

What do we need to make “ecotourism destinations” a pan-Europe accepted concept and operational within existing initiatives related to ecotourism?

1. Umbrella organisations (cooperation of different initiatives, countries) and pan-European existing network
2. Agree on: a) common objectives and results; b) the principles for ecotourism destination; c) communicate with EC based on the sustainable tourism destination
3. Involving existing NGOs on European level
4. Start process to create the market place.

Additional contributions and comments:

- Holistic approach; empower existing structures not a new organisation;
- Strong/mutual recognition and agreement on existing schemes and initiatives;
- Parallel bottom-up process to integrate the regional/national initiatives through a participatory approach;
- To follow the same process for destinations, as EETLS has used to develop the certification of eco-products;
- To get information on previous work and process on European level regarding eco-labeling of eco-destinations.

Important assumption: calculation of the impact of the damages produced on the environment by different tourism products (much direct contact to research related on this issue, basic and applied research).





How can we create, maintain and strengthen the connection between protected areas, local administration and tourism business sector in the frame of eco-destination?

1. To have guidelines for eco-destination and a reliable DMO
2. Best practices, common approaches on destination management for all stakeholders involved in development of eco-destinations
3. To bring through participatory planning all stakeholders together (participatory is the key concept).
4. Need for a common vision, that should be developed and recognised by all stakeholders involved in the process
5. To promote the benefits that eco- and sustainable development principles could bring to the destination
6. Dissemination through communication measures of existing good practices to convince the stakeholders about the utility and necessity of sustainable development as long term chances for success.

Additional contributions and comments:

- Holistic approach; empower existing structures not a new organisation;
- CSO take the initiative to achieve the necessary situation: transparency, respect, knowledge, sharing/participation (on-going!), communication, partnerships, stakeholder analysis;
- Work on the local opinion leaders.





How can we create partnership relations among possible destinations beyond the existing networks of protected areas, businesses and regions in order to better communicate with our potential guests on the real market?

1. We need to have a DMO or DMO equivalent
2. Networking between DMOs on a bottom up approach
3. We need a professional and responsible marketing approach
4. Shared marketing message. Ex. Experience Carpathian/Europe Nature.

Additional contributions and comments:

- Strong marketing strategy
- Common ground communication
- Clear objectives on how to harmonize the P.A. aims
- Internet and the way it will be use to better connect partnerships
- Business marketing
- Creating platform for first level of communication
- Social networks help to create a first level for appropriate partnership
- Consumer needs are not been matched with current communication. It exist the need for a common communication where sustainable tourism is understood by the wide range of travelers.

