



DOCUMENTATION

International Conference for CEE Countries “Tourism towards Sustainability”

Date: October 10th - 12th, 2001

Venue: Varin, Mala Fatra National Park, Slovak Republic

Organisers: Ministry of the Environment of the Slovak Republic
Mala Fatra National Park Authority, Slovak Republic
Ecological Tourism in Europe, Germany

Topics: **The International Guidelines for Sustainable Tourism and Biodiversity of the Convention on Biological Diversity (CBD)**

The present status of tourism development and conservation of biological diversity in CEE-Countries – examples from the field of practice

*The Conference is supported by
the German Federal Ministry for the Environment, Nature Conservation and Reactor Safety
and the Ministry of the Environment of the Slovak Republic*

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Deutsche Übersetzung/German Translation:

DOKUMENTATION

Internationale Konferenz für MOE-Staaten
“Tourismus auf dem Weg zur Nachhaltigkeit ”

Zeit: 10. – 12. Oktober, 2001

Ort: **Varin, Mala Fatra National Park, Slowakische Republik**

Veranstalter: Umweltministerium der Slowakischen Republik
Mala Fatra National Park Behörde, Slowakische Republik
Ökologischer Tourismus in Europa, Deutschland

Inhalt: **The Internationalen Richtlinien für Nachhaltigen Tourismus in sensiblen Gebieten der Konvention zum Übereinkommen über die Biologische Vielfalt (CBD)**

Aktuelle Situation der Tourismusentwicklung und Schutz der Biologischen Vielfalt in den MOE-Staaten – Beispiele aus der Praxis

Die Konferenz wurde unterstützt von dem Deutschen Ministerium für Umwelt, Naturschutz und Reaktorsicherheit und dem Umweltministerium der Slowakischen Republik

Zusammenfassung der Gesamtdokumentation

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Programme

"Tourism towards Sustainability"

International Conference for CEE Countries

- Topics: -** **The International Guidelines for Sustainable Tourism and Biodiversity of the Convention on Biological Diversity (CBD)**
- **The present status of tourism development and conservation of biological diversity in CEE-Countries – examples from the field of practice**

Date: October 10th - 12th, 2001

Venue: Varin, Mala Fatra National Park, Slovakia

Tuesday, October 9 th	<u>Arrival of Participants</u>
6.00 pm – 7.00 pm	• Registration
7.00 pm – 9.00 pm	• Reception (Peter Straka)

Wednesday, October 10 th	<u>Introduction</u> <u>Main topic: CBD Guidelines</u>
9.00 am - 10.00 am Beginning oder Start: 10.00 am	• Registration • Opening speech (Peter Straka) • Brief overview of CBD process and Presentation of draft "Global Guidelines on Tourism and Biological Diversity" (Michael Meyer) • Discussion
13.00 pm– 14.30 pm	• Lunch • Discussion in working groups and plenary • Presentation of the main points of comment or recommendations on the draft "Global Guidelines on Tourism and Biological Diversity" (plenary)
End: 18.00 pm 19.00 pm	Dinner

Thursday, October 11th	<u>Main topic:</u> The present status of tourism development and conservation of biological diversity in CEE-Countries – examples from the field of practice
Beginning od. Start: 9.00 am–10.00 am	<ul style="list-style-type: none"> • Description: "Ecotourism - what it is and what it is not" (Christine Garbe) • Discussion
10.00 am	<ul style="list-style-type: none"> • Presentation of different examples of good practices and lessons learned on tourism development from CEE-Countries • Poland, Presentation of Mr. Pizarski and Mr. Dabrowski • Serbian Republic, Presentation of Mr. Popescu • Discussion
13.00 pm – 14.30 pm	Lunch
	<ul style="list-style-type: none"> • Presentation of different examples of good practice and lessons learned on tourism development from CEE-Countries • Presentation of Slovak Republic, Mr. Rohac • Presentation of the situation of tourism and biodiversity in Bulgaria, Mrs. M. Samardijewa, • Presentation of the situation of tourism and biodiversity in Georgia, Mrs. Ketschakmadse • Discussion
19.00 pm	Dinner with musicians

Friday, October 12th 2001	<u>Main topic:</u> Discussion and Conclusion
Beginning od. Start: 9.00 am (– 11.00 am)	<ul style="list-style-type: none"> • Discussion on the possible implementations of the CBD-Guidelines into CEE-Countries (Richard Tapper)
11.00 am	<ul style="list-style-type: none"> • Formulation of a Conclusion about the topics of the Conference
	Lunch
Official end: 14.00 pm	

1 Documentation of the discussion during the International CEE - Conference “Tourism towards sustainability” in Varin, Slovakia, from October 10th until October 12th 2001

1.1 First Day, Wednesday October 10th: Topic: International Guidelines

Mr. P. Straka, Slovak Ministry of Environment, opened the conference with a presentation of the actual situation of tourism and biodiversity and the aim of this conference¹.

