



Spring in rural Ukraine

The background image shows a woman in a dark coat and skirt walking down a large, curved stone staircase. The steps are made of rough-hewn stone and are arranged in a wide, sweeping curve. In the background, there is a building with a balcony featuring ornate metal railings. The overall scene is set in a historic or urban environment.

SHAPING ECOTOURISM IN PARTNERSHIP: PRACTICAL PERSPECTIVES

4 -5 February 2020

Joensuu, North Karelia

Biosphere Reserve (Finland)

An inset photograph in the top right corner shows a sunset or sunrise over a line of bare trees. The sun is low on the horizon, creating a bright glow and long shadows.

Wilf Fenten Environmental Advisor

WILF FENTEN ENVIRONMENTAL ADVISOR

Steps in Comacchio IT, Photo H. Fenten

SHAPING ECOTOURISM IN PARTNERSHIP - Together in the right direction



“Develop sustainable ecotourism in rural areas rich in natural and cultural heritage.”

“Tourism that generates local economic value while preserving and enhancing the natural and cultural assets upon which it depends.”

Work in “partnerships that bring together businesses, communities and managers of natural and cultural heritage.”

An aerial photograph of a village in Romania, showing several buildings with traditional red-tiled roofs. A prominent white tower with a conical roof and small spires is visible in the center-left. The surrounding landscape is lush green with trees and fields.


“Develop sustainable ecotourism in rural areas rich in natural and cultural heritage.”

Giving priority to conserving and enhancing

Enhance local economic vitality

Provide a meaningful quality experience

Viscri village RO, Photo: W. Fenten



Ensure that tourism supports and does not reduce local residents' quality of life

Observe the principles of precaution

Plan all aspects of sustainable tourism carefully and effectively

"Tourism that generates local economic value while preserving and enhancing the natural and cultural assets upon which it depends."

Palm Sunday, Pieniny National Park, Poland - Photo: Ewelina Zajac

A photograph of a group of people sitting around a table in a meeting room. The room has a white ceiling with fluorescent lights and a large window in the background. There are several people seated around the table, some looking at papers or devices. The text is overlaid on the image in four separate orange boxes.

Work in “partnerships that bring together businesses, communities and managers of natural and cultural heritage.”

Establish a permanent forum, or equivalent arrangement

Together, prepare an assessment of natural, historic and cultural heritage considering capacity, need and opportunities

Create or look for a structured practical tool to develop sustainable ecotourism: the European Charter for Sustainable Tourism in Protected Areas



EUROPARC
Sustainable Tourism
in Protected Areas

GOOD FOR **PARKS**
GOOD FOR **PEOPLE**



EUROPARC
Sustainable Tourism
in Protected Areas



EUROPARC
Sustainable Tourism
in Protected Areas



EUROPARC
Sustainable Tourism
in Protected Areas

www.europarc.org/sustainable-tourism/become-a-sustainable-destination/



Ecotourism in Spain

Guide to sustainable destinations

Protected areas and companies awarded the European Charter of Sustainable Tourism



Practical and strategic - some ways forward.

Practical, profitable, protected

A starter guide to developing sustainable tourism in protected areas



Containing ideas, case studies, guidelines and tips to help conservation, businesses, host communities and visitors all become winners

La Garrotxa (ES)





La Garrotxa (ES) - producing a local brand: local employment inside the protected area, local for people with learning difficulties, a great way to sustain local communities.

