



Topic 3 workshop

Thematic partner - TOPIC 3: Social and Economical Valorisation of the Territory

Name of the Project: **2Bparks** – Creative sustainable management, territorial compatible marketing and environmental education To Be Parks



Name of the Partner: **RCDI**, Development and Innovation Network



Name of the speaker: Alexandra Mendonça



TOPIC 3 workshop

✓ What's our capitalisation methodology?

- ✓ What do you want to put forward and to keep in Medland deliverables?
 - ✓ **2BParks Notebook on Sustainable Tourism**
 - ✓ **2BParks Local Tourism Strategic Plans (LTSP)**
- ✓ What are the transferability conditions? (bio-geographical context, socio-economic context)
 - ✓ **Natural resources, cultural heritage and traditions** to support the development of sustainable tourism.
 - ✓ A **shared vision** for tourism development, involving the **local populations, public authorities and private stakeholders**.



TOPIC 3 workshop

- ✓ Be critical about your project (approach, methods, tools, implementation):
 - ✓ What was good/what has worked? Why?
 - ✓ Territories with different **characteristics** (e.g. wetlands, Mediterranean *maquis*, forest and mountainous areas) and **locations** (from remote rural areas to the vicinity of large conurbations) were involved in the project, providing **different contexts for social and economical valorisation approaches**.
 - ✓ The project partnership included **different institutions, with diverse visions** – Protected Areas, Regional Authorities, Local Authorities (Municipalities), Universities and Research Centres, Tourism Boards and NGOs – allowing a **multidisciplinary approach** for **sharing good practices and experiences on territory valorisation**.
 - ✓ **Participatory approaches** were adopted, effectively involving local and regional stakeholders, paving the way for further building of partnerships and for strengthening of local governance.
 - ✓ **Multisectoral approach and bridging between public institutions and private operators** was achieved to jointly discuss and agree on main policy issues.



TOPIC 3 workshop

- ✓ Be **critical** about your project (approach, methods, tools, implementation):
 - ✓ What was bad/what hasn't worked? Why? How do improve it?
 - ✓ **Delays and/or poor definition of the general framework and guidelines** for the implementation of **Work Packages** resulted in misunderstandings and some duplication of efforts.
 - ✓ Interesting pilot actions and experimental practices, but **insufficient analysis and consolidation of the different local results**, therefore weakening the effective transnational added value of the project.
 - ✓ The project results, good practices and experiences had **little impact on local/regional policies improvement** (limited connection to the policy cycle).
 - ✓ **Mobilisation of stakeholders** was sometimes difficult to achieve, due to lack of motivation and conflicting interests.
 - ✓ The **sustainability of project initiatives** may be jeopardized due to lack of financial resources to keep them alive after the project conclusion.



TOPIC 3 workshop

- ✓ Be critical about your project (approach, methods, tools, implementation):
 - ✓ Recommendations?
 - ✓ **Creating transnational added value** – identify problems and common needs, formulate common responses, plan common tools for cooperation and coordination.
 - ✓ **Developing common policies** – develop common strategies and activities and connect the obtained results to the policy cycle. Explore thematic, operational and strategic synergies.
 - ✓ **Identifying and involving target audiences** – clearly define stakeholders and other beneficiaries and involve them (according to their specific roles) through participatory processes.
 - ✓ **Understanding and sharing results** – evaluate and validate results (internal assessment, peer review, surveys of beneficiaries) and share the evaluation results with stakeholders and beneficiaries.
 - ✓ **Communicating** – effective communication and dissemination is essential to achieve the overall objective (policy improvement).

Social and Economical Valorisation of the Territory 2Bparks Conclusions

Main conclusions of the 2Bparks work on **Social and Economical Valorisation of the Territory** refer to the development of **sustainable tourism** and are summarized in:

- ✓ **2BParks Notebook on Sustainable Tourism**
- ✓ **2BParks Local Tourism Strategic Plans (LTSP): 8 experimental actions**



Social and Economical Valorisation of the Territory

Challenges and opportunities on each cross-sectoral component

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

Major Opportunity

Tourism based on nature can be a very good driver for conservation and regional development...