Mr. M. Meyer from Ecological Tourism in Europe (E.T.E.) gave a short description about the process of the International Guidelines².

Mr. P. Straka made a comment of the adoption, history and implementation of the Convention of Biological Diversity in Slovakia. Since 1994 the Slovak Republic is member of the Conference of Parties on the Convention of Biological Diversity. In 1998 the Slovak Republic was the official host country for the CBD-Conference The Slovak Republic elaborated and implemented the National Biodiversity Strategy one year before.

Mr. J. Rohac raised the question of legal status of the Guidelines.

Mr. M. Meyer answered that the Biosafety record is more binding than the International Guidelines. The Guidelines can be used as a toolbox with different instruments to choose. The main goals of the CBD Guidelines are strictly connected with the aim of the CBD (sustainable use, ecosystem approach). The target groups of the CBD-Guidelines are NGOs, local communities and people who are responsible for tourism and biodiversity protection. It was written by Technical advisors. All papers are developed on a basis of consensus. It is important for CEE Countries to develop technical and financial instruments in order to realize implementations. Also, assistance for the implementation is needed. The implementation should be done in partnership between CEE Countries.

Mr. M. Meyer started the presentation of the International Guidelines with an introduction of the exhibition in the entrance hall. It shows the results of analysis and compilation of international declarations, which were used as a basis of the elaboration of the International Guidelines. He than suggested the questions for the discussion of the Guidelines. It is important to value the importance of Guidelines, the usefulness and the need of any changes. Furthermore he gives reasons why the Guidelines are structured like management process steps. The Guidelines are tools to work directly in the field. They are applicable for all kinds of conditions.

The presentation of the Guidelines leads through each step of them by focussing on key sentences.

¹ See Presentation 1 p. 19

² See Presentation2 p. 21

The main questions / recommendations of the participants were:

- “How to encourage the private sector to accept the Guidelines?”
- “Are the Guidelines compatible with existing European Regulations and other instruments?”
- “Does a legal binding status of carrying capacity exist?”
- “Is it enough to provide information to the public and the stakeholders in tourism or do we have to make sure that people receive this information?”

Many of the recommendations of the participants were based on technical expressions (e.g. if “conservation of biodiversity” is a useful indicator of a monitoring process or not) and on the difference between the phrasing should / shall be / may be and so on.

The chapter Public education and “awareness raising” as well as “capacity building” from the point of view of the participants do not express the importance of these instruments in CEE Countries. The regulations of the Guidelines were recognized as very helpful. They stressed the need to study and evaluate the effects and impacts of tourism on the site. Each situation will need special solutions.

Besides the addressed international organizations and institutions in ANNEX II it is important to stress out the relevance of UNEP implementing this Guidelines.

From the view of the participants the recommendations in ANNEX II, the monitoring and review of the Guidelines build the most important part of the regulations.

After the discussion of the different management steps and chapters of the Guidelines the participants worked on the Guidelines in two working groups.

They were asked to elaborate the following questions:

- Which phrases / chapters of the Guidelines are of most importance and why?
- Which phrases / chapters of the Guidelines are most problematic from your national point of view in accordance to the implementation?
- Do you see any gaps not covered by the Guidelines?

The results were presented and discussed in a plenum session at each evening.

Working Group A:

1. In the opinion of the participants, public education and awareness raising as well as capacity building are necessary pre-conditional measures for the implementation of the Guidelines in CEE Countries. People as well as the administration have to be convinced of the importance and the need of a tourism management process as described in the Guidelines to guarantee a sustainable development of tourism and the conservation of biodiversity.
2. From the point of view of the participants there is “no problem in general”, but in specific cases there might be problems with the acceptance of the complete set of Guidelines. The Government might choose only some parts of the Guidelines for implementation not regarding and accepting the Guidelines as a complete “package of tools”, which are inter-dependent and will only work in a successful manner if all management steps and conditions of the Guidelines were implemented. At this moment

it will be difficult to determine which chapter of the Guidelines will be most likely to be implemented by the Governments. They presumed that the parts dealing with financial support will be crucial. It will be necessary to address different kinds of institutions for financial support.

3. The working group found out that everything what is essential to be in the Guidelines is already involved. The practice will show where the gaps are. Therefore a flexible use and the evaluation and monitoring of the Guidelines tools are important to practise “Learning by doing”.

Working Group B:

1. In the opinion of the participants, public education and awareness raising are crucial points of the Guidelines for the CEE- Countries. Participants stressed out the need to understand the principles of the Guidelines to accept and to implement them into their law system.
2. On the view s.o.of the participants it will be necessary to review the legislation and control measures, because the legislation makes rules and framework which prefer short-term effect solutions and personal interests rather than setting long-term measures.
3. The Participants see gaps between the Guidelines and the real situation. They doubt the feasibility of the Guidelines. They are not certain whether the tools of the Guidelines are suitable and effective to be used as the right tools, which the Government would accept. The Working group is missing priorities pointed out as those most important and they consider the terminology and definitions of the Guidelines as too difficult to understand to be generally accepted. They stressed out the need of an attractive marketing of UNEP plans and understandable translation of sustainable development and the Guidelines. They recognized the need of Guidelines for all forms of tourism areas and setting up of priorities.

