



Project co-financed by the European
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Walking a thin red line - WWF Adria approach to tourism in protected areas

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*Mosor Prvan, WWF Adria Marine Programme,
mprvan@wwfadria.org*





Narrowing a million questions...

If not do we oppose tourism in PAs?

Should WWF deal with tourism in PAs?

If yes how?

Are we also to be involved in development of tourism in PAs?

Who do we work with and on what terms?

What kind of approach and engagement would be meaningful for conservation and local communities?

Do we have the capacity to work on tourism in PAs?

What fail-safes do we install in order not to create more damage than good and how do we install them?

... to a million million dollar question.



DO YOU ACTUALLY
RELAX THROUGH
TRAVEL?

The 4C approach



The 4C approach

- Commercial viability: project must be 'good business' opportunity (economically feasible),
- Conservation impact: project must be low impact (limits to acceptable change) and/or contribute to conservation agenda (awareness raising, education, reducing natural resource extraction),
- Community development: project must support local development, empowerment and capacity building, creation of leadership, and
- Culture appreciation: project must respect local circumstances, traditions and values, and include respecting of human rights and gender aspects

DestiMED Experience



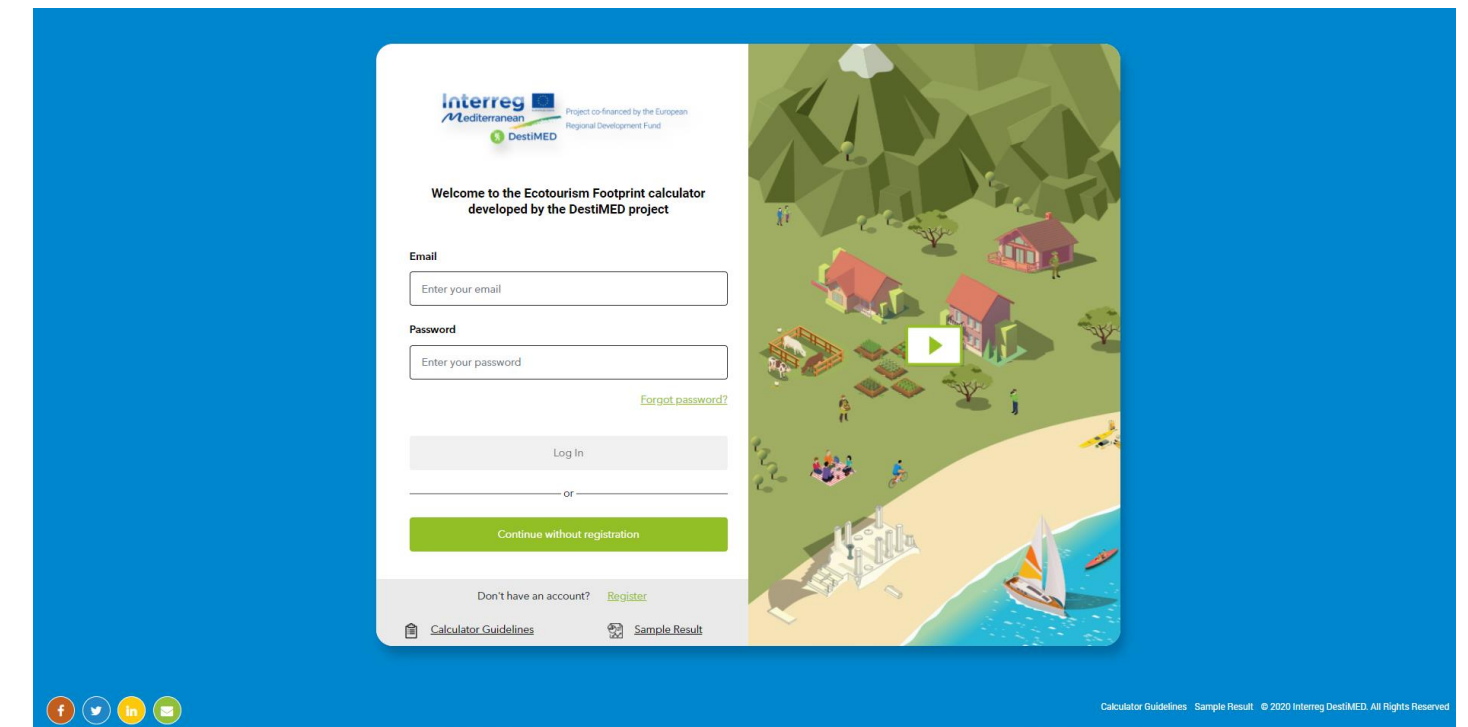
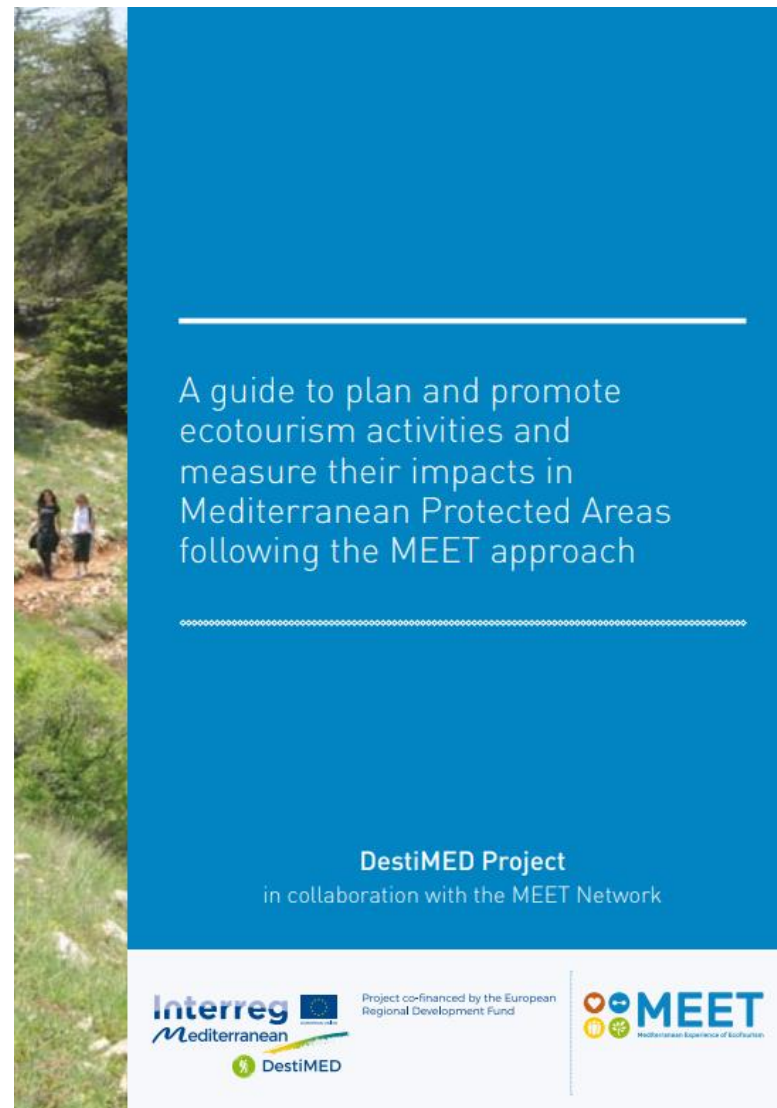
- Enabling travelers to discover protected areas while supporting conservation
- 13 pilot protected areas (Albania, Croatia, France, Greece, Italy, Spain)
- Setting up Local Ecotourism Clusters (LEC), developing local products and services and creating itineraries
- Developing tourism impact monitoring tool
- Setting up MEET Organization



MEET Theory of change



Resources for further exploration



DestiMED Partners



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PROJECT PARTNERS



Shoutout!



Main role of protected areas is conservation of nature!

Tourism in those areas must be an added value and not a
purpose!



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Thank you for your attention!