... but...

Major Challenge

... if tourism is not appropriately planned, managed and developed, it can be a significant threat for the environment and biodiversity, as well as for local identity and traditional culture.

Social and Economical Valorisation of the Territory

Challenges and opportunities on each cross-sectoral component (1)

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

Based on the **work of the 2BPARKS partners**, as well as on **critical points of the international literature**, the **key issues** and related **challenges and opportunities** referring to the development of **sustainable tourism** are:

Key Issues	Challenges and Opportunities	Cross sectoral Component
1. To protect and enhance the natural and cultural heritage, for and through tourism	<ul style="list-style-type: none"> ✓ Protection from excessive tourism development (need to monitoring impact on flora and fauna and controlling tourism in sensitive locations). ✓ Controlling and reducing activities which adversely affect the quality of landscapes, air and water, use non-renewable energy, create waste and noise. ✓ Encouraging visitors and tourism industry to contribute to conservation. 	All
2. To provide all visitors with high quality experiences	<ul style="list-style-type: none"> ✓ Inclusive tourism (tourism for all, including to meet the special needs of disadvantaged visitors). 	C2, C4
3. To communicate effectively to visitors the unique qualities of the area	<ul style="list-style-type: none"> ✓ Ensuring that the promotion of the territory is based on authentic characteristics and that readily available and good quality visitor information is available. ✓ Providing educational facilities and services that interpret the area's environment and heritage to visitors and local people. 	C3

PA Sustainable Planning and Management

Challenges and opportunities on each cross-sectoral component (2)

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

Key issues and related **challenges and opportunities** referring to the **development of sustainable tourism** are:

Continuation:

Key Issues	Challenges and Opportunities	Cross sectoral Component
4. To encourage specific tourism products which enable discovery and understanding of the territory	✓ Providing activities, events and packages, involving the interpretation of natural and cultural heritage.	C2, C3, C4
5. To increase knowledge of natural resources and sustainability issues amongst all those involved in tourism	✓ Assessing training needs and providing training programs for staff of protected areas, tourism organizations and enterprises.	C1, C2
6: To ensure that tourism supports and does not reduce the quality of life of local residents	✓ Involving local communities in the planning of tourism. ✓ Ensuring good communication and collaboration between local authorities, tourism boards, tourism enterprises, protected areas, local people and visitors. ✓ Identifying and seeking to reduce any conflicts that may arise.	All
7: To increase benefits from tourism to the local economy	✓ Promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses ✓ Encouraging the employment of local people in tourism	C2, C4
8: To monitor and influence visitor flows to reduce negative impacts	✓ Creating and implementing visitors management plans.	C2

List of operational tools and best practices

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

2Bparks References for Tools and Best Practices	Cross sectoral Component
1. 2BParks Notebook on Sustainable Tourism Part 1 – Eurocharter & 2Bparks Transnational Symposium Proceedings Part 2 – 2Bparks Joint Marketing Strategy (includes 2 joint experimental actions to illustrate common marketing approaches: 2BParks e-Calendar and 2BParks e-Catalogue of Environmental Clusters)	all
2. 2BParks Local Tourism Strategic Plans (LTSP) - 8 experimental actions	all

Description of operational tools and best practices

1. 2BParks Notebook on Sustainable Tourism

Part 1. Eurocharter & 2Bparks Transnational Symposium Proceedings

Summary of the concepts relating to the **European Charter for Sustainable Tourism in Protected Areas (Eurocharter*)**:

- ✓ The European Charter for Sustainable Tourism in Protected Areas is a practical management tool for ensuring that tourism contributes to a balanced economic, social and environmental development of protected areas in Europe.
- ✓ The Charter is a voluntary agreement and aims to encourage good practices, by recognizing protected areas which are meeting agreed requirements for the sustainable development and management of tourism.

