concern protected areas directly, it provides a useful general code of ethics for tourism valid for all types of protected area.
Format	Code (10 articles)
Content	10 articles <ol style="list-style-type: none"> 1. Tourism's contribution to mutual understanding and respect for peoples and societies 2. Tourism as a vehicle for individual and collective fulfilment 3. Tourism, a factor of sustainable development 4. Tourism, a user of the cultural heritage of mankind and contributor to its enhancement 5. Tourism, a beneficial activity for host countries and communities 6. Obligations of stakeholders in tourism development 7. Right to tourism 8. Liberty of tourism movements 9. Rights of the workers and entrepreneurs in the tourism industry 10. Implementation of the principles of the Global Code of Ethics for Tourism

Available from

WTO internet site: www.world-tourism.org

Languages

Published in English, French and Spanish

Information
confirmed by

Eugenio Yunis, WTO, Spain

Key points

- Global code of ethics for tourism
- 10 articles available on the WTO internet site
- Targets all those involved in the tourism and travel industry
- Sets up a consultation mechanism with the aim of enforcing the code

Responsible Tourism in the Mediterranean

Date	1999
Promoter	World Wide Fund for Nature (WWF) an independent conservation organisation
Funding	Good descriptions of the experiences of the 10 pilot parks who tested the Charter
Sphere of influence	Mediterranean countries
Focus area	The Mediterranean destination

Context	<p>Following an in-depth review of the most widely available tourism-related codes of conduct (57), none of which seemed to provide a complete picture of the complex social, economic and environmental situation of the Mediterranean, WWF decided to develop a new set of principles and codes of conduct to help steer the necessary changes to the tourism sector in the Mediterranean.</p> <p>It is to be developed further and aims to rise the awareness of tourists, the tourism industry and government authorities through policy activities, fieldwork, and a Pan-European awareness campaign</p>
Type of initiative	The document consists of a set of general principles that provide a broad framework, codes of conduct for tourists and the tourism industry, and recommendations to local authorities.
Target groups	<p>Three major target audiences :</p> <ul style="list-style-type: none"> • Tourists • The tourism industry • Government authorities
Relevance to Natura 2000 sites	The document sets out principles and a code of conduct related specifically to the complex situation of tourism in the Mediterranean. Although it does not concern protected areas specifically, it could be of relevance to Natura 2000 sites in the Mediterranean.

Format	Working document (16 pages)
Content	<p>Ten principles for Mediterranean Tourism</p> <p>WWF's Code of Conduct for Mediterranean Tourists</p> <p>Specific measures for tourists</p> <p>WWF's Code of Conduct for Industry (tour operators, hotels, airlines)</p> <p>Measures for tour operators, hotels, airlines</p> <p>WWF's Recommendations for local authorities</p> <p>Measures for local authorities</p>

Available from	WWF Mediterranean Programme
	Via Po 25c, 00198 Rome, Italy
Languages	Published in English
Information confirmed by	Paloma Agrasot, WWF

Key points

- Small publication
- Sets out the principles and a code of conduct for responsible tourism in the Mediterranean
- It is to be developed further and aims to rise the awareness of tourists, the tourism industry and government authorities through policy activities, fieldwork, and a Pan-European awareness campaign

VII. The European Charter for sustainable Tourism in Protected Areas

Criteria

1. IMPROVING THE QUALITY OF TOURISM ON OFFER

1.1. Strategy to promote a better understanding of potential visitors

- Setting up of an observation post to monitor tourist numbers
- Implementation of a market study to identify new products to be developed

1.2. Strategy for a quality assurance procedure

- Implementation of a programme to evaluate visitor satisfactions
- Implementation of a quality plan for all tourist facilities available in the protected area, in partnership with service providers in the tourism industry
- Implementation of an ongoing programme of improvements in quality (covering the welcome, equipment of all facilities, services, advertising, marketing and customer support)
- Setting up a quality assurance committee

1.3. Strategy to attract new consumer groups

- Carrying out market studies with a view to attracting new consumer groups who meet the objectives of tourism management and improvement in the profitability of existing tourist establishments
- Measures to welcome disabled people in the area
- Measures to welcome sick or convalescent people in the area
- Measures to welcome young people or people on low incomes in the area

2. CREATION OF A SPECIFIC TYPE OF TOURISM

2.1. Strategy to produce a type of tourism specific to a “protected area”

- Implementation of a low-volume tourism activity programme promoting the discovery and interpretation of the natural and cultural heritage and integration of visitors and local residents under the best possible conditions
- Training and support for providers of tourism services and tour operators to develop tourism products based on discovery of the local natural and cultural heritage and compatible with environmental protection objectives
- Support for freelance nature guides to develop “nature” activities
- Implementation of promotional activities

3. RAISING PUBLIC AWARENESS

3.1. Strategy for education and interpretation

- Development of activities for education and interpretation of the local flora and fauna
- Development of activities for education and interpretation of the area's local history and skills
- Development of activities for education and interpretation specifically designed for young visitors and schoolchildren
- Development of activities for education and interpretation offered by tourist service providers

3.2. Strategy for providing information to the public

- Setting up information centres within the park
- Involvement of tourism establishments and businesses located in the park in providing information to the public
- Creation of public information programmes on the parks' missions and the issues involved in sustainable development
- Distribution of high quality information in the main languages spoken by visitors
- Setting up of information centres outside the park area boundaries

3.3. Strategy for a quality assurance procedure

- Advising tourist service providers to use advertising material compatible with the image and values of the park
- Implementing a public relations plan permitting identification of the charter signatories and stressing their commitment

4. TRAINING

4.1. Strategy of training to achieve objectives

- Introducing training programmes on sustainable tourism for staff of the protected area

4.2. Strategy for training those involved in tourism

- Setting up of training programmes on the use of renewable energy for those involved in tourism
- Setting up of training programmes on sustainable development for those involved in tourism
- Organisation of training sessions on the local, natural and cultural heritage for tourist providers in the area

5. PRESERVATION AND ENHANCEMENT OF LOCAL RESIDENTS' QUALITY OF LIFE

5.1. Strategy to encourage the preservation and improvement of local residents' quality of life

- Participation of park residents in decisions relating to tourism
- Improving the appearance of local residents in the organisation and management of tourism in the area
- Taking into account the specific needs of local residents for leisure activities
- Contractual measures to manage conflicts between the rights of residents and those of visitors (see access management)
- Measures to promote quality encounters between residents and visitors such as giving preference to small groups and making visitors aware of the local culture
- Reduction of noise nuisance in villages

6. PROTECTION OF THE ENVIRONMENT

6.1. Strategy for protection and development of sensitive natural environments, flora and fauna

- Inventory of the biological assets
- Implementation of protection measures for identified sensitive environments
 - Regulatory measures for biotopes and biological nature reserves, classifications of Ramsar zones or application of the directive on Habitats
 - Contractual measures (Subsidies for economic partners)
- Partnership with nature conservation
- Implementation of a system for the monitoring of the areas, the flora, the fauna
- Actions for the restoration of damaged fragile areas
- Advice to tourist service providers and tour operators to develop tourism products compatible with environmental protection objectives
- Creation of special facilities to reconcile the presence of visitors and protection of sensitive areas, flora and fauna
- Creation of a centre for the study and protection of flora and fauna

