

SUSTAINABLE TOURISM

for local communities

WHY?

We are all more **conscious** of the need to care for and appreciate our natural environment. As inhabitants of, or close to, a Protected Area we try to use less resources, **protect nature** and blend the traditional with the modern to keep our places **alive** for people and nature.

BUT

Despite the special **duty of care** that we have, we cannot expect responsible **attitudes** about how we **look after** our place, to necessarily be **shared** by tourists when they come to visit us.

HOWEVER

We can **encourage** visitors to have a **responsible** and caring attitude towards our **nature** and **culture** and show by **good example** how we can live and care for our Protected Areas together.

...we can choose

SUSTAINABLE TOURISM!

Sustainable tourism means getting **benefits** from visitors in a **responsible way**, both for our nature and culture, so we can improve our **livelihoods** in an economically **viable way** and protect our natural environment in the long term. But we must do that by leading by **example**.

In European Protected Areas, sustainable tourism is **best delivered** when managers, businesses, public agencies and our own communities **work together** to provide a meaningful, **quality experience** for visitors. We also must endeavour to **safeguard** the natural and cultural values, that tourist come to visit.

WHAT CAN THE LOCAL COMMUNITY DO?

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PROTECT

nature by implementing good **sustainable practices** like recycling and using natural resources responsibly. This will help maintaining the natural **attractive** of your area and increase the capacity of nature to **resist** the presence of tourist.



ENGAGE

both personally and professionally by **joining** initiatives and groups dedicated to the **development** of sustainable tourism in protected areas. We all **share** similar objectives and together we can make a difference!

GROW

by carrying out economic and social **initiatives** that allow your community to develop and **sustain** itself, avoiding youngsters to leave the rural areas.



OFFER

Tourist love local **gastronomy** and **culture!** Make your products available to the public in an appealing way.

GET RECOGNITION

Make sure everybody is aware of the **efforts** you make to **preserve** the natural values of your area by displaying **certificates** that will give your business an **added value**.



SUSTAINABLE TOURISM - MAKING IT WORK

CEETO project has been created to help communities and businesses in Central Europe to learn how to provide tourism services less harmful to nature. CEETO is based on the experience of **EUROPARC's European Charter for Sustainable Tourism in Protected Areas**, a tool that ensures that tourism is being managed in a way to conserve the present and protect the future for locals and visitors alike.