* The Charter has originated from the EUROPARC Federation, the umbrella organisation of protected areas in Europe

Description of operational tools and best practices

1. 2BParks Notebook on Sustainable Tourism

Part 2. Eurocharter & 2Bparks Transnational Symposium Proceedings

Proceedings of 2BParks Transnational Symposium on Sustainable Tourism, including the presentation of good practices and discussions concerning environmental sustainability and tourism management:

- ✓ The Landscape Plan in Veneto Region and the contribution of 2Bparks project in designing new planning scenarios (Italy).
- ✓ Environmental awareness and information in the protected area of Mount Parnon and Moustos Wetland (Greece).
- ✓ The Tourism industry in Cyprus: The case of Troodos (Cyprus).
- ✓ Marine Protected Areas – Economic and social impacts on islands (Greece).
- ✓ Restoration of forests in Mediterranean landscapes (Spain).
- ✓ Forest policy and national forest parks in Cyprus: The Forest protected Area System (Cyprus).
- ✓ Alternative forms of tourism and nature protection in Greece: overview and discussion of the Dadia-Lefkimi-Soufli Forest National Park case (Greece).

Description of operational tools and best practices

1. 2BParks Notebook on Sustainable Tourism *Part 2. 2Bparks Joint Marketing Strategy*

The 2Bparks PA/Territories

- ✓ **33 Protected Areas (PA)** and neighbouring territories, in **10 different regions** and **7 countries**, representing above **425 thousand hectares of natural heritage**.
- ✓ PAs include **several designations** such as Natura 2000 sites, SAC and SPA, UNESCO WHS.
- ✓ PA are **representative** of the multiplicity and uniqueness of the natural values, ecosystems and biological diversity of the **Mediterranean region**.
- ✓ Excellent **basis for experimentation** of solutions to promote sustainable tourism.

Sustainable tourism

- ✓ “Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (World Tourism Organisation, 2005).
- ✓ This **sustainability model underlies the overall 2BParks concept** and all the PA and neighbouring territories had been developing, to a smaller or larger extent, sustainable tourism approaches, with a focus on **nature based tourism activities**.

Description of operational tools and best practices

1. 2BParks Notebook on Sustainable Tourism Part 2. 2Bparks Joint Marketing Strategy

The portfolio of 2BParks tourism products

1st Product: Nature tourism

- ✓ Large range of experiences based on the fruition and interaction with natural environment, which can be segmented into “soft” and “hard”, activities:
 - ✓ Low intensity outdoor activities (e.g. walking, fauna and flora observation)
 - ✓ Educational activities (e.g. learning about natural environment, about biodiversity...)
 - ✓ Nature sports (hiking, canoeing, horse-riding, surfing, diving...)
 - ✓ Specialised activities (e.g. bird-watching)

The portfolio of 2BParks tourism products

Complementary Tourism Products

- ✓ **Landscape and cultural touring** (mostly based on cultural motivations, but sharing common features with low intensity nature activities)
- ✓ **Gastronomy and wines** (based on the rich and diversified Mediterranean cuisine and winery)
- ✓ **Sun and beach** (as an extension of nature tourism and not envisaged as mass tourism oriented)
- ✓ **Religious tourism** (supported by relevant traditions in specific PA)
- ✓ **Residential tourism** (2nd dwellings)

