CEETO Project - D.C.7.2. CEETO Final conference - 14 May 2020

Link: https://us02web.zoom.us/j/99013216306?pwd=Z3QxL0Z6eTlQdWpkOGFsekJXN1VnZz09

InterregCE - Project CEETO:

Central Europe Eco-TOurism - Tools for nature protection

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Emilia–Romagna Region – Protected Areas, Forestry and Mountain Development Department
Presentation Outline

- CEETO Project Framework
- Priorities and Goals
- Sustainable Tourism & COVID-19
- Target Groups
- Lessons Learnt and Main Outputs:
  - Handbook/Inventory
  - Action Plans
  - Pilot Actions
  - Guidelines and Manual
  - CEETO Network and Platform
Project Partners

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<tr>
<th>Country</th>
<th>Partners</th>
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<tbody>
<tr>
<td>IT</td>
<td>Emilia Romagna Region (IT)</td>
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<td>IT</td>
<td>Federparchi (Europarc IT)</td>
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<td>DE</td>
<td>Europarc Federation (DE)</td>
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<td>DE</td>
<td>UNESCO Biosphere Reserve South-East Rügen (DE)</td>
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<td>AT</td>
<td>UNESCO Biosphere Reserve Salzburger Lungau (AT)</td>
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<td>AT</td>
<td>Sölktäler Nature Park (AT)</td>
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<td>AT</td>
<td>NIMFEA Environment and Nature Conserv. Assoc.</td>
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<td>HR</td>
<td>Public Institution Nature Park Medvednica (HR)</td>
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<td>WWF Adria (HR)</td>
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<td>SI</td>
<td>Regional Development Center Koper (SI)</td>
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<td>SI</td>
<td>Public Institute Landscape Park Strinjan (SI)</td>
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Coordinator Partner: Emilia Romagna Region

Beginning: 1st June 2017
Duration: 3 Years
End: 31st May 2020
Budget: 2,81 Million €
Interreg CE helps regional and local governments to develop and deliver **better policies**.

It aims to guarantee innovation, developing particular attention to the **conservation of cultural, environmental and local socio-economic wellbeing**.

**Priority Axis ➔ Cooperating on natural and cultural resources for sustainable growth in CENTRAL EUROPE**

**Specific objective ➔ To improve integrated environmental management capacities for the protection and sustainable use of natural heritage and resources.**
SUSTAINABLE TOURISM

SOCIAL EQUITY
- Benefits to local society
- Employment
- Income
- Quality of Life
- Public participation
- Respect for socio-cultural values
- Personal development

ECONOMIC EFFICIENCY
- Viability of tourism in the destination area
- Viability of companies
- Demand satisfaction

LOCAL COMMUNITY BASED ECONOMY

ENVIRONMENT PROTECTION
- Preserving biodiversity
- Rational use of natural resources
- Conserving natural resources for later generations
- Conserving activities of the area

CEETO Project Goals

BUY LOCAL
RESPECT LOCAL CULTURE
SAVE ENERGY
PROTECT HERITAGE
SUSTAINABLE TOURISM

SOCIAL EQUITY
- Benefits to local society
- Employment
- Income
- Quality of Life
- Public participation
- Respect for socio-cultural values
- Personal development

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Overtourism effects:
- Tourist go home
- Welcome tourist, the rent of holiday apartments in this neighbourhood destroys the local socio-cultural fabric and promotes speculation. Many local residents are forced to move out. Enjoy your stay.
How to implement a sustainable tourism in protected after the pandemic situation.
Interreg CEETO – **Main Objectives**

1. 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;

2. Reduce usage conflicts, sustains social and territorial cohesion, improves the quality of life of local communities, and encourages the tourism industry to concretely contribute to nature conservation.
CEETO Project results are useful for a broad audience

1. Policy Makers (Nat./Reg./Local)
   Guidelines

2. Protected Areas Managing Bodies
   Manual

3. Stakeholders (public/private)
   Participatory Processes

4. Tourists
   Awareness Campaigns
Interreg CEETO – **lessons learnt**

**DIAGNOSTIC PHASE**

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<tr>
<td>1</td>
<td><strong>Which are the most innovative and successful policies/tools currently in practice for tourism management inside natural Protected areas in EU and worldwide?</strong></td>
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<td>2</td>
<td><strong>How to monitor and manage touristic flows</strong> on the Protected areas involved in the pilot actions implementation.</td>
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**Inventory** of Planning/Management/Monitoring Tools and success stories for Sustainable Tourism in Protected Areas

**Handbook** on successful/innovative practices in Europe
Interreg CEETO – lessons learnt

How to implement a capacity building process, involving local stakeholders and how to enhance the socio-economic benefits that can come from sustainable tourism approach;

8 Action Plans for Sustainable Tourism development with a 5 years perspective (born from the Participatory processes with local stakeholders)

8 Pilot Actions, in order to test the effectiveness of the tools and sustainable tourism governance models
Developing CEETO Guidelines for Policy Makers and Manual for PA Managers

How to support Policy Makers and PA Managers in the integration of sustainable tourism principles in public policies and implementing tools in PA Management.

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<th>Criticalities of the “Management model”</th>
<th>Criticalities of the “Tourist fruition”</th>
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<tbody>
<tr>
<td><strong>1</strong> Limited knowledge of the visitor profile (origin, habits, behaviour, desires, movement, etc.);</td>
<td><strong>1</strong> Limited knowledge of the peculiarities and fragilities of the protected area;</td>
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<td><strong>2</strong> Not appropriate tourist offer (information and proposals);</td>
<td><strong>2</strong> Limited awareness of the behaviours to be adopted;</td>
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<td><strong>3</strong> Limited knowledge of the impacts produced by tourism on environmental and social components;</td>
<td><strong>3</strong> Prevailing accessibility to key areas by private cars;</td>
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<td><strong>4</strong> Low participation of the stakeholders (public-private) in the definition of proposals for the sustainable development of tourism</td>
<td><strong>4</strong> Limited knowledge of alternatives and possible offers within the P.A.;</td>
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<td></td>
<td><strong>5</strong> Concentration of tourist flows in space and time.</td>
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Interreg CEETO - GUIDELINES AND MANUAL target audience

Pres. + EXECUTIVE BOARD

GENERAL MANAGER (CEO)

STRAATEGY

TACTICS (Projects and MANAGEMENT)

PLANNING (Plans/Programs)

PROJECTS AND ACTIVITIES

GUIDELINES (for Policy Makers)

MANUAL (for PA Managers)
Interreg CEETO – ceeto network

Effects of CEETO Network promotion (cultivation)

Main Tree branches = Prot. Areas and «High level» Stakeholders

Twigs & Leafs = Local Stakeholders

Flowers = Exchanges/Ideas

Fruits = Shared Projects

CEETO Partners + Stakeholders

CEETO Partners

CEETO Project
Interreg CEETO - Tools for nature protection

Thanks for your attention

• http://www.interreg-central.eu/CEETO

• https://ceeto-network.eu/home/