Work Session 2
for protected areas & tourism practitioners

Conference on Sustainable Tourism in Protected Areas

Opatija, 24th October 2018

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The CEETO project

Sustainable Tourism in protected areas (PAs)

- An effective tool to enhance natural heritage, to contribute to its conservation and to take part to wellbeing of local communities.

- An open challenge in central Europe: share appropriate, cost-effective and low-impact models of sustainable tourism management.

The project objectives

➢ "implementing an innovative governance system for tourism,
➢ based on a participatory planning approach
➢ that will help improve managing capacities of PA managers".

➢ "identifying and testing innovative management and monitoring tools
➢ focused on different sustainable tourism activities".

Manual for PA managers, local administration, local stakeholders (2020)

>> as an operational tool for setting up a sustainable tourism governance model based on a participatory planning and including management / monitoring tools tested in CEETO pilot actions.

Contributions from Project Partners:

>> O.T.1.1 Handbook (2019)

>> O.T.2.1 Sustainable Tourism Action Plans adopted (2018-2019)

>> O.T.3.1 Guidelines/recommandations for developing Sustainable Tourism in PAs (discussed in WS1)

+ feedback from participatory planning sections

+ feedback from management/monitoring tools tested in CEETO

Workshop objectives (focus on the <u>HOW TO</u>)

Sharing experience around most successful practices, particularly about:
- ➤ Establishing and implementing an effective sust. tourism governance model
- ➤ developing sustainable tourism, while ensure conservation – monitoring & visitor management
- ➤ Synergies between PAs and tourism professionals (e.g., tour operators).

Workshop selected topics - groups

- ➤ a) **Governance** (*cooperation/multi stakeholders approach*)
  Decision-making process

- ➤ b) **Monitoring and visitor management**
  Collecting, using and sharing data

- ➤ c) **Protected Areas and Tour Operators**
  Cooperation needs

- ➤ d) other topics, questions, concerns and solutions to share

Expected outcomes

Recommendations by participants based on their practical experience

- ➤ contribution to manual of sustainable tourism governance for PA managers

Presentations to foster our WS

- The importance of participatory planning process in PAs (Giacomo Munegato, Agenda21/FEDERPARCHI)

- Establishing indicators system (by Jelena Šobat, Ministry of Tourism, HR instead of Izidora Marković, Institute for Tourism, HR)

- Sustainable tourism-business sector needs (by Milan Manger, Intrepid Group)

- DESTIMED project-lessons learned (by Mosor Prvan, WWF Adria)

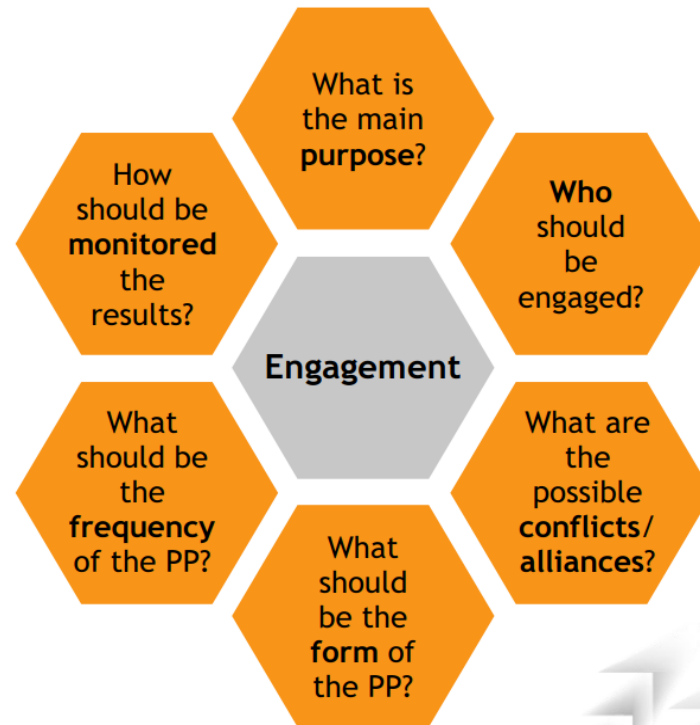- Experience and challenges (by Kresimir Sakic, Krka National Park, HR)

The importance of participatory planning process in PAs & Capacity building workplan

The success of a participatory process is not always guaranteed.

There is no a standard way of involving stakeholders - when, whom and how to integrate them in the process.

Each Protected Area is different in terms of social and natural context, therefore, the results of the participatory process could vary.

What is the main **purpose?**

Who should be engaged?

How should be **monitored** the results?

Engagement

What are the possible **conflicts/ alliances?**

What should be the **frequency** of the PP?

What should be the **form** of the PP?