Description of operational tools and best practices

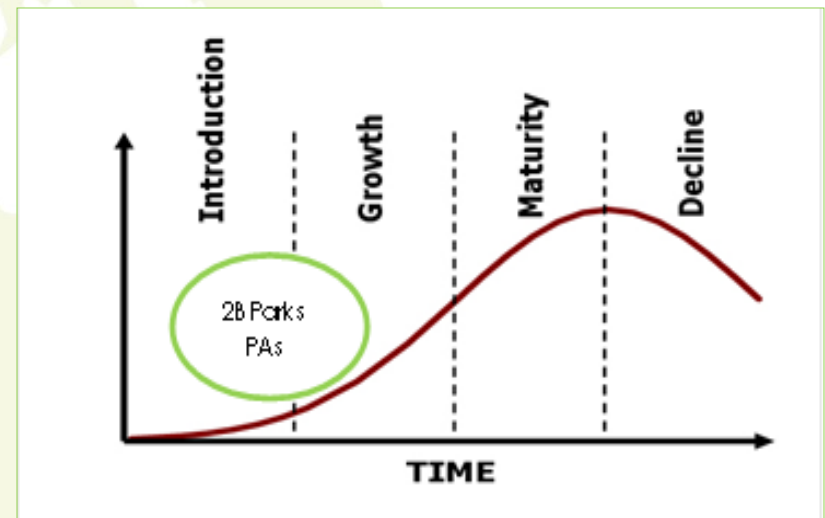
1. 2BParks Notebook on Sustainable Tourism Part 2. 2Bparks Joint Marketing Strategy

The tourism demand and offer in the 2BParks area

- ✓ The tourism **offer** was inadequately organised in most of the target PA/neighbouring territories.
- ✓ The potential **tourism products** were not fully developed, notably nature tourism.
- ✓ The **tourism demand** was moderate and resulted mainly from the domestic market (frequently of regional origin).
- ✓ The **image** of the PA/neighbouring territories was not well defined as a tourism destination and their attraction capacity was small, in most cases.

The Life Cycle stages of 2BParks area:

Target PA and neighbouring territories are in the **Introduction stage** of their life cycle or in **initial Growth stages**.



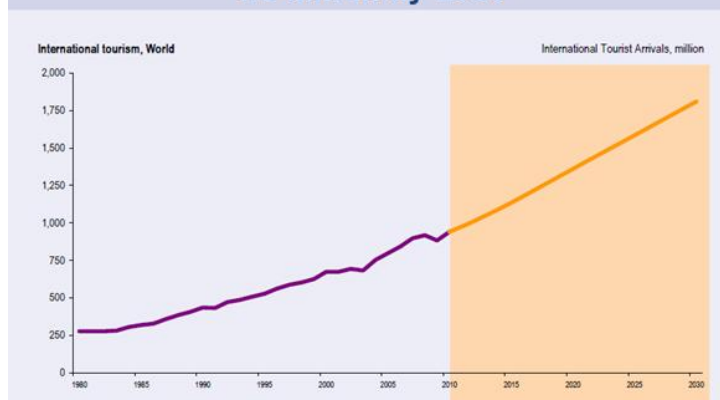
Description of operational tools and best practices

1. 2BParks Notebook on Sustainable Tourism Part 2. 2Bparks Joint Marketing Strategy

Consumer trends

- ✓ Overall **average growth rate of 3.3% per year** of tourists arrivals, for the period 2010-2030 (World Tourism Organisation).
- ✓ Travelling industry is proving to be rather **resilient** and to be able to overcome the negative impacts of the on-going financial and economic crisis.
- ✓ Asia-Pacific and South America have been the fastest growing origin regions in recent years.

International tourist arrivals to reach 1.8 billion by 2030



Evolution of business models

- ✓ **ICT is revolutionising the tourism management and marketing** (e.g. the Internet was the major distribution channel for travels, in 2012, with 54% of bookings online).
- ✓ **Web social networks** such as Facebook, Twitter and YouTube, as well as **specialised travel blogs**, are becoming more and more influential.
- ✓ **Mixed seasonality patterns** for different market segments ... and **tourists are getting older** (23% of tourists are above 55 years).
- ✓ Consumers are looking for **authentic travel experiences** (i.e. growing opportunities for more sustainable forms of tourism).
- ✓ **Accessible tourism for all** (the potential market of accessible tourism in Europe is around 133 million people).