6.2. Strategy for conservation and enhancement of the architectural heritage and vernacular buildings

- Public information on measures to conserve and enhance vernacular buildings
- Development of tourism based on the architectural heritage and vernacular buildings (accommodation with special character, museums, etc.)
- Maintaining public areas of "character" in the villages
- Restoration of the vernacular heritage
- Training programme aimed at teaching craftsmen traditional building techniques

6.3. Strategy for conservation and enhancement of the local heritage

- Measures to encourage residents to preserve their local culture
- Emphasising the local culture in tourism promotion for the area
- Creation of amenities highlighting the local culture (resource centre, ecomuseums, museum of art and traditions)
- Creation of festivals highlighting the local cultural heritage
- Support for research and documentary work concerning the local cultural heritage
- Training programme for the enhancement of traditional skills
- Programmes to raise awareness of local culture traditions amongst schoolchildren (visitors and local residents)

6.4. Strategy for land use control and landscape management –

Controlling land use:

- Existence of town planning documents
- Control of urban development
- Preservation of open spaces
- Preservation of traditional farmlands contributing to land management
- Preservation of natural areas (see 6.1. Strategy for protection and development of sensitive natural environments, flora and fauna)

Preserving diversity of landscapes:

- Preservation of landscape characteristics (hedgerows, terracing, dry stone walls, etc.)
- Protection and enhancement of the architectural heritage and vernacular buildings (see 6.2. Strategy for conservation and enhancement of the architectural heritage and vernacular buildings)

Landscape quality improvement:

- Addressing landscape problems
- Concealment of above-ground networks (power, gas, waste water treatment, etc.)
- Landscaping of highways (overpasses, etc.)
- Regulating information panels
- Regulating advertisements
- Panoramic views
- Landscape / Environment Charter signed with local authorities
- Guidelines for the use of local plant species in landscaping

6.5. Strategy for the preservation of air quality

- Measures to ensure good air quality for visitors and residents
- Measures to reduce airborne effluents from tourism activities
- Programme to promote clean-air energy sources
- Programme for reduction of pollution caused by emissions from private motor vehicles (see 8. Transport Control Strategy).
- Setting up of an air quality monitoring station

6.6. Strategy for the preservation of water quality

- Measures to preserve the quality of water in rivers
- Measures to preserve the quality of water for swimming
- Measures to preserve the quality of wetlands (Ramsar areas, directive on habitats) (see 6.1. Strategy for protection and development of sensitive natural environments, flora and fauna)
- Existence of special water treatment equipment in the tourism industry (particularly connecting tourism facilities to special wastewater processing plants)
- Measure to reduce discharge into natural water from tourism activities
- Measure for better management of consumption of potable water in the tourism sector
- Training of tourism professionals on water management methods
- Measures to improve water quality at polluted locations

6.7. Strategy for the preservation of energy resources

- Measures to reduce consumption of non-renewable energy sources in the tourism sector
- Promotion of the use of renewable energy sources (taking care that these new techniques do not have a negative impact on the environment. They must be adapted to the objectives for sustainable development of the territory).
- Training programme on the use of renewable energy sources for tourist service providers
- Drawing up of an energy consumption plan for the whole area

6.8. Strategy for the reduction of noise nuisance

- Measures aimed at limiting noise nuisance from road transport (cars, motorbikes, etc.)
- Measures aimed at limiting noise nuisance from air transport (flights over the area by military aircraft, model planes)
- Measures aimed at limiting noise nuisance from sea transport
- Measures aimed at limiting noise nuisance from rail transport
- Contractual measures concerning deliveries to tourist establishments (low noise, no dawn deliveries)

6.9. Strategy for the processing, reduction and recycling of waste

- Measures for processing of waste within the area
- Waste reclamation programme within the tourism industry
- Training programme on waste reduction and reclamation for tourist service providers
- Awareness campaign to encourage visitors to take their waste home from the park or cycling tours in the park
- If necessary, a programme to remove unauthorised rubbish dumps

7. SOCIAL AND ECONOMIC DEVELOPMENT

7.1. Strategy to support the local economy

- Establishment of links between tourist activities and other local economic sectors (e.g. promotion of local farm products through tourism)
- Label awards for environmentally friendly local products and promotion of these to tourism establishments and visitors
- Advising tourism companies to adopt a local purchasing policy
- Creation of country markets and/or Park shops
- Organising visits to local companies or craftsmen
- Organising a network to distribute local products to tourism establishments

7.2. Strategy for a better sharing of the benefits of tourism

Measures to promote the employment of local people by the tourism industry

Measures guaranteeing access to rented accommodation for local residents

7.3. Strategy to promote development of new types of employment

- Measures to promote development of versatile activities such as agricultural tourism and nature promotion activities
- Promotion of new forms of employment connected with sustainable tourism (ecology-advisers, etc.)
- Measures to promote employment of the young, women, the economically deprived, as well as the disabled in tourism activities

8. CONTROL OF TOURIST NUMBERS

8.1. Strategy for finding out about the flow of visitors

- Establishment of an observation post, monitoring the flow of visitors in time and space
- Assistance from tourist service providers in monitoring the flow of visitors in the area

8.2. Strategy for management of visitor flow in the protected area

- Provision of an alternative tourist attraction to properly manage the flow of visitors in the protected area
- Development of a plan to manage the flow of visitors within the area
- Setting up of reception facilities (information centres, museums and accommodations) based on the plan for management of the flow of visitors within the area
- Providing tourist signposts in accordance with the plan for management of the flow of visitors within the area
- Contribution of tourist service providers to the plan to channel the flow of visitors within the area (advising visitors, suggesting less travelled paths, etc.)

8.3. Strategy for a quality assurance procedure

- Promotion of products that favour an all-year round season, particularly those linked to nature watching (Panda lodges)
- Development of a programme of out-of-season activities
- Development of partnerships designed to maintain tourist services out-of-season (transport, tourist offices, etc.)
- Assistance of tourist service providers in promoting off-season activities

8.4. Strategy for traffic control

- Introduction of a plan to control mobility in line with the plan for management of the flow of visitors in the area
- Development of footpaths, cycle-tracks etc.
- Setting up of a system to provide information to visitors on access by public transport; walking or cycling
- Implementation of a programme to encourage visitors to leave their vehicles in the car park and use public transport (park and ride systems)
- Measures to ban or regulate use of all-terrain vehicles (4x4 vehicles, off-road motorbikes)
- Participation of tourist service providers in the promotion of public transport, hiking and cycling to visitors
- Establishment of a service to collect visitors from the railway station
- Establishment of all-in prices covering local public transport
- Establishment of special prices for visitors arriving by rail
- Reduction in entry fees to amenities for visitors arriving by non-motorised forms of transport
- Development of a tourist package using the public transport system

8.5. Strategy for the management and integration of tourist facilities

- Guidelines, directives and advice on the construction and development of tourist facilities
- Measures to promote the use of traditional building techniques when constructing tourist facilities
- Measures to encourage tourist service providers to respect the local style of architecture when constructing or renovating tourist facilities

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VIII. Pan Parks Principles and Criteria

Third draft - November 1999

PRINCIPLE 1: PROTECTED AREAS WITH RICH NATURAL HERITAGE

PAN Parks are protected areas important for wildlife, ecosystems and natural or semi-natural landscapes that are representative of Europe's natural heritage. These parks are large enough to maintain vital ecological processes and a viable population of threatened species.