1.2 Second Day, Thursday, October 11th:

Topic: The present status of tourism development and conservation of biological diversity in CEE-Countries – examples from the field of practice

1st Part: Discussion on the possibilities and obstacles of eco-tourism

Mrs. Ch. Garbe gave a short presentation on “Ecotourism – what is it?” as a basis for further discussion³.

Mr. P. Dabrowski: argued that the concept of eco-tourism was developed with focus on the special situation of tropical countries, which cannot be applied on European countries. In European countries the problem is how to stop “crazy people” in local communities, not to support the destructive tourism.

³ See the Presentation 3 p. 23

Mr. J. Rohac judges eco-tourism as only one market branch of tourism. In his opinion eco-tourism without generally accepted criteria can be very dangerous for protected and vulnerable areas. Eco-tourism should be liable to the criteria of a sustainable and nature responsible tourism as all other forms of tourism.

Mr. B. Pizarski added that eco-tourism is another expression for nature tourism. Any tourism should be developed in an environmentally friendly way. In general the environmental background of tourists is important. The demand on nature can be combined with sustainable development. In this case the responsibility of all stakeholders should be regarded.

Mr. J. Rohac looked at the expression eco-tourism as a kind of simplification and as a chance to spread ecological consciousness. The International Year of Eco-tourism should be renamed into the International Year of Sustainable Tourism.

Mr. Meyer reports about the European Preparatory Conference on the International Year of Ecotourism in Austria. The participants were not able to focus Eco-tourism on the European level. He regrets the broad absence of representatives of CEE- Countries. Because of missing discussions about the criteria of Eco-Tourism there is more misunderstanding about this. The CEE should use the International Year of Eco-Tourism to discuss sustainable tourism development on a broad level. The International Ecotourism Society is preparing ecotourism information kits as guidance for the management of ecotourism.

Mr. P. Dabrowski gave a presentation on “Natural and cultural heritage as a basis for ecotourism in Poland”⁴.

Mr. P. Straka expressed the difficult situation for sustainable tourism development in the National Park Mala Fatra. Some years ago an interview research among local people on sustainable development and nature conservation showed that there is lack of acceptance of the National Park among the inhabitants. He stressed out the importance of breaking the public opinion.

Mr. J. Rohac added that Natural Parks are often faced with the problem of hunting. Hunting organisations declare themselves as “lovers of nature” and use a big lobby to push through their interests.

Mr. Pizarski described the situation in Poland quite similar. Political circumstances allow the public limits for conservation. Local communities have got power for development. And if the national park administration said “no” to development, the public would set them under pressure. The obstacle of nature conservation is very dangerous for the administrations for nature protection. For this reason it is now very difficult to built an opinion against destructive plans like the Olympic Games in the Northern Tatra.

Mr. P. Straka confirmed that the proposed facilities and buildings for the Olympic Games are widely regarded as a solution for the decrease in tourist’s flow. For local people it would mean income, international recognition and it would also mean a lot for local patriotism.

⁴ See the Presentation 4 p. 24

2nd part: Presentation of the current situation of tourism and biodiversity in CEE-Countries

1.2.1 Poland, Presentation of Mr. Pizarski and Mr. Dabrowski

- Poland has changed its neighbours without moving for the last few years because of the political change and the foundation of new Republics in the recent 10 years.
- The current state of nature protection can be described statistically. Poland has got four categories of nature protection:
 - Nature reserves (113)
 - National Parks (25)
 - Landscape parks (19)
 - Areas of protected landscape (20)
- The density of protected areas is a good basis for tourism and sustainable development. Nowadays tourism is concentrated mostly on Natural Parks and Landscape Parks. Three Million tourists visit the Tatra Mountains every year.
- The main types of tourism are rural tourism, family tourism, winter recreation and sport tourism like biking, canoeing, hiking and alpine hiking.
- There is a big diversity in ecosystems and cultural heritages. In the last years the number of tourism increased rapidly. The number of foreign visitors is between 15 – 17 Million per year.
- Now tourism is a big part of the economy. The foreign tourist income is around 8 Billion US-\$.
- The promotion and marketing of tourism is the task of the Polish Tourist Society (PTS) (biggest and oldest tourist society in Poland, 120 years old, established in 1873, gathering more than 18.000 members, who are mostly individuals). Their goal is to promote “qualified”, advanced tourism focused not only on physical health development, but to join also with intellectual effort. (Promoting knowledge about the country – e.g. by maintaining 20 museums, libraries e.g.) The PTS provides a broad variety of tourism activities, such as mountain tourism, biking, cross-country skiing and canoeing. The earned money is used to subsidy the properties, e.g. water and mountain shelters
- The main problems are the concentration of tourists in time and space. Tourist demand is concentrated only on few regions and the summer and winter season. The tourist services are mainly orientated on the foreign market. Therefore the prices appear very high for national tourists. The incoming market is increasing while the number of local tourists is decreasing. The neighbour countries offer cheaper prices for Polish tourists (e.g. Slovak Republic). But the accessibility to neighbour countries (e.g. Belarus) for local and foreign tourists as well sometimes is limited. Besides the increasing foreign tourist’s flow the image of Poland is very low in European Countries.
- Therefore the Polish Tourist Society aims in co-operation with Czech and Slovak Non Governmental Organisations to lobby their governments to sign agreements for a better border access e.g. in the Carpathian Mountain.