Description of operational tools and best practices

1. 2BParks Notebook on Sustainable Tourism Part 2. 2Bparks Joint Marketing Strategy

Common Vision and Objectives

Shared strategic vision

- ✓ Promote **sustainable tourism activities**, supporting responsible economic growth.
- ✓ **Benefit from natural heritage as a resource for sustainable development**, encouraging a holistic approach to environmental protection and tourism promotion.

Common needs and ambitions

Global objectives

- ✓ Contribute to the **sustainable development of local communities** and to **local job creation**, balancing economic benefits and environmental and cultural costs.
- ✓ Strengthen the **integration of nature conservation objectives into the tourism models**.
- ✓ **Establish effective partnerships, including public and private stakeholders and involving the local populations**, to deliver collaborative solutions for the improvement of the tourism sector.

Description of operational tools and best practices

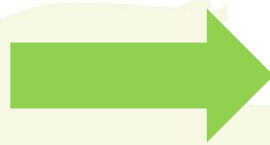
1. 2BParks Notebook on Sustainable Tourism Part 2. 2Bparks Joint Marketing Strategy

Strategic Guidelines

- ✓ **Segmentation** strategy
- ✓ **Competitive positioning** and differentiation attributes

Marketing Mix Strategy

- ✓ Product Strategy
- ✓ Promotion Strategy



Implementation

- ✓ **Preparation of Local Tourism Strategic Plans (LTSP)**, based on a transnational approach, to balance environmental conservation and protection, with economic growth: **Eight LTSP, were prepared building on common guidelines.**
- ✓ **Encourage the adoption of sustainable environmental practices by economic operators: 2BParks environmental clusters** were developed and gather more than 80 economic operators in 6 MED regions
- ✓ **Creation of a joint promotional tool – the e-calendar** – to disseminate information on the environmental and cultural events promoted by the 2BParks PA and their surrounding regions

Description of operational tools and best practices

2. 2Bparks Local Tourism Strategic Plans (LTSP)

- ✓ The 2BParks Joint Marketing Strategy was envisaged to support the implementation of Local Tourism Strategic Plans (LTSP), based on a transnational approach.
- ✓ This purpose has been accomplished through the preparation of **eight LTSP**, built on common guidelines to **balance environmental conservation and protection, with economic growth**.
- ✓ The eight LTSP provide an interesting overview on the work developed locally by each partner, based on a shared methodology, to foster sustainable tourism as a key factor of cohesion and compatible growth, while taking into consideration the specific characteristics and needs of each Protected Area and surrounding territories :

LTSP for the Natural Regional Park of Serre (Italy)

LTSP for the General Council of Hérault (France)

LTSP for the Province of Vercelli (Italy)

LTSP for Lake Karla, in Thessaly Region (Greece)

LTSP for the Municipality of Andújar (Spain)

LTSP for Ljubljansko Barje (Slovenia)

LTSP for Troodos Mountains (Cyprus)

LTSP for Alentejo Litoral (Portugal)

Methodological recommendations

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

Recommendations	Actions Required	Cross sectoral Component
To understand interdependence and develop collaborative solutions for sustainable tourism	Connect environment to economic development policies and promote multisectoral approaches	C1, C2
	Create participatory processes involving local and regional authorities, tourism boards, SME, citizens, policy makers...	C1, C3
To adopt new organisational and managerial principles for the tourism industry based on quality, environmental soundness, flexibility, customisation, innovation and diagonal integration	Conciliate environmental conservation and protection, with tourism growth	C1, C2, C4
	Innovate on products and services	C2, C4
	Support SMEs in the development of sustainable businesses and promote local partnerships for the delivery of unified experiences	C1, C2, C4
Take advantage of the new paradigms in terms of interactivity between tourism suppliers and consumers	Create electronic comprehensive tools to support the distribution of tourism products	C2, C3, C4
	Enhance interaction and collaboration among local suppliers, to integrate local resources and to build all-in-one solutions	C2, C4
Communicate and promote	Involve local population to create an "hospitality" culture	C3
	Involve relevant stakeholders and tourism suppliers in the promotional campaigns	C2, C3