- **Criterion 1.1 :**

The area is legally and adequately protected by means of an act or decree. Areas custodians must have protection of biodiversity as a first order management objective and there are suitable legal or institutional mechanisms established to achieve the area's conservation objectives.

Indicator 1.1.1

Give the name and the date of establishment of the act/decree establishing the area as legally protected.

Indicator 1.1.2

Give the name and contact address of the national authority responsible for implementing the act/decree as mentioned in indicator 1.1.1.

Indicator 1.1.3

Describe the relationship between the national authority and the protected area management authority.

Indicator 1.1.4

Describe the biodiversity conservation objectives.

- **Criterion 1.2 :**

The protected area must be of importance for the conservation of biological diversity in Europe.

Indicator 1.2.1

If the protected area is recognised as significant on a European level (e.g. by the EU Habitats Directive, the Birds Directive, Bern Convention, Ramsar), give details of classification and dates.

Indicator 1.2.2

Describe why the area is of importance for the conservation of biological diversity in Europe.

- **Criterion 1.3 :**

To maintain the ecological integrity of the protected area its boundaries should aim to follow the natural system linkages and boundaries. In principle, the minimum size of the protected area is 25,000 hectares.

Indicator 1.3.1

Provide an accurate map showing the boundaries of the protected area and its different protection zones.

Indicator 1.3.2

Describe how the boundaries permit effective conservation? Were the boundaries chosen for ecological reasons or other practical reasons? If boundaries are not designed for ecological reasons, how should they be changed and is this feasible in the near future?

Indicator 1.3.3

Is the site large enough for the long-term conservation of vital ecological processes and populations of threatened species? If the protected area is smaller than the recommended minimum of 25,000 hectares (but more than the absolute minimum of 10,000hectares), is there a large, well-protected buffer zone (or other (strategic) system) to effectively safeguard the integrity of the site?

Indicator 1.3.4

Describe how the area's location, size and boundaries permit the genetic exchange of species to assure ecological integrity.

PRINCIPLE 2 : NATURE MANAGEMENT

PAN Parks management maintains and restores ecological processes and biodiversity in natural ecosystems.

- **Criterion 2.1 :**

Management of the protected area should aim at maximising the free development of natural and ecological processes. Management is restricted to and in principle, only allowed for the restoration of ecological processes.

Indicator 2.1.1

Specify the management goals of the protected area. Describe why management policy is necessary for the preservation of certain conservation objectives. Have natural ways of preserving these been studied?

Indicator 2.1.2

What are the obstacles to optimising free, natural development in the protected area?

- **Criterion 2.2 :**

Management pays special attention to the protection and integrity of fragile ecosystems, endangered species and other species which are dependent on protected areas.

Indicator 2.2.1

Provide information on endangered species and their habitats including information on species that have become extinct but are native to the area.

Indicator 2.2.2

What management measures (including monitoring) are taken for the species as mentioned under 2.2.1?

- **Criterion 2.3**

Management strives for continuous improvement of ecological conditions by introducing active restoration measures.

Indicator 2.3.1

What components of the natural ecosystem are missing? Is there a plan which identifies restoration targets? What actions are being taken to restore the natural ecosystems?

Indicator 2.3.2

Provide information on the threats to ecological conditions in the protected area (e.g. non-native species, lowering ground water levels, pollution).

Indicator 2.3.3

Describe measures being taken to deal with the threats as mentioned under 2.3.2

Indicator 2.3.4

Is there regular and up-to-date scientific information on the population developments of representative species in the area?

- **Criterion 2.4**

The protected area must have a management plan, which is implemented, regularly evaluated and updated.

Indicator 2.4.1

Is there an adequate site description, based on sufficient, scientific inventories and research, including the following:

- Management infrastructure
- Climate, geology, soils
- Communities, biotopes, habitats
- Vegetation structure, flora and fauna
- Current human use on site
- Aspects of cultural heritage
- Landscape and aesthetic qualities

Indicator 2.4.2

Describe the management planning process. Is there input from scientists, protected area staff, local communities and other stakeholders?

Indicator 2.4.3

Provide information of the goals, milestones, activities and resources included in the management plan.

Indicator 2.4.4

Is the management plan formally approved, by whom and for what period? Are revisions possible?

Indicator 2.4.5

Describe the implementation of the management plan and the effectiveness in achieving the management goals as described under 2.4.3.

- **Criterion 2.5**

The implementation of the management plan must be supported by relevant research and monitoring.

Indicator 2.5.1

List ongoing research in the area and describe how this is linked to the implementation of the management plan.

Indicator 2.5.2

Are the effects of the management's actions being monitored systematically?

Indicator 2.5.3

What research is missing that is needed for the full implementation of the management plan?

Indicator 2.5.4

Is there a research plan for the area? Is there institutional (eg, university) co-operation for the implementation of the research? Research with the potential to cause undesired or unexpected effects for nature is not accepted.

Indicator 2.5.5

Are results of the research published and communicated to the public?

- **Criterion 2.6**

The protected area has a zoning system determining areas for strict protection, restoration and human activity and visitor access. The system can deal effectively with increasing numbers of tourists.

Indicator 2.6.1

Provide a detailed map showing the different zones in the protected area, e.g. strict protection zones and zones for accepted human activity

Indicator 2.6.2

Is the zoning effective in ensuring that no activity conflicts with conservation goals nor occurs at crucial times or in sensitive areas? Are the boundaries identifiable on the ground?

Indicator 2.6.3

Is it possible to expand the area under protection and/or restrict/limit the visitor access within the current zoning system should this become necessary because of increasing numbers of visitors?

- **Criterion 2.7**

There are adequate resources for the implementation of the management plan.

Indicator 2.7.1

Describe the management organisation, including staff and range of skills, budget, financial resources and equipment.

Indicator 2.7.2

What resources are missing to implement the management plan?

Indicator 2.7.3

What steps are being taken to overcome the problems as described under 2.7.2?

PRINCIPLE 3: VISITOR MANAGEMENT

Visitors are welcomed to PAN Parks and are offered good information, services, facilities and the opportunity to experience the natural features of the area, while respecting the nature conservation objectives.

- **Criterion 3.1**

The protected area must have a visitor management plan, which is implemented, regularly evaluated and updated.

