

Call for Good Practices in Ecotourism Governance and Integration of Tourism and Conservation Policies in Regions

Do you know any practice that highlights a good integration of tourism and conservation policies and/or improves governance and coordination between these two sectors? Are you working for a policy maker and/or in initiatives that support policy integration? Do you want to provide visibility to a practice of your organisation or taking place in your region? We want to hear about it!

[DestiMED Plus](#) project is creating a database to collect and disseminate best practices on the integration of tourism and conservation policies, improving the enabling conditions and reducing barriers for ecotourism development in Mediterranean protected areas. This activity responds to the needs identified at the end of [DestiMED](#) project (see [Policy Brief](#)). The practices should have the potential to inspire regional actors, mainly regional tourism and conservation policy-making or management bodies, destination management and marketing organizations, etc. The practices need to be able to demonstrated actual rather than planned results and impact.

What type of practices do we want to identify? (see Annex)

- Thematically, the scope should be related or relevant to joint tourism and conservation policies being successfully implemented, which involve protected areas and/or ecotourism. Attention! The focus is on **policy initiatives** where the two sectors worked together. See examples below or in the Annex.
- Priority for practices with regional (e.g. NUTS 1-2) scope rather than local (single PA/Destination).
- The priority are practices happening in the Mediterranean basin or Europe (i.e. EuroMediterranean), but relevant practices from elsewhere will be also considered.
- It can include both good practices already described in literature (articles, reports, case studies...) or in databases/repositories/handbooks, but also ones that have not been described anywhere.

The following instruments for tourism policies or type of policy intervention can provide some inspiration into the practices the project is seeking to identify (practices can fit into more than one):

- Governance and institutional arrangements, that coordinate different tourism/conservation stakeholders
- Plans, strategies and programmes, such as ecotourism development plan at regional/national scale
- Legislation and regulatory instruments, including the regulatory framework for ecotourism
- Financial instruments, incentives, such as relevant visitation/concession fee schemes
- Communication and Promotion, such as marketing approaches that integrate conservation considerations^{1*}
- Knowledge and Training initiatives, such observatories or training programmes at regional level

How does it work?

If you know a practice, please fill out this [google form](#) on the following link <https://forms.gle/e8v9FpKvVSSXfu2C8> (one per practice). Remember this can include practices that are already well described in literature, existing databases/handbooks, etc. but also ones for which there is not much information and need to be better described. For the latter, we would follow up to collect further information.

DEADLINE: As soon as possible – the call for practices will close **on 5th of May 2022**.

CONTACT: For any question email projects@anysolution.eu with CC ecosystem.med@iucn.org

For further information on the DestiMED PLUS project, visit destimed-plus.interreg-med.eu or follow us on social media via MEET Network www.meetnetwork.org.

¹ Regarding the interventions focused on "Communication and Promotion instruments", which will also inform Guidelines for Tourism Boards on Ecotourism. Please do involve relevant examples of the practices focused on (1) understanding the marketplace and customer needs and wants, (2) design of a customer-driven marketing strategy (involves practices related to market segmentation and conception), (3) preparing an integrated marketing plan (refers to all four P's: product, price, place and promotion), (4) building of customer relationships (values and satisfaction), and (5) capturing value from customers (loyalty, retention, engagement).

ANNEX: Examples of practices

(please note, practices can fit into more than one category)

INSTRUMENTS FOR TOURISM POLICIES*	DESCRIPTION	EXAMPLES					
		Name of the Practice	Location	Organization responsible	Scope	Brief description	Reference
Governance and institutional arrangements	These ensure the involvement of the different stakeholders in the ecotourism field. They demonstrate the effective involvement of public and private entities and the collaboration among different administrations and departments.	Catalan Ecotourism Board	Catalonia, Spain	Government of Catalonia	Regional	The Catalan Ecotourism Board (Taula d'Ecoturisme de Catalunya - TEC) is a consultative body that represents the ecotourism sector in the region, bringing together public bodies, protected area management authorities, DMOs and representatives of the private sector.	https://empresa.gencat.cat/ca/treb-ambits-actuacio/turisme/turisme-sostenible/
Plans, strategies and programmes	They are systematic documents and guidelines for action that serve as a basis and guide for tourism-conservation development.	Schwäbisches Donautal Nature Tourism Master Plan	Swabian Danube Valley, Germany	German Federal Ministry of Food and Agriculture	Regional	The Regional Nature Tourism Master Plan was created to serve as a guide for the implementation of ecotourism in the region stated, providing a strategic framework for tourism development and supporting the effective marketing of the destination.	https://bit.ly/36F84Cs
Legislation, regulatory guiding instruments	Tourism-conservation regulatory instruments with regulation and control purposes and related guidance and frameworks.	Visitor Use Management Framework	United States	Interagency Visitor Management Council	National	The purpose of the framework is to provide cohesive guidance for managing visitor use on federally managed lands and waters. The framework is a planning process for visitor use management and can be incorporated into existing agency planning and decision-making processes.	https://visitorusemanagement.nps.gov/
Financial instruments, incentives	Financial instruments help to trigger investments on the ground to deliver tourism and/or conservation policy objectives; Instruments that seek to stimulate private actors to be aligned with the goals of tourism policy, usually through economic stimuli articulated through grants, loans, subsidies, tax credits	Tax for Sustainable Tourism	Balearic Islands, Spain	Government of Balearic Islands	Regional	The tourist tax is applicable to stays in tourist accommodation located in the Balearic Islands. The money collected by the tax is destined to a fund that promotes sustainable tourism, including actions to improve the management of protected areas (e.g. sustainable mobility in protected areas), to develop new tourism products to promote the arrival of tourists during the low tourist season, among others.	https://www.caib.es/sites/impostturi-sme/en/tax/
Communication and Promotion Instruments	Initiatives related to the communication and promotion strategies, resources, objectives and actions, including the support to promotional campaigns of tourism or raising awareness of specific values, as hospitality.	The Ecotourism Club in Spain	Spain	Spanish Ecotourism Association	National	The Ecotourism Club in Spain is a pioneering initiative supported by the Spanish Ministry of Tourism that offers sustainable ecotourism experiences, ensuring the traveller his contribution to the local development and to the conservation of biodiversity in the protected areas he visits and in the tourist services he enjoys.	https://sovecoturista.com/
Instruments for improving Knowledge and Training	Dissemination of knowledge, training, and information purposes, including knowledge management activities as a tool for learning and improving the impact of tourism on the territory, or information systems to support decision-making	Ecotourism Forum	Andalusia, Spain	Government of Andalusia	Regional	Aimed at stakeholders (public bodies, universities, business tourism sector, media, among others) involved in the product and management of ecotourism destinations in Andalusia, the forum serves as a meeting point for knowledge, debate and decision-making on ecotourism in the region.	https://foroecoturismoandalucia.es/

* Categories based on: Velasco, M (2016) *Tourism Policy on Global Encyclopedia of Public Administration, Public Policy, and Governance*