Establishing indicators system

CROSTO

CROSTO core indicators

institutefortourism

CROSTO core indicators	UNWTO mandatory issue	ETIS section
Percentage of residents who are satisfied with tourism	Local satisfaction with tourism	C Social and cultural impact
Number of tourist nights per 100 residents		
Percentage of tourists who are satisfied with overall experience		A Destination management
Percentage of repeat/return tourists		
Percentage of tourism enterprises using voluntary certification/labelling for environmental CSR		
Number of tourist nights	Destination economic benefits	B Economic value
Daily spending per tourist overnight		
Direct tourism employment as percentage of total employment	Employment	
Gross annual occupancy rate in commercial accommodation	Tourism seasonality	
Energy consumption per tourist night compared to general population energy consumption per resident night	Energy management	D Environmental impact
Water consumption per tourist night compared to general population water consumption per resident night	Water management	
Percentage of sewage from a destination treated to at least secondary level prior to discharge	Waste water (sewage) management	
Waste production per tourist night compared to general population waste production per resident night	Solid waste management	
Percentage of destination area out of the settlement's boundaries built for tourist purposes	Governance	
Percentage of the destination area within the construction zone of the settlement where the facilities of catering and tourist purposes	Governance	

Nature is missing!?

Sustainable tourism-business sector needs

Our purpose beyond profit
Our purpose beyond profit stems from these three areas of our business

Responsible business

We're committed to operate in a responsible manner, incorporating the principles of sustainable development in the way we provide our travellers with authentic experience-rich travel.

Responsible travel

Our tours are all about giving back to the communities we visit and ensure we respect destinations, support locals and their economy.

The Intrepid Foundation

Its purpose is pretty simple: to empower travellers to make a difference and to help communities in the places we visit.

What success looks like:

- Cohesive community with strong decision making processes and entering market on own terms
- Community consultation, participation, ownership and control
- Long term commitment from all stakeholders
- Demand driven product with social and environmental benefits
- Accessible to our travellers
- Develop success metrics (Eg. pax feedback, community consultations sessions)

Eg. Lastovo DestiMed Project:

- Partnership (established relationship with community)
- We bring tourism expertise and ongoing pax

DESTIMED project-**lessons learned**

★ Ecotourism is built on existing natural and community values but it takes a lot more to make a working product

★ Local Ecotourism Cluster has to have a common understanding on what is expected to be created and what is a role of each member

★ ITO is THE KEY to success

★ Private interest is not a „sin", it's a must

★ Standards have to be clearly communicated in the beginning as well as the consequences for failing to meet them
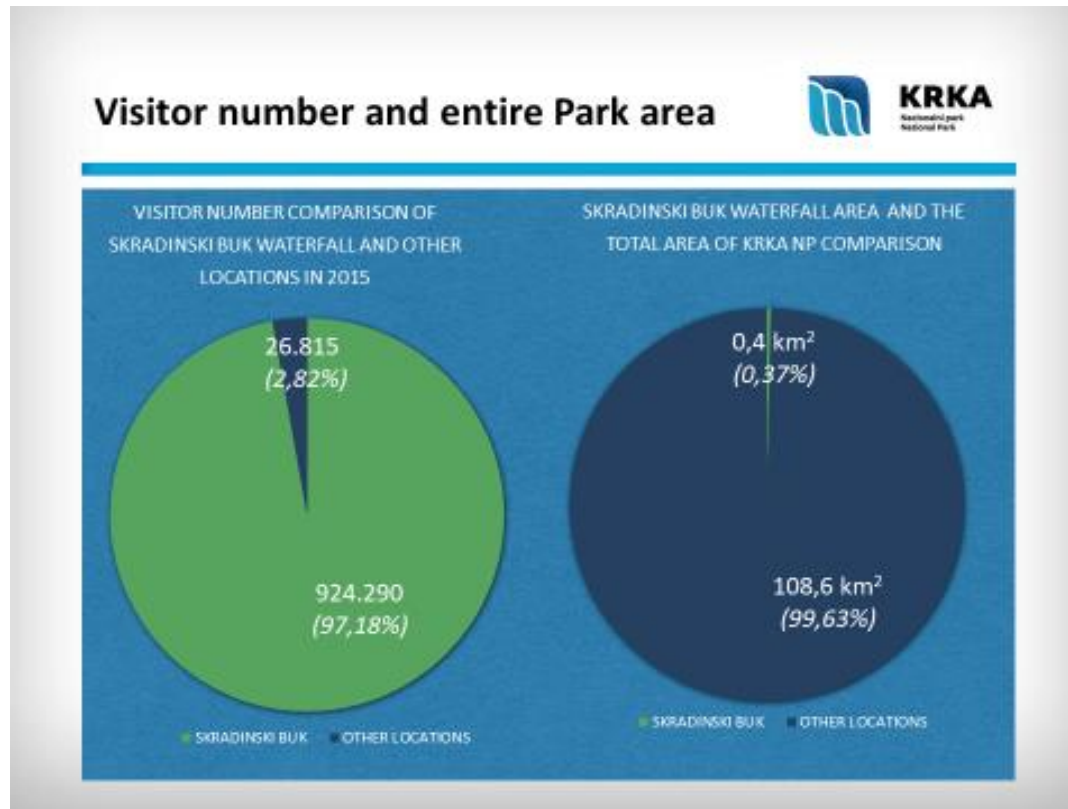
★ Bring in the incentives!