Indicator 3.1.1

The visitor management plan should include the following elements:

- Scientific inventory of number and type of visitors, including an estimate of the future trends
- study on visitors' expectations and experiences and monitoring their satisfaction
- a description of the current facilities and services of the protected area and their popularity, plus provisions for different target groups (e.g. handicapped people)
- strategy listing specific actions to further improve the facilities and services of the protected area
- list existing and possible new partnerships with tourism businesses to develop visitor-oriented products and services
- inventory of staff qualifications in hospitality and services
- training programme for staff based on the above inventory
- description and a map of the different zones relating to visitor access within the protected area
- budget for implementation
- monitoring the effects of visitors on the natural features

Indicator 3.1.2

The visitor management plan is evaluated annually and updated at least every 5 years.

Indicator 3.1.3

Is there effective supervision in place to enforce the visitor management plan (e.g. park rangers)?

- **Criterion 3.2**

The protected area offers a wide spectrum of nature-based activities and facilities for different target groups.

Indicator 3.2.1

List of activities, services and facilities for different target groups.

Indicator 3.2.2

Provide an evaluation of the quality and attractiveness of the activities, services and facilities (e.g. trails are clearly marked, trail network is extensive).

Indicator 3.2.3

Provide an inventory of possible negative impacts of the activities, facilities and services.

Indicator 3.2.4

How will these negative impacts monitored? What will be done to halt the negative effects?

Indicator 3.2.5

Does the protected area have special trails for handicapped people?

- **Criterion 3.3**

Visitors are offered good opportunities to observe and experience wildlife and other natural features of the protected area, such as emblematic charismatic species, attractive landscapes and serenity.

Indicator 3.3.1

Are there well-marked observation sites for visitors to observe wildlife and other natural features? Describe the different observation sites and list their main features.

Indicator 3.3.2

How does the protected area avoid disturbance of wildlife from the observation sites?

Indicator 3.3.3

Are the observation sites accessible for handicapped people?

Indicator 3.3.4

Are there areas where visitors can enjoy serenity?

- **Criterion 3.4**

Good information is provided to visitors with the aim to increase support for nature conservation,

Indicator 3.4.1

Are there one or more visitor centres providing visitor oriented information on the area? Are these permanently staffed? Is information available in different languages? Describe what kind of information is provided and how it is communicated.

Indicator 3.4.2

What other channels are being used to distribute information on the protected area?

Indicator 3.4.3

Describe how the visitors are informed of the rules of the protected area.

Indicator 3.4.4

What materials and equipment are available for environmental education and nature observation for different target groups, in particular for children?

PRINCIPLE 4: SUSTAINABLE TOURISM DEVELOPMENT STRATEGY

Relevant partners in the PAN Parks region aim at achieving a synergy between nature conservation and sustainable tourism development by developing a sustainable tourism development strategy, committing to it, and jointly taking responsibility in its implementation.

- **Criterion 4.1**

The protected area and the region have sufficient potential for the sustainable tourism development.

Indicator 4.1.1

Is there an analysis of the tourism potential and carrying capacity of the protected area and its surrounding region?

- **Criterion 4.2**

Relevant partners support the protected area and cooperate with the protected area authorities in sustainable tourism activities.

Indicator 4.2.1

Provide an inventory of relevant actors in and around the protected area. Describe the relationships of these actors and their possible role as partners in the Sustainable Tourism Development Strategy.

(Actors are those parties with whom the protected area has to deal with, directly or indirectly, to reach its conservation goals and/or its tourism development objectives.)

- **Criterion 4.3**

The protected area authorities, in co-operation with relevant partners, jointly implement a sustainable tourism development strategy for the protected area and its surrounding region (PAN Parks region).

Indicator 4.3.1

When and by whom was the sustainable tourism development strategy for the protected area and its surrounding region agreed upon? Define the boundaries of the PAN Parks region.

Indicator 4.3.2

How does the Sustainable Tourism Development Strategy support conservation goals as described in Principles 1-3?

Indicator 4.3.3

The strategy projects a long-term vision with quantifiable targets of tourism development and safeguards environmental, social, economic and cultural sustainability. Describe this vision.

Indicator 4.3.4

Describe the process leading to production of the Sustainable Tourism Development Strategy document. How was transparency (openness of the process) and participation of different parties ensured?

Indicator 4.3.5

How is the Sustainable Tourism Development Strategy implemented on the ground? Are there obstacles? How are they dealt with?

Indicator 4.3.6

Describe the current structure of cooperation for the implementation of the Sustainable Tourism Development Strategy.

Indicator 4.3.7

Is the Sustainable Tourism Development Strategy integrated into regional planning by the authorities? If no, describe why and what actions are being taken to overcome the current situation.

- **Criterion 4.4**

Tourism development and tourism activities inside and outside the protected area boundaries are based on sustainable use of the ecological resources of the region.

Indicator 4.4.1

Provide an inventory of the relevant ecological resources of the region and their potential use for the Sustainable Tourism Development Strategy. Provide concrete, specified goals for the utilisation of those resources. Indicate how sustainability of those resources will be achieved.

Indicator 4.4.2

The impacts of all planned tourism developments in the protected area should be assessed, and if necessary, an Environmental Impact Assessment (EIA) should be carried out.

Indicator 4.4.3

Tourism development should be realised with a maximum use of existing infrastructure (transportation, accommodations and activities). Describe how this is implemented.

Indicator 4.4.4

Wherever possible only renewable resources are used and the use of non-renewable resources is limited to a minimum. Describe how this is implemented.

Indicator 4.4.5

Maximum use of local involvement in accommodation and services and existing local buildings is sought after. Describe how this is implemented.

Indicator 4.4.6

The tourism development strategy includes an environmental care plan with the following targets: minimising waste, energy consumption and consumption of scarce raw materials. Use of herbicides, pesticides, fungicides, persistent organic pollutants and organic chemicals is prohibited, though exceptions can be allowed if proven inevitable. Describe how this is implemented.

Indicator 4.4.7

A transport and traffic plan is worked out to ensure that environmentally friendly means of transport are being used whenever possible and the use of motorized vehicles limited. Describe how this is implemented.

Indicator 4.4.8

Indicators 4.4.1-4.4.7 are integrated in urban land use planning and environmental policies in the PAN Parks region. Describe how this is implemented?

- **Criterion 4.5**

Tourism development and tourism activities inside and outside protected area boundaries are based on sustainable use of the socio-economic resources of the region.

Indicator 4.5.1

Provide an inventory of the relevant socio-economic resources of the region and their potential use for the Sustainable Tourism Development Strategy. Provide concrete, specified goals for the utilisation of those resources. Indicate how sustainability of those resources will be achieved.

Indicator 4.5.2

Indicate how special attention will be paid to traditional activities and modes of production.

Indicator 4.5.3

Describe how synergy and cooperation with other economic and social sectors and the diversification of the economy will be pursued.

Indicator 4.5.4

Indicate the goals of the Sustainable Tourism Development Strategy in reference to local and regional employment and specify into number, type and level the anticipated employment opportunities. Indicate how the Sustainable Tourism Development Strategy maximises positive impacts on employment.

Indicator 4.5.5

Indicate the goals of the Sustainable Tourism Development Strategy in reference to training and education for the region and specify into numbers, qualifications and levels the anticipated training/education results.