Mr. Meyer confirmed that the tourism development in Poland reflects the situation in Mecklenburg-Vorpommern. There tourism has been decreasing for three years now because of the competition with Poland, which partly offers better products. Therefore the co-operation between Germany and Poland in relations across the border increased in the last years (e.g. co-operation in signing of hiking trails).

The Masurian lakes are a good example for successful management and controlled tourism. The lakes are mostly over exploited during the short summer season.

Mr. Pizarski argued that the distribution of tourism over a longer period of time (e.g. March until October) generates more money for the improvement of infrastructure and is better for a long-term economy. Therefore management is needed to decrease the high peak in time and space.

Mr. Dabrowski added that long term tourism planning could be demonstrated on a possible project in the area Lubusha Land (NFI landscape of year 2003/2004).

1.2.2 Serbian Republic, Presentation of Mr. Popescu

- Serbia is a unique example of tourism development. In the beginning of the 1980s tourism plays an important role in the economy. The war in Yugoslavia interrupts any further development of tourism. Some statistics may describe this situation: in 1989 there were one Million visitors. In 2000 the Serbian Republic had only 500.000 visitors. In 1989 the foreign tourist income was 400 Million US \$, in 2000 round about 45 Million US \$. The decrease in tourism amounted 84 %.
- Parallel actions were done to give a better basis for tourism development and investments of foreign investors. In 1994 a tourism law was implemented as a special plan for strategies of long-term development tourism.
- Now the climate towards tourism is changing positively. The overall tourism traffic increased by 6% (domestic 10%, foreigners 42%). The main centre of tourism is the town Belgrade as a target for business travel. In reflection of the bad economic situation the national tourism lost 10 % with regard to the situation before the war. But in comparison to the foreign overnight stays the domestic tourism seems to be on a stable level of 7 Million overnight stays each year.
- The opportunities for tourism development are good, because of the high potential for diverse tourism products (mountain activities, more than 100 springs, about 40 spa, fishing, hunting, tracking, cultural heritage).
- The new political settings facilitate the foundation of NGOs in the field of human rights and environment affairs.
- The main problems and challenges are:
 - The modernisation of accommodation facilities
 - The privatisation and facilitation of foreign investments
 - The harmonisation of National laws with European Laws and standards (one main goal is to join the EU; now a referendum for the public is prepared) concerning the management of tourist's flow.
- The situation in conservation of biodiversity is similar. Now there are 5 National Parks, but the criteria of IUCN and other International Conventions are not ratified so far.
- The management of tourist's flow is a big challenge. The example of the Nature Park Koparnic expresses the current situation: Now there are 7.000 beds in two tourist centres and 5.000 more beds in private accommodation. In this case the old and missing infrastructure can cause problems for the environment.
- The education and raising of public awareness is one of the most important tasks in the future. Probably NGOs will play this role.
- The National state marketing agency was founded in 1984. This Organisation was useful for information. But the chances to attract tourists are now small because the background is missing (10 years of stagnation). Serbia needs time to clarify the present situation for foreigners and to explain the backgrounds (no mines in this area), because foreigners tend

to mix the former Yugoslavia with present FRY. (A need to start building a good image of Serbia also by a good co-operation with neighbourhood countries).

- One main problem is the limited access of borders because of the existing visa regulations. The normalisation between the former Yugoslavian Countries will take time. But in 2001 first talks started between the politicians.

