



Principles that maximize benefits

- Strengthen partnerships between stakeholders. Not everybody has to be in, but everybody has to be invited;
- Differentiate between „quality destinations”, with and without PAs;
- Calculate benefits and costs (ecological footprint) of ecotourism and communicate them;
- Promote and use the ecosystem services framework. Involve researchers;

Practical methods (1)

- Carrying capacity. Tools and principles;
- Strengthen criteria related to CO2 reduction and Carbon offsetting. E.g. global travel to a ecotourism destination;
- Zoning and correlation with offers and products.
Marketing/de-marketing;
- Highlight the value of nature in the ecotourism product:
 1. communication to tourists;
 2. awareness raising of service providers.

Practical methods (2)

- Visitor payback: - mechanism (conservation funds);
 - ecotourism product including conservation activities (active participation);
 - ecotourism product involving environmental research activities (birds counting);
 - PAs outsourcing tourism activities based on contracts;
 - promotion of community ecotourism leaders: 1. own initiatives (networking); 2. rural development animators (LEADER).
- Creation of an association of friends of the park (opinion leaders included).
- Voluntary services/companies/projects to do conservation activities needed in PAs (info shared through DMO).

Practical methods (3)

- Certification of:
 - sustainable tourism products and destinations;
 - sustainable natural resources management (FSC, MSC).

Strong points of certification:

- Agreement on principles;
- Implementation based on indicators;
- Definition of time frames and goals;
- Definition of responsibilities;
- Education process;
- Allows networking;
- Important to transmit real perception that local authorities are involved.

How to avoid conflicts

- DMO role (ToR/manual + models):
 - to discuss/negotiate stakeholder's plans;
 - to chose a sustainable development path
(identity, values, ownership) NOT conservation vs development;
 - to lead the process;
 - information link/transfer in order to fundraise for conservation needs.
- DMO structure:
 - local actors (PA managers, local authorities, entrepreneurs);
 - agreement/recognition by Government.
- Multiplier effect by using local services to keep money in the destination area (quality not quantity).