Indicator 4.5.6

Indicate how the Sustainable Tourism Development Strategy ensures the local communities and the region has control over the Sustainable Tourism Development Strategy, over their own future and over the use of the local and regional resources.

Indicator 4.5.7

Indicate how it is safeguarded that new activity and developments within Sustainable Tourism Development Strategy are compatible with the scale and other characteristics of the communities' and region's economy and social structure.

Indicator 4.5.8

Indicate how social division and conflicts of interests within communities and regions will be avoided within the Sustainable Tourism Development Strategy.

Indicator 4.5.9

Indicate and specify how the Sustainable Tourism Development Strategy will guarantee sound political and social support at all relevant levels.

- **Criterion 4.6**

Tourism development and tourism activities inside and outside protected area boundaries are based on sustainable use of the cultural resources of the region.

Indicator 4.6.1

Provide an inventory of the relevant cultural resources (including cultural heritage, architecture, cultural aspects of landscapes and socio-cultural resources) of the region and their potential use for the Sustainable Tourism Development Strategy. Provide concrete, specified goals for the utilisation of those resources. Indicate how sustainability of those resources will be achieved.

Indicator 4.6.2

Indicate how the Sustainable Tourism Development Strategy ensures local communities have control over their culture (way of life, values, norms, lifestyles, customs, traditions) and their cultural heritage.

Indicator 4.6.3

Indicate the social carrying capacity of the region and indicate how the Sustainable Tourism Development Strategy is going to respect this social carrying capacity.

For comments or suggestions on the PAN Parks principles and criteria
Please contact **Mr. Harri Karjalainen** by e-mail:
hkarjalainen@wwfnet.org

IX. An initial selection of the most appropriate eco-labels and award schemes for Natura 2000

Eco-label and labelling awards/ brands for Tourism and „Nature Protection“ ?

In Europe there are more than 40 Eco-labels and Environmental Awards for Tourism, most of them for accommodation and restaurants.

About 20 Eco-labels and labelling awards are including criteria linked to “nature protection” (see table “Ecolabels/ Awards and Nature Protection”) (Group 1)

7 of them are the “better ones”, are requiring several detailed criteria for “nature protection” (Group 2)

- The Austrian and Luxembourg Ecolabel for accommodation and restaurants are concentrating on management and technical criteria for environmentally friendly performance. Nature protection is required for their direct surroundings.
- The two “brands” Schorfheide-Chorin and Hohe Tauern are regional labels of protected areas (biosphere reserve, national park) awarded to tourism and other enterprises. Thus causing synergies and links between the economic sectors.
- Destination21 is to be awarded to smaller regions (NUTS 4-5 level), including a wide range of criteria for more sustainable tourism: environmental (and nature), social/cultural, economic criteria; and including criteria for the economic sectors, e.g. tourism businesses in the area.

What is the best Eco-label for “Natura 2000” sites ?

Criteria for answering this question can be:

1. quantity and quality of required “nature protection” measures and performance (criteria)
2. quantity of applicants and awarded tourism suppliers
3. (potential) synergies between the awarded suppliers, the entrepreneur level to other economic sectors, to the local and regional level
4. potential for more “sustainable” tourism
5. transferability to similar areas, to (tourism enterprises in) Natura2000 sites

Name	Target Groups	1	2	3	4	5	Total +
Nationalparkregion Hohe Tauern	Enterprises	+++	++	+++	++	++	12
Regionalmarke Schorfheide-Chorin	Enterprises	+++	++	+++	+	++	11
Destination 21	Local/regional level	++	+	+++	+++	++	11
EcoLabel für Luxemburger Tourismusbetriebe	Tourism enterprises	++	++	++	+	+++	10
Das Österreichische Umweltzeichen für Tourismusbetriebe	Tourism enterprises	++	++	++	+	+++	10

Conclusions

All five labels have their special strengths and are quite useful for the common target of nature protection and sustainable tourism development.

At the moment the label “Nationalpark Region Hohe Tauern” seems to be the best from a European (larger) Natura 2000 sites point of view.

- It is requiring many detailed and effective criteria from main economic sectors influencing the nature
- more awarded tourism enterprises than in Schorfheide Chorin
- synergies between tourism, agriculture and handcraft enterprises and the protected area activities and targets
- supporting “sustainable” tourism development: regional-economic multiplier effects, participation, nature and environment and culture as economic base
- high transferability in principle to all larger Natura2000 sites

X. Good practice contacts

N°	<i>Good practice</i>	<i>Contact</i>
1.	Tammisaari Archipelago National Park as part of a Natura 2000 site, Finland	<p>Mr. Kari Salovaara Project Manager Hanko Tourist Business oy AB Pitkääkatu 25-29A 6 FIN-10900 HANKO Tel. +358192483388/+358400804549 (mobile) Fax +358192483377 E-mail : ecosyd@surfnet.fi</p>
2.	Eco-development, Ecotourism and Conservation in Nestos-Vistonis-Ismarida Wetlands, Greece	<p>Mr Hans Jerrentrup Society for Protection of Nature & Ecodevelopment (EPO) Director P.O. Box 124, 7th Merarchias 3 GR-64200 HRYSOUPOLIS Tel : +3059123144 Fax : +3059124236 E-mail : ecoconsult-epo@kav.forthnet.gr</p>
3.	The Zona Volcanica de la Garrotxa Nature Park: a strategy of collaboration and dialogue, Spain	<p>Mr. Josep Maria Prats Tecnico La Garrotxa Nature Park Casals del Volcans, Av. Santa Soloma s/n ES-17800 OLOT Tel. +34972264666 Fax +34972265567 E-mail : wjmprats@correu.gencat.es</p>
4.	Monchique Bio-Park Network: The Bio-Park Research and Monitoring Centre, Portugal	<p>Mr. Gordon Sillence President INPECO (Instituto Portugues de Ecologia) Apt 89 PT-8550 MONCHIQUE Tel. +351282911052 Fax +351282913816 E-mail : inpeco@mail.telepac.pt</p>

5.	Hôtel au Naturel: the Villa Rosa experience, France	<p>Ms. Anne Rose Denis Owner Hôtel au Naturel Hôtel La Villa Rosa F-68040 TROIS EPIS Tel. +33389498119 Fax +33389789045 E-mail : hotel-restaurant.villa-rosa@wanadoo.fr</p>
6.	Reisepavillon - A marketplace for sustainable tourism, Germany	<p>Ms. Anke Biedenkapp Reisepavillon 2000 Stattreisen Hanover e.V., Hausmannstrasse 9-10 D-30159 HANOVER Tel. +495111640333 Fax +495111640391 E-mail : stattreise@aol.com</p>
7.	The Rhön Sheep: a domestic breed returns to the Rhön, Germany	<p>Mr. Juergen Krenzer Gasthof zur Krone Eisenacher str. 24 D-36115 EHRENBERG-SEIFERTS Tel. +496683238 Fax +4966831482 E-mail : info@rhonerlebnis.de</p>
8.	Mirow 21: A model project for Youth Hostels, Germany	<p>Mr. Truus Huisman Secretary General European Union Federation of Youth Hostel Association 36, rue de la Montagne DE-1050 BRUXELLES Tel. +3225028066 Fax +3225025578 E-mail : 106663.2105@compuserve.com</p>
9.	The Pathway Appeal, Lake District National Park, UK	<p>Ms. Christine Kenyon Head of Visitor Services Lake District National Park Authority Murgly Moss, Oxenholme Road KENDAL UK-LA9 7RJ Tel. +441539724555 Fax +441539740822 E-mail : hq@lake-district.gov.uk</p>
10.	"The Houses of the Park" of the Monti Sibillini, National Park, Italy	<p>Mr Carlo Alberto Graziani Ente Parco Nazionale Dei Monti Sibillini Chairman L.gov G.B. Gaola Antinori, 1 I-62039 VISSO (MC) Tel : +390737972711 Fax : +390737972707 E-mail : palanca@sibillini.net</p>