Région Provence-Alpes-Côte d'Azur in France
Partnership working and integration at regional level



Région
PACA

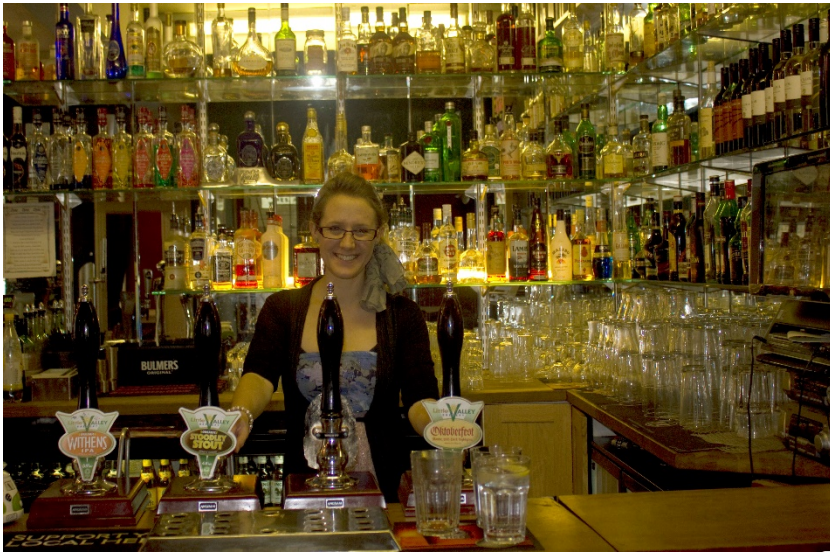




Forest of Bowland (UK) and the
Bowland Experience Limited

*Partnership working and
integration at the local level*





Identify best practice and take inspiration from it.

Create a sustainable development plan that sees the landscape and cultural assets as a key driver for promoting social and economic well-being as well as environmental protection and enhancement.

Develop business models based on full sustainability.

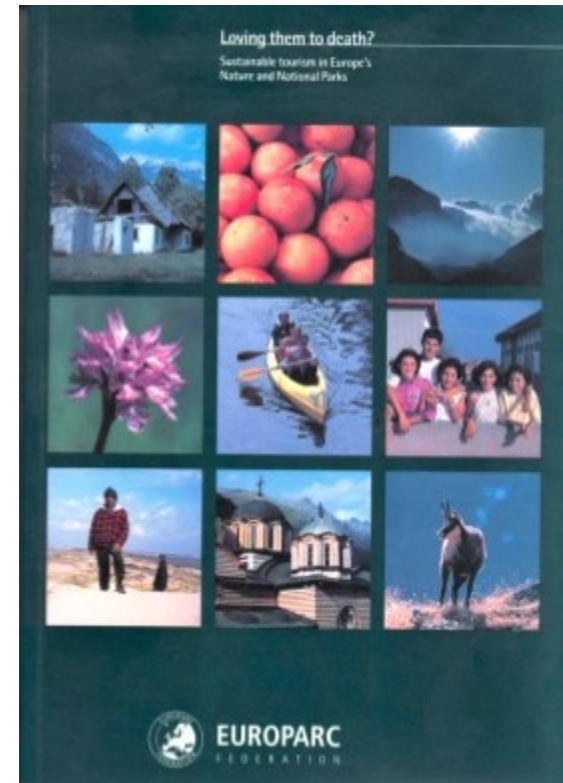
Start working towards a regional partnership.

Example of partnership working



Always be mindful
of possible consequences...

LOVING THEM TO DEATH (EUROPARC Federation 1993)



Still plenty of places to enjoy...



Bach Church in Arnstadt, Germany

Still plenty of places to enjoy...



Decorated Easter baskets on their way to church in the Carpathian Mountains, Ukraine - Photo: Vasyl Kislyak

Still plenty of places to enjoy...



Seeing villages, churches, landscape and people by bike
in the Yorkshire Dales (UK)

From the beginning: So...



“Develop sustainable ecotourism in rural areas rich in natural and cultural heritage” - ACT STRATEGICALLY

“Tourism that generates local economic value while preserving and enhancing the natural and cultural assets upon which it depends” - ACT WITH PRECAUTION

Work in “partnerships that bring together businesses, communities and managers of natural and cultural heritage” - ACT TOGETHER



Bluebells, Yorkshire Dales National Park, photo: H. Fenten