1.2.3 Presentation of Slovak Republic, Mr. Rohac

- The most important branches / types of tourism in the Slovak Republic are:
 - Visiting cultural monuments
 - Activities in nature (hiking, hunting etc.)
 - Winter activities / sports (alpine ski, cross-country skiing)
 - Spa tourism
 - Congress tourism / exhibition tourism
- The main tourist areas are National Parks, Scenic landscapes, historical centres and water facilities. Tourists overcrowd some of the areas: area of Bratislava and High Tatra (visited by approx. 60 – 70 % of all tourists).
- The structure of visitors by origin is:
 - 1. Slovaks
 - 2. Czechs
 - 3. Hungarians, Polish and Slovenians
 - 4. Austrians and Germans
 - 5. Russians and other Europeanises
 - 6. Overseas.
- The main challenges of the future development in tourism are infrastructure, people and marketing.
 - Infrastructure: Accommodation facilities are still not sufficient. The existing offers are dominated by cheap offers. New built facilities are very uniform. There is a lack in traditional, typical offers in general. Additional services and offers are scarce. The maintenance of existing facilities (e.g. hiking trails) fails because of scarce financial resources.
 - In general there is a low level of visible hospitality. People seem not to like visitors. Their attitude towards visitors is bad. – Connected with education and legislative.
 - The Slovak marketing / promotion is very poor. There is no co-ordination between the national and regional level. People who are responsible for marketing have no special qualification. There is a lack in offering packages and products as well as in electronic information, booking and other systems.
- The current barriers of Slovak tourism development are:
 - Extremely high taxes and payments in state funds (50 % of salaries are paid for pension and welfare contributions).
 - Missing legislative framework (e.g. no existing legal framework for tourism) and high level of bureaucracy;
 - Low level of self-confidence and initiative of one's own;
- Therefore the future tasks and chances are:
 - Creating legal frame-work (in some areas new laws are in preparation)
 - Foundation of a tourist association for central marketing;
 - The high demand to explore undiscovered regions.

Mr. Pisarski: raised the question of the maintenance of traditional uses as an advantage of local people.

Mr. Rohac: argued that people lost most of their traditions during the communistic regime. Groups and organisations keep the tradition, but not the inhabitants. Only in the Slovak Carpathians some living traditions remained.

Mr. Straka: added that one important point is the difficulties to buy traditional food and can be seen as one indicator for the loss of traditional roots. Artificial food is replacing traditional one because people held this in higher esteem.

Mr. Meyer: argued that one instrument may be to establish local projects to support the local products and to provide a system, which would support the local products. (Local sign, tourists' demand for information and local products so people could please a guest).

Mr. Dabrowski: added that the same system of marketing is needed on both sides of the Carpathian boundaries, e.g. same orientation net of Carpathian hiking trails.

1.2.4 Presentation of the situation of tourism and biodiversity in Bulgaria, Mrs. M. Samardijewa,

- In Bulgaria today only three National Parks exist (in the past there were 11 NP).
- There are possibilities for three kinds of tourist groups:
 - Coast tourism
 - Health tourism
 - Mountain tourism
- The main activities of tourists are biking, canoeing and hiking. Most of them come by car, some of them by train.
- Another group is interested in green tourism.
- The main problem is that only the coast tourism is developed. Other tourism products are neglected.
- The current political framework causes problems for a co-ordinated tourism development:
 - The experts receive money from investors and are not independent in their opinion.
 - The existing NGOs are not able to solve the problems concerning corruption. The chance to get right is very low.
 - The state is disregarding its own laws. One current example is the situation in a National Park. There the owner of a ski-resort flouted the existing conservation regulations. The NGOs went to court, but without success.
- The development of tourism is in stagnation. The infrastructure is in very bad condition. One of the reasons is the continuing process of privatisation.
- The coastal areas are mainly developed for foreign tourists. Local people cannot participate because of the high prices.
- The third problem is the limited access to Bulgaria. The way through Yugoslavia, which was used in former times, now is not very safe anymore. The visa regulations make it difficult. The existing ferry connection is overbooked and people have to wait for several days for the ferry.

The participants saw the main chance of Bulgarian tourism in the development of nature tourism.

1.2.5 Presentation of the situation of tourism and biodiversity in Georgia, Mrs. Ketschakmadse, Student

- The area of the country is 6.2.000 km². About 5 Million inhabitants live there. The country is characterised by 80% mountains. The climatic zones are very different from South to North.
- The main possibilities in tourism development are:
 - Cultural tourism
 - Natural tourism and activities (hiking, climbing, botanical tourism)
 - Coast tourism,
 - Winter sports, e.g. paragliding, heli-ski.
- The main problems are:
 - The high travel costs are not balanced sufficiently with the quality. Very few accommodations are in a good condition and most of them are located in the capital Tiflis.
 - Only few people can speak English or German.
 - In the countryside the roads are in very bad condition.
 - The image of Georgia is one of an unsafe country. Countries surround Georgia wich have got political problems like Armenia and Azerbaijan, Tchetchenia, Abkhasia (northern part of Georgia) contributes to this situation.
- The Project with WWF-Germany: Six regions are protected as National Parks, one of them ,Bordshomi-National Park, is already finished
- The main conflict is deforestation. The local people are using the wood as heating material. Sometimes they sell it to the Turkish people because they offer high prices for Georgian conditions.
- The parliament is now working on a new tourism law.

1.3 Third Day, Friday, October 12th:

Topic: Discussion and Conclusion about the Guidelines

Mr. M. Meyer introduced **Mr. R. Tapper** to the participants of the CEE-Conference.