11.	Green Holiday in Himmerland, Denmark	<p>Ms. Kirsten Norgaard Project Manager Green Holiday in Himmerland Sallingvej 22 DK-9670 LØGSTØR Tel. +4598 68 1122 E-mail : kirsten_norgaard@hotmail.com</p>
12.	Eco Puppets of the Delta, UK & Romania	<p>Ms. Diana Shipp Chief Information and Tourism Officer Broads Authority 18, Colegate UK-NR3 1BQ NORWICH Tel. +441603610734 Fax +441603765710 E-mail : 100070.1364@compuserve.com</p>
13.	The European Centre for Eco Agro Tourism certificate, The Netherlands	<p>Mr. Menno Houtstra International Coordinator ECEAT (European Centre for Eco Agro Tourism) PO Box 10899 NL-1001 EW Amsterdam Tel. +31206681030 Fax +31204630594 E-mail : eceat@antenna.nl</p>
14.	Eco-label Luxembourg: certification of tourism enterprises, Luxembourg	<p>M. Michael Böhm Head of Project Fondation Oeko-Fonds Moltkestr. 7 D-54292 Trier Tel. +4965112401 Fax +352422242 E-mail : michaelboehm@t-online.de</p>
15.	PAN Parks, Europe	<p>Mr. Harri Karjalainen Protected area officer WWF International Avenue du Mont-Blanc CH-1196 Gland Tel. +41223649111 Fax +41223649999 E-mail : Hkarjalainen@wwfnet.org</p> <p>Mr Andrej Sovinc IUCN "Parks for Life" European Co-ordinator c/o Water Management Institute Hajdrihova 28 SI-1000 Ljubljana Tel : +386611256458 Fax : +386611264162 E-mail : andrej.sovinc@guest.arnes.si</p>

16.	Environmental Impact Assessment in Banna Akeragh Lough, Ireland	<p>Ms. Karin Dubsky International Coordinator Coast Watch Europe Civil and Environmental Engineering - Trinity College Dublin IRL-Dublin 2 Tel. +3535525843 Fax +3535525842 E-mail : dubsky@iol.ie</p>
17.	Management of sports activities in the Steinhuder Meer Nature Park, Germany	<p>Mr. Thomas Wilken Director Kontor 21 Altonaer Postsr. 13 a D-22767 Hamburg Tel. +49403068510 Fax +494030685123 E-mail : wilken@kontor21.com</p>
18.	Visitor management on the island of Terschelling, The Netherlands	<p>Mr. Freek Zwart District Officer Staatsbosbeheer National Forest Service Longway, 28 NL-8881 CM Terschelling West Tel. +3156242116 Fax +31562442208 E-mail : Zwart@sbb.agro.nl</p>
19.	The Trossachs Trail Tourism Management Programme, Scotland, UK	<p>Mr. David Warnock Consultant Trossachs Management Programme Callander Council office, South Church Street/ "Buchany", Lancaster Road UK-FK17 8EL Callander Tel. +441877330159 Fax +441877331544 E-mail : warnock@stirling.gov.uk</p>
20. 8	Oulanka and Paanajarvi National Parks in close co-operation, Finland and Russia	<p>Mr. Arto Ahokumpu Regional Director Parc and Forest Service Department Metsähallitus Consulting, PO Box 94 FI-SF 01301 Vantaa Tel. +35205644239 Fax +358205644401 E-mail : matti.maatta@metsa.fi</p>

XI. Other active participants at the seminar

Mr Bruno Julien	European Commission, Environment DG, Head of Unit Belgium	Mr Manfred Pils	International Friends of Nature, Secretary General, Austria
Mr Reinhard Klein	European Commission, Enterprise DG, Belgium	Ms Ellen Kray	Landesanstalt Für Grossschutzgebiete, Germany
Ms Patrizia Rossi	Europarc Federation, President, Italy	Mr Yannis Vlaikos	Ecological and Cultural Movement of Alonnisos, President, Greece
Mr Carlos Guerra	Instituto da Conservação da Natureza, President, Portugal	Mr Eric Jurdant	Eurogîtes, Belgium
Mr Shane Cormie	The Royal Society for Protection of Birds, Marketing co-ordinator, United Kingdom	Mr François Rouze-Benezra	Independent consultant, France
Ms Alison Duncan	Ligue pour la Protection des Oiseaux, International Officer, France	Mr Foppe Seekles	T.C.M. bv, Director, The Netherlands
Mr Norbert Heukemes	Europarc Federation, Belgium	Mr Franz Handler	Verband Naturparke Österreichs, Austria
Mr Naut Kusters	National Working Group for Sustainable Green Recreation, The Netherlands	Mr Marten Van Nederveen	Staatsbosbeheer, Europe & International Relations, The Netherlands
Mr John Frederiksen	Inter-Regional Wadden Sea Co-operation, International Co-ordinator, Denmark	Mr Jean-Marc Natali	Urbanis, Manager, France

XII. Other participants who completed the evaluation questionnaire

Ms Adelaide Almeida	Beirambiente, Development Agent, Portugal	Mr Walter Leu	European Travel Commission (ETC), Executive Director, Belgium
Ms Elena Ariztia	Federacion Española de Restaurantes, Manager, Spain	Mr Stephane Noirhomme	Institut d'Eco-Pédagogie, Formateur et Coordinateur, France
Mr Jean Béchard	Gîtes Panda/ Cévennes National Park, France	Ms Mirjam Olsthoorn	Beirambiente, Development Agent, Portugal
Ms Leny Bregman	Vereiniguing Natuurmonumenten, Senior Staff, Netherlands	Mr Ken Parker	Peak District National Park Authority, Head of Conservation, UK
Mr Lorenzo Canova	ACTA, President Italy	Ms Christina Radelius	Radelius Consulting KB, Manager, Sweden
Ms Teresa Martin Crespo	Ministerio de Medio Ambiente, Jefe de Seccion, Spain	Mr Grzegorz Rakowski	Institute of Environmental Protection, PhD, Assistant Professor, Poland
Ms Anabela Esteves	Adere – Peneda Gerês, Tecnica, Portugal	Mr Richard Robinson	Scottish Natural Heritage, National Strategy Officer, UK
Ms Attila Fersch	Fertő-Hansag National Park, Head, Hungary	Mr Werner Schroeder	Naturschutzband Deutschland – NABU, International Affairs, Germany
Mr Martin Fletcher	Forestry Commission, District Forester, UK	Mr Patrick Snowdon	University of Aberdeen, Teaching Fellow, Scotland
Ms Marie-Claude Gaudriault	AFIT (Agence Française d'Ingénierie Touristique), Chargée de mission, France	Mr Oliviero Spirelli	Comunita Ambiente, Director Italy