Reality: Low capacity within LEC for tourism development, Lack of commitment, Lack of trust towards „good news", Lack of standards over the board (accommodation, activities, storytelling, guiding,…), Not many market ready activities

Roles and Risks of Krka National Park Visitor Expansion

- Visitor time spreading

- Visitor circulation organization

- Future development approach

Suggested Questions x topic / group

Group A >> governance

- o Skills needed in PAs?
- o How to increase capacity of Pas in planning and managing sustainable tourism?
- o Who should lead and initiate the process and how?

Group B >> monitoring & visitor management

- o What are the methods you are using for visitors monitoring?
- o Easy/cheap way of doing it? With own capacity / competences of staff PAs?
- o What to measure and how?
- o Indicators? (progress vs impact)

Group C >> cooperation PAs and Tour Operators

- o Is there a need for closer cooperation?
- o Expectations from both sides?
- o How to achieve a good synergy/cooperation between Pas and Tour Operators?

Answers and inputs -

Group A >> governance

1. Which type of stakeholders to involve?

- Nature and tourism scientific side/experts – not local stakeholders, to get comprehended ideas/information from both sides
- Local stakeholders

2. Who should lead and initiate the process? PA initiate

3. Competences of PA staff needed, how to use it?

- PA act as guidance – internal PA staff "responsible for participatory process & community involvement, i.e. engage in day to day business with stakeholders, sort out conflicts
- Neutral facilitator in main events of the participatory processes = when all stakeholders are meeting the park - i.e. Capacity building workplan (participatory mapping, future search, ideas factory, etc.), public consultation on management plan...

❑ Problem with setting the context – guidance for PA: "No talk about money and politics"

Group B >> monitoring & visitor management

1. What are the methods you are using for visitors monitoring?
   - for visitors/tourism and some applied to locals
   - questioners, counters, ticketing, manual counting, trail books (in mountains), trap-camera system for fauna, and visitors – illegal activities

2. The way of doing it? With own capacity / competences of staff PAs?
   - Human resources: Volunteers, Park Staff (number)
   - Hardware: funding
   - Strength: Competences of staff and volunteers exist for data gathering
   - Challenge: time requirement and additional skills of park staff to analyse

3. What to measure (already collecting)?
   - Numbers and duration of stay; Demographics; Likes/do not likes; Environmental indicators (water quality, fish stock); Knowledge about PA (i.e. being in the PA)

4. Use of collected data
   - ☐ To improve offer or location
   - ☐ Measures for protection of habitats, species, locations..

Group C >> cooperation PAs and Tour Operators

o   Is there a need for closer cooperation? YES

o   Expectations from both sides?

- ☐   Education of guides (in PA) by tour operators not by PA staff (only)
- ☐   PA is offering guiding tours - young and elder as guides /„experts" educated by park
- ☐   To have agreement between PA and private sector (tour-operators, guides)

  ? legal framework – understand it, check what is allowed?

  ? knowledge gap – learn how private and PA can help each other

o   How to achieve a good synergy/cooperation between PAs and Tour Operators?

- ☐   From PAs – locations (to visit), time-spreading to offer it to Tour operators
- ☐   MUST – relationship of tour-operators and PAs in building packages
- ☐   "sell" the story in 2 hrs and to have product ready for tour operators

WHAT TO SEE IN THE MANUAL FOR PA PRACTITIONES ON SUSTAINABLE TOURISM:

TOOLBOX to prepare own Questionnaire:

- ❑ **List of questioners to allow preparation of own questionnaires / adapted for different needs** or purposes

METHODOLOGIES & GUIDELINES

- ☐ **how to apply and analyse data**
- ☐ **how to analyse qualitative and quantitative data - tips and tricks, need to consider in data interpretation (i.e. in excel)**
- ☐ **resources needed – time, funds, skils (i.e. PA-BAT, CIA)**

CASE STUDIES

- ☐ **CEETO case studies - i.e. details of manual counting, staff used, cost needed, time, when implemented, what was monitored, who analysed (cook-book)**
- ☐ **Indicators – references about existing models with already integrated SDGs**

MANY THANKS