

Ecotourism claims to bring benefits to both conservation and local communities in protected areas. [DestiMED PLUS](#) and [MEET Network](#)'s goal is to develop ecotourism multi-day products with evidenced sustainability around the Mediterranean. **How do we know this is actually happening?**

The [MEET Standard](#) has been developed to ensure that, and includes a series of indicators to assess the enabling conditions for ecotourism to be developed in a protected area and destination, and the sustainability and quality of the product being developed. Below follows a summary of the rigorous assessments carried out in in the project. More information will be available in the project website.

ENABLING CONDITIONS

TOURISM MANAGEMENT IN THE PROTECTED AREA

This assessment aims to understand if the protected area has appropriate tourism management mechanisms, to ensure a low-impact and conservation-friendly design of the ecotourism offer, based on a simplification of the [IUCN Green List Global Standard](#) for Protected Areas.

| CATEGORY | ASSESSMENT | | | | | | |
|--|--|-------|--|------------|--|-------------------------|--|
| 1. Legal and regulatory conditions | The subcategories Legal designation (1.1), PA Management plan (1.2), Visitor-related park regulations (1.3), Visitor Management plan (1.4), Active Visitor Management (1.5) and Visitor monitoring (1.6) show different levels of complaints, due to the fact of the Marine Protected Area being a Natura 2000 site outside of the national protected area system. This assessment helped identify this gap and the project is working with the destination on how the regulatory condition for tourism management could be assessed and improved in this case. | | | | | | |
| 2. Ecotourism package and visitor use | Compliance with park rules Conservation compliance of package design Package content Visitor impact | | | | | | |
| 3. Added values | LEC conservation activity <table border="1" style="float: right;"> <tr> <td>Ideal</td> <td></td> </tr> <tr> <td>Compliance</td> <td></td> </tr> <tr> <td>Non-compliant situation</td> <td></td> </tr> </table> | Ideal | | Compliance | | Non-compliant situation | |
| Ideal | | | | | | | |
| Compliance | | | | | | | |
| Non-compliant situation | | | | | | | |

GOVERNANCE OF THE LOCAL ECOTOURISM CLUSTER

This assessment aims to measure if the protected area and the different tourism stakeholders in the cluster and destination operate under the main principles for good governance. It has been developed drawing on the [IUCN Best Practice Guidelines for the Governance of Protected Areas](#).

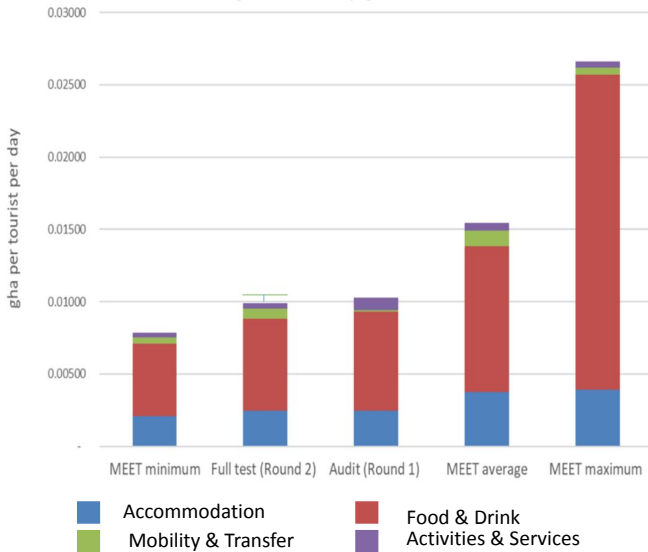
| CATEGORY | ASSESSMENT |
|---------------------------------|--|
| 1. Legitimacy and Voice | Representation of stakeholders Diversity Standards |
| 2. Direction | Strategy and action plan General alignment |
| 3. Performance | Implementation, monitoring & learning Participatory product development Cooperation Policy and lobbying |
| 4. Accountability | Communication and information Feedback Control |
| 5. Fairness & Rights | Respect Fairness Legal alignment |

PRODUCT SUSTAINABILITY

ECOLOGICAL FOOTPRINT OF THE PRODUCT SERVICES

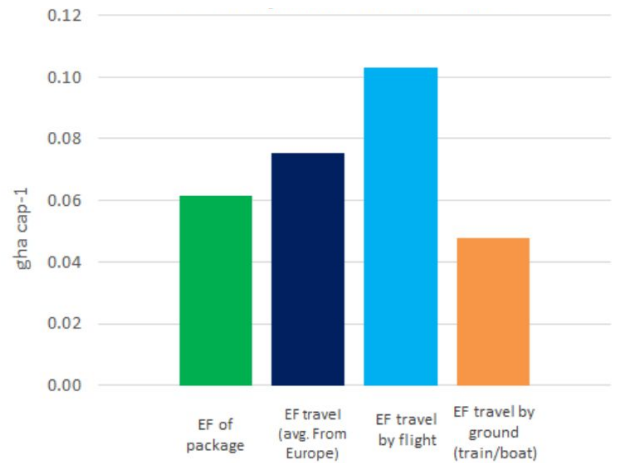
The [ecological footprint \(EF\) assesses](#) the human appropriation of the biosphere's capacity to provide renewable natural resources and key ecological services. To accurately measure the ecological footprint of a ecotourism package, the project is using a new [methodology](#) and the [EF Calculator](#), that collects data and calculates the footprint of the different package components: accommodation, food, mobility & activities. Carbon and water footprints have been also measured for some products and will be soon available as well.

Ecological Footprint of the package (gha per tourist per day)



The total ecological footprint of this package performs well, with a lower footprint than the MEET average, with Food & Drinks being the component with the highest footprint as in all packages. The footprint of the package decreased by 3% from the baseline done (round 1) versus the final assessment (round 2). The reason for the reduction lies in the food & drinks (-7%) category, where the quantity of food provided was cut in half, and in the activities & services (-53%).

Ecological Footprint of travel to the destination from Europe (gha per tourist)



This graphic shows the average EF of travelling to Cres-Lošinj Marine Protected Area from an average European city, and the difference between air and ground travel. The EF of travelling to the destination is slightly higher than the EF of the actual package (1.22 times the per capita EF of the package). To this destination, the average EF of travelling by ground (train/boat) is 54% lower than the average EF of travelling by flight from Europe.

SOCIAL IMPACT ASSESSMENT OF THE PRODUCT SUPPLIERS

The socio-economic assessment aims to measure the social impact of the different suppliers and facilities on 15 social topics covering 4 stakeholder groups (workers, local communities, value chain and visitors). The methodology is based on a simplified version of the [Product Social Impact Assessment](#).