Mr Javier Gomez-Limon Garcia	Europarc-España, Tecnico, Spain	Ms Jindriska Stankova	Agency for Nature Conservation and Landscape Protection of the Czech Republic, Head, Czech Republic
Ms Anna Goral	Polish Ecological Club, Director, Poland	Ms Kerstin Sundseth	Ecosystems Ltd, Director, Belgium
Ms Anne Herberich	Conseil en Tourisme Durable, France	Ms Eleni Svoronou	WWF Greece, Project Coordinator, Greece
Mr Jens Holmegaard	Team Moen, Project Manager, Denmark	Mr Nuno Terrivel	MOAI Portugal
Mr Dale Honeck	World Tourism Organisation, Councillor Switzerland	Mr Maarten van Nederveen	Staatsbosbeheer, Europe and International Relations, Netherlands
Mr Paul Jeanson	Domaine du Marquenterre, Director, France	Mr Gunnar Zettersten	Swedish Environmental Protection Agency, Deputy Director, Sweden
Ms Tatiana Kluvankova-Orauska	Institute for Forecasting, SAS, Researchers, Consultant, Slovakia		

XIII. The Lisbon seminar programme

LISBOA – Portugal, 9-11 December 1999

Programme

1.1.1. Thursday 9 December 1999

08.30 - 09.30 **Registration of the participants**

09.30 - 10.45 **PLENARY SESSION 1**
Introduction and welcome

Sustainable tourism and Natura 2000: identifying the issues

Mr. Bruno Julien, Mr. Reinhard Klein (*European Commission*)

Tourism and Parks. The European Charter

Ms. Patricia Rossi (*Pdt EUROPARC, Italy*)

Portuguese Legislation on Sustainable Tourism and Environment

Mr. Carlos Guerra (*Pdt ICN, Portugal*)

10.45 - 11.15 **Coffee break**

11.15 - 13.00 **PLENARY SESSION 2**
Perspectives and Challenges

• **Chairman**
Rapporteur

Mr. Bruno Julien (*European Commission*)

Mr. Carlos Guerra (*Pdt ICN, Portugal*)

Speakers

The perspective of protected areas managers

Mr. Josep Maria Prats (*La Garrotxa Natural Park, Spain*)

☐ ***The perspective of local tourism entrepreneurs***

Mr. Jürgen Krenzer (*Gasthof "zur Krone" Rhöhner "Schau-Kelterei", Germany*)

• ***The perspective of visitors and the tour operators***

☐ Mr. Julian Matthews (*Discovery Initiatives, United Kingdom*)

Presenting the workshop sessions - Key issues for guidelines

Ms. Sylvie Blangy (*SECA*), Dr. Richard Denman (*TTC*), Mr. Herbert Hamele (*ECOTRANS*), Ms. Sandrine Vautier (*FFPNR*)

13.00 - 14.30

Lunch

14.30 - 18.00 **Workshop sessions****14.30 - 16.00** **SESSION 1 – STRATEGY - POLICY – PLANNING**

↳ **Resources assessment - Particularities of a protected area - Carrying capacities – Consultation & Partnership in developing & implementing a sustainable tourism strategy**

WORKSHOP 1.1. : **Assessing resources, measuring vulnerability of the species and habitats, choosing appropriate tourism**

Chairman
Rapporteur

Mr. Shane Cormie (*The Royal Society for the Protection of Birds, United Kingdom*)
Ms. Alison Duncan (*Ligue pour la Protection des Oiseaux, France*)

Speakers

- **Natura 2000 network in the coastal areas and in the archipelago in Finland**
Mr. Kari Salovaara (*Hanko Tourist Business OY AB, Finland*)
- **The Nestos-Vistonis-Ismarida Wetlands (NE Greece). Problems, Conservation and Ecotourism of 3 Natura 2000 sites**
Mr. Hans Jerrentrup (*Society for Protection of Nature & Ecodevelopment, Greece*)

WORKSHOP 1.2. **Creating a strategy in wide consultation with the interest groups, integrating tourism in an existing management plan**

☐ **Chairman**
☐ **Rapporteur**

Mr. Norbert Heukemes (*Europarc, Belgium*)
Mr. Naut Kusters (*National Working Group for Sustainable Green Recreation, Netherlands*)

☐

☐ **Speakers**

- **The Wadden sea – Nature area...and tourism playground**
☐ Mr. John Frederiksen (*Inter-Regional Wadden Sea Cooperation, Denmark*)
- **“Landscapes of the year” – A contribution to Sustainable tourism Management in Rural Regions**
Mr. Manfred Pils (*International Friends of Nature, Austria*)

WORKSHOP 1.3.: **Implementing, evaluating & updating a sustainable tourism strategy, developing a national ST policy & relevant regulations**

Chairman

Mr. Mark Watson (*Department for Culture, Media & Sport, Tourism Division, England Government, UK*)

Rapporteur

Mr. Karl Reiner (*ÖAR-Regionalberatung GmbH, Austria*)

Speakers

- **Monchique Bio-Park Network**
Mr. Gordon Sillence (*INPECO Instituto Portugues de Ecologia, Portugal*)
- **Nature Park Bicycle trail, Paddling project, Biosphere reserve, The Label**
Ms. Ellen Kray (*Landesanstalt für Grossschutzgebiete, Germany*)
- **The National Marine Park of Alonnisos, Northern Sporades (Hellas)**
Mr. Yannis Vlaikos (*Ecological & Cultural Movement. Alonnisos, Greece*)

☐

16.00 - 16.30**Coffee break**

16.30 - 18.00

SESSION 2 – OFFER-MARKET-PRODUCT

↙ **Market studies – Targetting new markets – Product design - Innovative programmes & packages - Contribution to local economy & conservation - Joint venture & partnership with tour operators**

WORKSHOP 2.1. : Knowing and targeting new markets, creating new innovative packages**Chair****Rapporteur**Mr. Eric Jurdant (*Eurogîtes, Belgium*)Mr. Naut Kusters (*National Working Group for Sustainable Green Recreation, Netherlands*)**Speakers**

- **Natura 2000 and tourism, Ilots des Futurs?**

Mr. François Rouze-Benezra (*Independent Consultant, France*)

- **Les Hotels au Naturel**

Ms. Anne Rose Denis (*Hotel La Villa Rosa, Hotel au Naturel, France*)

- **Reisepavillon, Marketplace for Sustainable Tourism**

Ms. Anke Biedenkapp (*Reise Pavillon, Germany*)**WORKSHOP 2.2. : Improving the offer, encouraging regionalism, traditional know how, local products, & appropriate accommodations, providing guidance to local entrepreneurs****Chairman****Rapporteur****Speakers**Mr. Foppe Seekles (*T.C.M. bv, Netherlands*)Mr. Lorenzo Canova (*ACTA, Italy*)

