



Project co-financed by the European
Regional Development Fund

CEETO project - Interreg CE

08.10.2020. | Rethinking tourism B2B event

*Ana Krvarić, Project Manager at WWF Adria,
akrvaric@wwfadria.org*



Summary of Topics

WHAT WE'LL COVER TODAY

CEETO project overview

CEETO pilot actions

CEETO results

CEETO project overview

Central Europe Eco-Tourism: tools for nature protection



Main objectives

- **Protect and enhance the natural heritage of Protected Areas (PAs) and Natura 2000 Network** by promoting an innovative sustainable tourism governance model, based on a participatory planning approach
- **Reduce usage conflicts**, sustain social and territorial cohesion, improve the quality of life of local communities, and encourage tourism industry to concretely contribute to nature conservation

Audience

Policy makers (Guidelines)

PA managers (Manual)

Stakeholders (Participatory planning process)

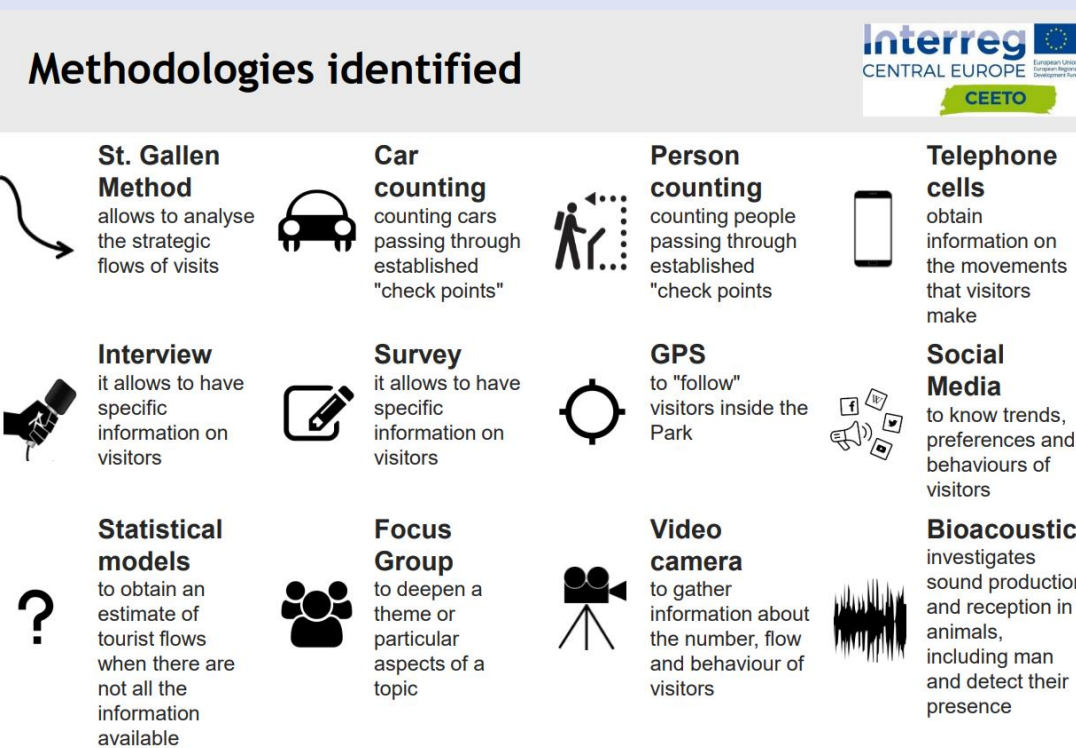
Visitors (Awareness campaigns, practical information)

Diagnostic phase

- Which are the most innovative and successful tools/policies currently in practice for tourism management in PAs?
- How to monitor and manage touristic flows in PAs involved in project?