Mrs. C. Garbe resumed the results of the last two days:

1. The participants had the common opinion that an important pre-condition for implementing the CBD-Guidelines on Tourism and Biodiversity in CEE-Countries is the raising of awareness and the building of a capacity towards sustainable tourism in general and the International Guidelines in special in all levels of administration, the public and tourist stakeholders.
2. As one crucial point of implementing the Guidelines the participants judge the chapter „Review of legislation and control measures“.

3. For each country implementing the Guidelines in a first step there is a need a prioritisation and a common acceptance of vision and goals of sustainable tourism development in general.

The presentation of the situation in the different CEE-Countries at the second day made clear that there are different levels of economical, environmental, political, tourist administrative and legislative standards. Regarding the Guidelines as an overall solution and common approach it is possible if the named pre-conditions are fulfilled. The implementation of the International Guidelines and other International Regulations in CEE - Countries as well won't work without technical and financial assistance.

After the presentation of the results of the last two days **Mrs. C. Garbe** introduced the participants to the working questions.

- Which chapter of Guidelines in your view / opinion is applicable for the current situation in CEE-Countries?
- What may be / can be suitable steps in the process of implementation?
- What measures have to be done for implementation?

The answers were collected on card and fixed on poster.

The answers of the participants to the first questions can be summarised as follows:

1. Seven comments focussed the points „Public education and awareness raising“ and „Capacity building“. The participants see CEE-Countries in an initial state of development; therefore education might be the first step. In their opinion these measures are a necessary step to raise awareness and knowledge about eco-tourism and biodiversity issues. They can be done / started by existing institutions -environmental ministries, schools, NGOs and environmental agencies - which can use the Guidelines as a tool to educate the professional sector and general public, inform them and encourage them to support actions in conformity with these Guidelines. In the opinion of the participants there is in general a lack of public consciousness in the need of environmental protection and biodiversity conservation. Furthermore the participants see a general lack in know-how on these issues in all levels of administration. The participants would like to use education and capacity building as a strategy for NGOs as well in order to get independent from politicians and to strengthen them in lobbying. NGOs have got the capacities and the know-how, but they don't have suitable strategies and measures in lobbying and pushing through their aims.

Therefore the target groups of capacity building and awareness raising have to be the public and especially the people located in national parks and other protected areas and local decision makers.

2. Three comments focussed the issue legislation & control measures. In the opinion of the participants the current legislation and regulative mechanism for tourism development are not suitable to a sustainable tourism development in general and especially the Guidelines.

3. The baseline information and review was in two comments an applicable method for understanding the potential for sustainable tourism development. As a decisive advantage the participants argued the independent realisation from politicians and the need of little personal capacity and money.

4. Two comments focussed on the definition of vision of goals as pre-conditions for a development of sustainable tourism.

5. One comment saw the impact assessment as an important opportunity for the selection of positive and negative impacts of tourism development and as a chance for choice.

The second and third question together were answered as follows:

1. An initial step for implementing the Guidelines may be a „Think-Tank“ of various stakeholders. This may be used to develop the implementation process. Other measures applicable for CEE-Countries may be the organisation of conferences on a national level between the different stakeholders, which may give links to the development of national strategies. Another possible method may be the set up of workshops for NGOs, tour operators and local people as well as local decision makers.
2. Another important initial step is the interpretation of the International Guidelines in a way, which is understandable and practicable by different target groups / stakeholders in tourism development.
3. Broad comments were made once more on the issue of public education and awareness raising. Possible measures may be national campaigns, education programmes for different target groups (NGOs, decision makers, tourists, academic sector, tourist managers and agencies, young people), the translation of the Guidelines into different languages and publishing them, good practices, seminars and conferences, and the establishment of networks between NGOs and scientists.
4. Besides this it is important to define „leaders“, which will be pioneers in the process of implementing the Guidelines. An important measure is the application and realisation of pilot projects in order to find leaders and to motivate the different stakeholders in tourism to accept the Guidelines as well. Pilot projects in this case may help to indicate learning processes by generalising the „feed-backs“ of these examples.
5. Initial steps in implementing the Guidelines may be in the view of the participants:
 - Public education and awareness raising campaigns;
 - Building public pressure;
 - Capacity building and training for targeting persons (e.g. government and administration at all levels);
 - Legislation measures;
 - Development of national strategies on sustainable development first and second on tourism development;
 - Decision-Making on the implementation measures;
 - Adaptive management;

The implementation process of the Guidelines should include the effective costs of sustainable development and eco-tourism.

A crucial point is the need for finances for implementing the Guidelines. Therefore it is important in the view of the participants to establish a financial supportive fund and to setup criteria for sponsoring / granting sustainable development in tourism.

Mr. J. Rohac interpreted the results and stressed the need of a two-step approach in implementing the Guidelines. The Guidelines include a clear vision and mission of what sustainable tourism is / may be. Therefore the first step has to be a preparation process, which defines sustainable tourism and accesses the problems and impacts of not sustainable tourism.