- **The 15 houses of the Sibillini Mountains National Park**

Mr. Carlo Alberto Graziani (*Parco Monti Sibillini, Italy*)

- **Tourist accommodations and Nature Protection**

Mr. Menno Houtstra (*European Center for Eco Agrotourism, Netherlands*)

- **The summer programme of the Nature Preservation Park**

Mr. Franz Handler (*Verband Naturparke Österreichs, Austria*)**WORKSHOP 2.3. : Supporting conservation & local economies, building partnership between Protected Areas & tourism operators****Chairman****Rapporteur****Speakers**Mr. Maarten Van Nederveen (*Council of the Foundation, "kasteel Huis Doorn", Netherlands*)Ms. Truus Huisman (*European Union Federation of Youth Hostel Association, Belgium*)

- **Getting tourism to participate in the management of protected areas : Port-Cros National Park & Sept-Ile Reserve**

Mr. Jean-Marc Natali (*Urbanis, France*)

- **Can Pay, Should Pay – Visitor Payback schemes**

Ms. Christine Kenyon (*Lake District National Park, United Kingdom*)

- **Mirrow 21 : experience the future**

Ms. Truus Huisman (*European Union Federation of Youth Hostel Association, Belgium*)

20.00

Dinner

1.1.2. Friday, 10 December 1999

09.00- 13.00 Workshop session

09.30 - 10.45 **SESSION 3 – COMMUNICATION PROMOTION AWARENESS**

↳ **Image - Messages – Information - Training- Interpretation -Environmental education - Codes of conduct - Ecolabels- Guidelines- New technologies – Network-**

WORKSHOP 3.1. : Developing the right image, messages, information, interpretation, training the local entrepreneur

Chairman	Mr. Mark Watson (<i>Department for Culture, Media & Sport, Tourism Division, England Government, UK</i>)
Rapporteur	Ms. Anne Herberich (<i>Conseil en Tourisme Durable, France</i>)
Speakers	<ul style="list-style-type: none"> • Green Holiday in Himmerland Ms. Kirsten Norgaard (<i>Destination Himmerland, Denmark</i>) • Hohe Tauern National Park : Communication Strategy Mr. Peter Rupitsch (<i>National Park Hohe Tauern, Austria</i>) • Eco Puppets of the Delta Ms. Diana Shipp (<i>Broads Authority, United Kingdom</i>)

WORKSHOP 3.2. : Developing ecolabel & certification schemes

Chairman	Ms. Luisa Tomas (<i>ICN, Portugal</i>)
Rapporteur	Mr. Gunnar Zettersten (<i>Swedish Environmental Protection Agency, Sweden</i>)
Speakers	<ul style="list-style-type: none"> • Ecolojas, Certification of Products in Protected Areas Mr. Carlos Vasques Jorge (<i>DECOECO; Association of Consumer Defense, Portugal</i>) • “Ecolabel Luxembourg” – Certification of tourism enterprises Mr; Michael Böhm (<i>Fondation Oeko-Fonds, Luxembourg</i>)

WORKSHOP 3.3. : Developing & implementing guidelines, recommendations for sustainable tourism in Protected areas

Chairman	Ms. Hélène Bouguessa (<i>Council of Europe, France</i>)
Rapporteur	Mr. Eugenio Yunis (<i>World Tourism Organisation, Spain</i>)
Speakers	<ul style="list-style-type: none"> • The European Charter for Sustainable Tourism in French Parks ☐ Mr. Jean-Luc Sadorge (<i>Fédération Française des Parcs Naturels Régionaux, France</i>) • Pan-Parks – A synergy between Nature Conservation and tourism in Europe’s Protected Areas Mr. Harri Karjalainen (<i>WWF International, Switzerland</i>)

10.45 - 11.15 Coffee break

11.15 - 13.00 SESSION 4-ASSESSING MANAGING & MONITORING IMPACTS, IQM & TRANSBORDER CO-OPERATION

☞ *Environmental Impact Evaluation (EIA) - Indicators - Monitoring - Zoning- Conflict Management- Environmental management- Visitor & traffic management - Soft transportation – Renewable energy - Quality management- Benchmarking*

WORKSHOP 4.1. : Assessing, measuring the impacts of tourism, Environmental Impact Assessment
ChairmanMr. Nuno Terrivel (*MOIA, Portugal*)**Rapporteur**Ms. Leny Bregman (*Vereniging Natuurmonumenten, Netherlands*)**Speakers**

- **Hindelang - Natur & Kultur. An alliance of extensive mountain farming with lasting tourism**

Mr. Maximilian Hillmeier (*Hindelang, Germany*)

- **Experiences from the use of environmental performance indicators (EPIs) in accommodation facilities in Danish Natura 2000 sites**

Mr. Ian Salter (*Ramboll consulting cie, Denmark*)

- **Assessing the environmental impact of tourism in a dune system**

Ms. Karin Dubsy (*Coast Watch Europe, Ireland*)
WORKSHOP 4.2. : Managing visitors, conflicts, transports & energy
ChairmanMs. Ellen Kray (*Landesanstalt für Grossschutzgebiete, Germany*)**Rapporteur**Mr. Karl Reiner (*ÖAR-Regionalberatung GmbH, Austria*)**Speakers**

- **I am sailing... Management of sports activities in the Steinhuder Meer Nature Park**

Mr. Thomas Wilken (*Kontor 21, Germany*)

- **Visitor Management on Terschelling**

Mr. Freek Zwart (*Staatsbosbeheer - National Forest Service, Netherlands*)
WORKSHOP 4.3. : Developing integrated quality management, benchmarking & transborder Cooperation
ChairmenMr. John Frederiksen (*Inter-Regional Wadden Sea Cooperation, Denmark*)**Rapporteur**Mr. Lorenzo Canova (*ACTA, Italy*)**Speakers**

- **Trossach Trail tourism management programme**

Mr. David Warnock (*Tourism & Environmental Consultancy, United Kingdom*)

- **Oulanka & Paanajarvi National Parks in close co-operation**

Mr; Arto Ahokumpu (*Finnish Forest and Park Service, Finland*)

- Ms. Hélène Bouguessa (*Council of Europe, France*)

13.00 - 14.30 **Lunch**

14.30 - 17.30 **Final plenary session**

- /// Workshop review
- /// Rapporteur reporting
- /// Debate
- /// Conclusion

1.1.3. Saturday, 11 December 1999 – All day

08.00 - 17.00 **Field trip**

08.00	Departure from the Hotel Tivoli Lisboa
09.00	Arrival to Cabo Espichel Site of Natura Network Natural Monument – Dinosaurs' Tracks Marine Park
12.30	Lunch in Sesimbra
14.30	Serra da Arrábida Mata do Solitário – Integral Reserve Arrábida Convent
16.00	Sado Estuary Nature Reserve Ferry crossing to Troia
17.30	End of the visit, return to Lisbon
18.30	Estimated time of arrival at the Hotel