Handbook of successful and innovative practices for a sustainable tourism inside Protected Areas

Inventory of planning, management, monitoring tools and success stories for sustainable tourism in Protected Areas



Tool	Complexity	Profiling	Data quality	Possible combination	Flexibility
St. Gallen Method	☹️	😊	😊	😊	😐
Car counting	😊	☹️	☹️	😊	☹️
Person counting	😊	☹️	☹️	😊	☹️
Telephone cells	😐	😐	😊	😐	😐
Interview	😊	😊	😊	😊	😊
Surveys	😊	😊	😊	😊	😊
GPS	😊	😐	😊	😊	😐
Social media	😐	😊	😊	😊	😐
Statistical models	😐	☹️	😊	😊	😊
Focus group	😊	😊	😐	😊	😊
Video camera	😐	😐	😐	😊	😐
Bioacoustic	😐	😐	😊	😊	😐

Testing phase

- How to enhance socio-economic benefits that can come from sustainable tourism?

8 Pilot actions, to test effectiveness of tools and sustainable tourism governance models + 8 Action plans for sustainable tourism development (based on participatory model)

(Link to ceeto-network.eu/documents/ under folders CEETO Documents→Action Plans and Pilot Actions→Planning and Results)



Testing phase

Strunjan Landscape Park (SI)

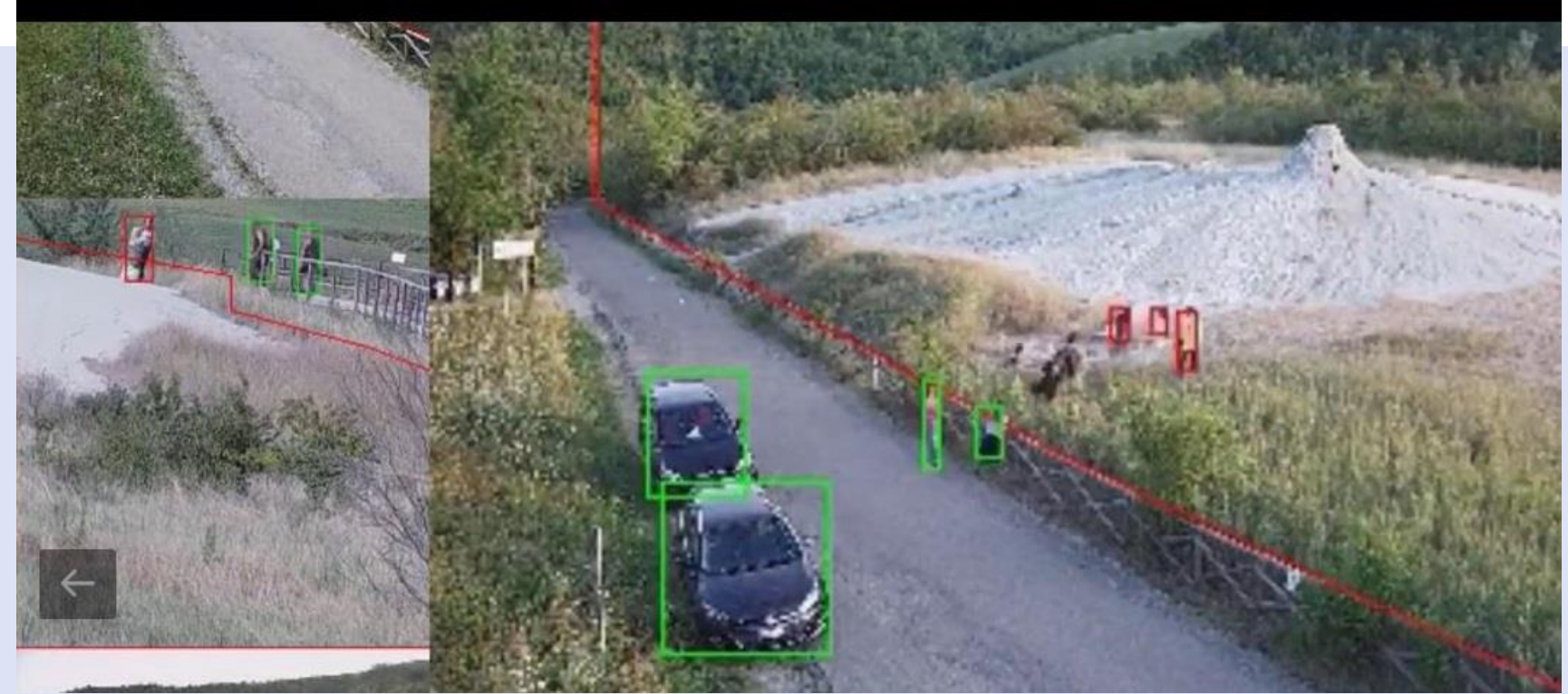


Problems: traffic jams, poor visitors' awareness about the PA

Solutions:

- ▶ Free of charge shuttle service - cooperation between Park Authority, municipality (2 minibuses, bus drivers), local transportation company (technical implementation of service) and 3 hotels and a campsite (financial and operational contribution by distributing the plan of bus connections)
- ▶ Educational animated video
- ▶ Study on landscaping and spatial planning solutions

Testing phase Central Emilia Parks , Salse di Nirano Reserve (IT)



Problems: high tourist presence, with inadequate visitors' behavior in sensitive area

Solutions:

- Video Content Analysis (VCA) system - 3 video surveillance cameras installed to monitor the visitor use of the Reserve
- Quantitative data used to quantify the extent of the problem and to plan appropriate measures; and to monitor morphological evolution of mud-volcanoes

Testing phase Medvednica Nature Park (HR)



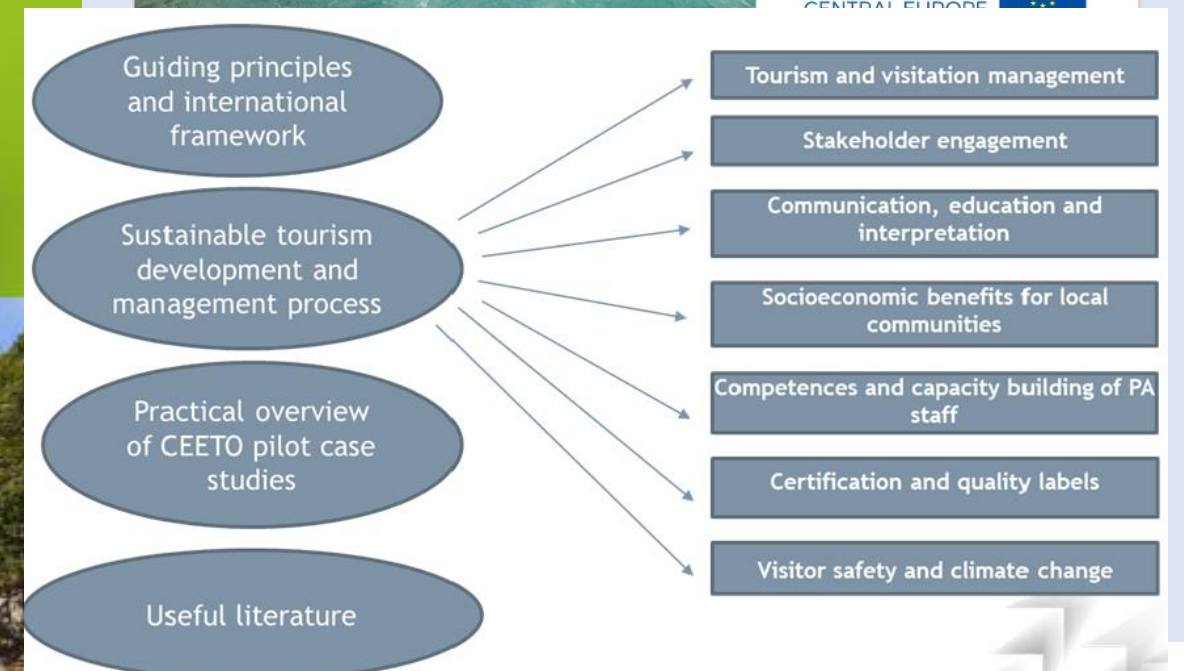
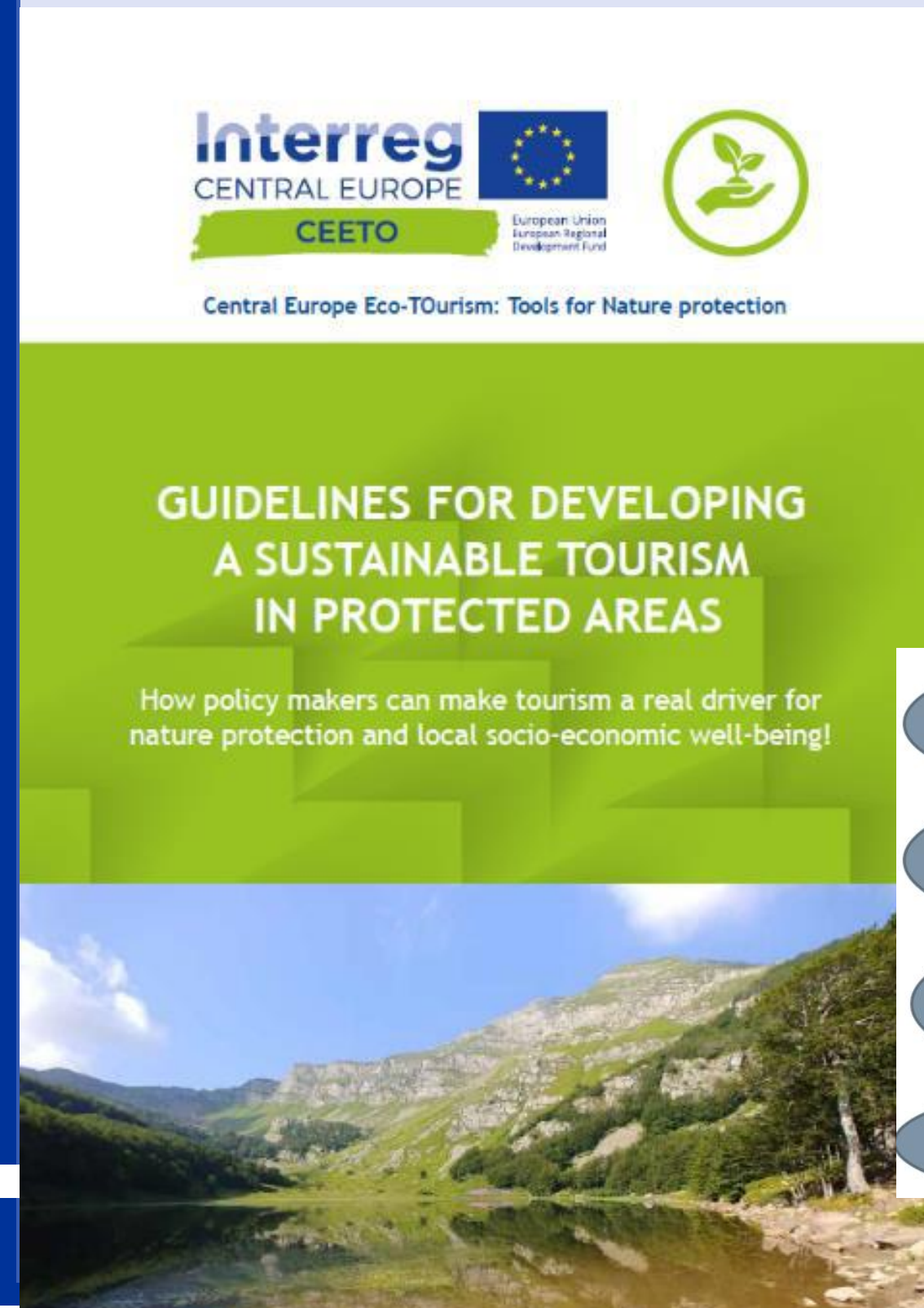
Problems: heavy traffic, lack of parking zones and improper visitor's behavior

Solutions:

- ▶ Electronic car counters and video cameras (quantitative data and surveillance of parking areas)
- ▶ Visitors' survey (structure, habits, views)
- ▶ Monitoring of visitation impacts on nature and environment

Developing Guidelines and Manual

- How to support [policy makers](#) and [PA managers](#) in the integration of sustainable tourism principles in public policies and implementing tools in PA management?