Mr. R. Pisarski argued that the public in CEE- Countries sees National Parks as a barrier of economic development and therefore are more interested to avoid them as to support the goal of nature conservation. In the case of tourism there is a huge interest towards unsustainable, destructive tourism forms because of the hope in job creation. Sometimes NGOs use legal procedures and the democratic way to push through their interests. In this case education is

needed to give people the opportunity to choose between different options of tourism development.

Mr. P. Straka worried about the time this education process would need. In his opinion the rate of the loss of Biodiversity is very fast. Because of the race of time discussion is not always an effective solution. Therefore he suggested the „carrot & stick strategy” which means to reward applicable and punish not suitable measures. In his opinion, first of all model projects will be needed to show how it works. In the first stage it would be easier to find pioneers than to find leaders.

The participants stressed out the need for global and national co-ordination for implementing the Guidelines. Therefore inter-sectional discussion processes should be initiated to find a common approach and understanding on sustainable tourism development and the strategies needed. These initiatives could identify the leaders and ideas.

Mr. Pizarski stressed out the problems *for NGOs* to apply for money to support model projects. He mentioned that the NGOs are not experienced in fund raising and their capacities are limited.

Mr. M. Meyer reports about an existing project in CEE / Slovakia for support network to get assistance and financial support (REC).

Mr. R. Tapper summarised the discussion that in both cases, to change or to improve the structure, support is needed. Possible partners may be a network between the existing institutions like the mentioned institution REC and technical assistance of the EU. In a first step the key people, leading persons and problems are to identify, and second, these experts have to get together to develop initial strategies, positive examples, and to create capacity buildings by country level workshops in a third step. In his opinion, an important signal of this conference to the CBD is the interest of CEE- Countries to go forward with the Guidelines and their desire to implement them.

The conference was concluded with a brainstorming: “What will be your first step on Monday?” The participants listed:

- Find out “Who was invited and why they were missing here”;
- Disseminate information between environmental NGOs via e-mail network;
- Publish an article;
- Suggest information to newspapers;
- Begin with the translation of the Guidelines;
- Make a summary of the conclusions and present it to the parliament and the ministries of environment and economy;
- Give proper information to other stakeholders and the media;
- Compile the results of the first phase of the project of sustainable tourism development in Banska Stiavnica with the Guidelines;
- Share experiences and discuss the conference conclusions with colleagues at work;

The participants wished to get assistance by the organisers of this conference:

- Write down and explain the current and upcoming process of Guidelines
- Help to win partners,
- Organise workshops on country levels for 2 days,
- Explain the long term benefit of implementing Guidelines
- Publish a simple, easily understandable booklet about the Guidelines and explain why they are important.

2 WORKSHOP PRESENTATIONS

2.1 Presentation 1:

Opening Presentation of Mr. Straka, Ministry of the Environment of the Slovak Republic

Dear colleagues, ladies and gentlemen,

Let me in occasion of the opening of this small conference express some key notes concerning to the topic for why we meet here.

Tourism is one of the world's fastest growing industries and a major source of foreign exchange earnings for many developing countries and countries in transition period as the Slovak Republic and other CEEC. The tourism sector is growing rapidly, despite some regional and year-to-year fluctuations, and an enormous increase is expected for international tourism over the next 25 years. Expansion of tourism affects all regions, including in remote and sensitive areas such as attractive mountain areas, as well as species-rich and protected areas, and historical urban areas. Furthermore, tourism based on natural environment is a vital and growing segment of the tourism industry. The statistics of tourism growth indicate the large and growing tourism pressure on the environment and biodiversity.

For many countries tourism is an important contribution to gross national product, that may offer a real alternative to other more obviously detrimental forms of development. At local and national levels, tourism can lead to investment in infrastructure with benefits that spread beyond tourism, and can provide a rationale for promoting environmental protection.

Tourism contributes to economic development through funding the development of infrastructure and services, providing jobs, providing funds for development or maintenance of sustainable practices, providing alternative and supplementary ways for communities to receive revenue from biological diversity, and generating incomes. At the same time, tourism results in environmental impacts on land and resources, including impacts on vegetation, wildlife and ecosystems, and impacts arising from waste management and travel and transport; and in socio-economic and cultural impacts that affects local communities, social relations and cultural values. Such socio-economic and cultural impacts may damage lifestyles and practices that contribute to the conservation and sustainable use of biodiversity

Therefore on the invitation of the Commission for Sustainable Development (CSD) the Secretariat of the CBD has developed through an International Expert Workshop in the Dominican Republic in June 2001, a set of guidelines with regard to tourism development in natural areas with high natural importance . This workshop was prepared and launched with the involvement and participation of delegates of different countries, NGO and Indigenous Peoples.