Guidelines for PAs to work with tour operators

- To manage and to control tourism activities PAs need to cooperate with tourism operators and other private businesses = [CEETO Guidelines to work with tour operators](#)

Challenges:

- ▶ Being attentive to expectations, practices and constraints
- ▶ Tourism = an essential and productive Public-Private collaboration

Opportunities:

- ▶ An opportunity for operators and travel agencies to be recognized and promoted in sustainable destinations
- ▶ Benefits for the local economy

We want sustainable tourism: “let’s have a dream”... together

CEETO network on-line platform

<https://ceeto-network.eu/>

Registering to the platform offers :

- ▶ [PUBLIC AND PRIVATE DISCUSSIONS](#)
- ▶ [DOCUMENTS REPOSITORY](#)
- ▶ [GLOSSARY](#)

networking, knowledge sharing and collaboration

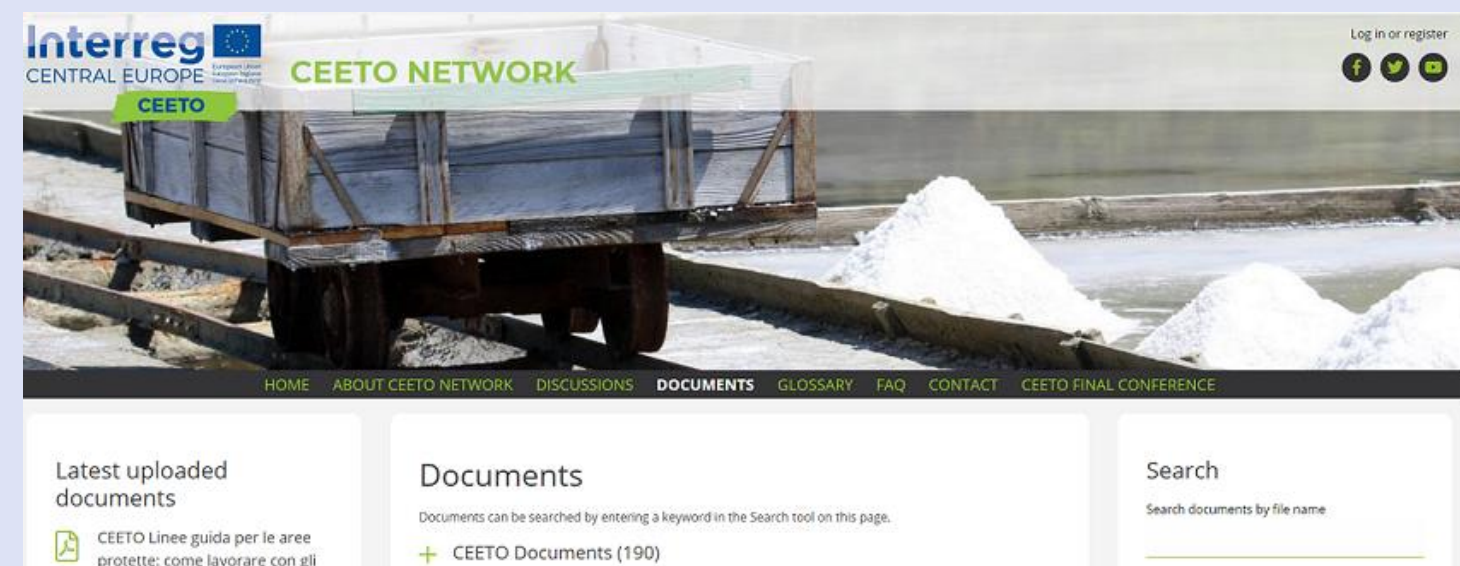


CEETO network on-line platform

The “Sustainable Journey” movie:

https://www.youtube.com/watch?v=sNiOhfGfg_s&feature=youtu.be

Available in other languages at <https://ceeto-network.eu/documents/> in folders CEETO Documents → Communication Materials → CEETO - The Movie





Project co-financed by the European
Regional Development Fund

Thank you for your attention!