The guidelines will be presented for at the 7th meeting of the Subsidiary Body for Scientific Technical and Technological Advice (SBSTTA) in November 2001. After this, the guidelines will be reported back to the 10th meeting of CSD in January 2002 and finally will reach the Earth Summit (Rio +10) in September 2002.

Guiding principles relevant to sustainable tourism and to biodiversity conservation and sustainable use have been agreed internationally. The key task now is to focus on implementation that puts these principles into practice, and in particular, to provide technical guidance to tourism managers and to biodiversity managers on ways of working together with key stakeholders as multipliers.

Tourism development shall be based on criteria of sustainability, which means that it must be ecologically bearable in the long term, economically viable, as well as ethically and socially equitable for the local communities. Sustainable tourism requires that it should integrate the natural, cultural and human environment, it must respect the fragile balances that characterise many tourist destinations, particularly in environmentally sensitive areas. Tourism should ensure an acceptable development regarding the influence of the activity on natural resources, biodiversity and the capacity for assimilation of any impacts and residues produced.

One of the most important issues is (or would be) the interlinkage between biological diversity and tourism, including consideration of the economic importance of tourism and its interrelationship with the conservation and sustainable use of biological diversity, as well as potential economic, social and environmental impacts. The Conference of Parties on CBD noted the economic importance of tourism sector, and its interrelationship with biodiversity conservation and its potential economic, social and environmental impacts. In particular, the global social, economic and environmental impacts of tourism are immense and highly complex. International tourism operates increasingly global market in which investors and tourists have an ever-widening choice of destinations. The international tourism market is competitive, often operating on low profit margins. For this reason, self-regulation of the tourism industry for sustainable use of biological resources has only rarely been successful.

Nature-based tourism (including “Ecotourism”) involves individual and/or organised tours into natural areas. The World Tourism Organisation describes ecotourism in the following terms: “Ecotourism is tourism practised in relatively undisturbed natural areas, for the main purpose of admiring and learning about them”. In the past, there has been confusion over the relationship of ecotourism to sustainable tourism, and some have regarded ecotourism as sustainable tourism with a focus on nature. It is therefore important to understand that ecotourism is just one of many forms of tourism, and that all forms of tourism, including ecotourism, must become sustainable.

Tourism has to be developed and managed under the objectives of the Convention on Biological Diversity with regard to the conservation of biological diversity and the sustainable use of its components, and the basic concepts underlying the implementation of the Convention, such as the ecosystem approach, as well as guidelines concerning the respect, preservation and maintenance of knowledge, innovations and practices of local communities for their well-being and survival and development.

Those requirements include the following aspects:

1. Biological diversity is a major foundation for many tourist activities;
2. Tourism can help to conserve biological diversity and their sustainable use of its components;
3. The tourism industry acknowledges the need for travel and tourism enterprises to respect international agreements on protection of the environment. The tourism industry must be made responsible for direct impacts resulting from tourism activities on the environment, including those impacts that are manifest outside of destinations but which are linked to tourism;

4. Management of all tourism must be consistent with ecosystem processes (ecosystem principle) associated ecosystems etc. and must maintain and enhance ecosystem functioning and biodiversity;
5. Tourism should protect the natural and cultural heritage, and restore damage to this heritage where this has resulted from tourism;
6. Tourism development must be fully integrated into overall sustainable spatial development, contribute to meeting local development objectives and create steady and fairly paid employment;
7. Tourism activities in protected areas and identified vulnerable areas should be consistent with the purposes for which those areas have been established.

The main challenge of the CEE-Countries on their way to a membership of the European Union is to combat the destruction of biodiversity through tourism and other economic activities. All international meetings and conferences - including this conference - are milestones for the implementation of an overall strategy for sustainable tourism. Our common act is to inform as much as possible interested experts, NGO and delegates, about these processes and the tourism issue, and to present and introduce the above mentioned draft guidelines for activities related to sustainable tourism development in vulnerable ecosystems following the Convention on biological diversity.

In this occasion I would like to express my personal thanks, and on behalf of the Ministry of the Environment of the Slovak Republic, the State Nature Conservancy of the Slovak Republic and as well of Mala Fatra National Park as a one of most attacked and affected national parks in Slovakia by tourism (commercial and in non-ecological sound), to all who contributed to this event. I am grateful to the German Environmental Ministry and the NGO Ecological Tourism in Europe and especially to its representative Mr. Michael Meyer, who enthusiastically and professionally spread and diffused ideas on sustainable forms of tourism and the importance of the implementation of CBD. Let me welcome all participants, representatives of technical institutions, governments, NGOs, municipalities, associations and organisations to this 3 days conference. I would like to recommend to all to visit our national park villages and tourist facilities in your holidays or recreation.

Finally I wish you a successful exchange of experiences and effective work on the field of sustainability. Thank you for consideration.

2.2 Presentation 2:

Brief description about the history of the International CBD – Guidelines

For activities related to sustainable tourism development in vulnerable terrestrial, marine and coastal ecosystems and habitats of major importance for biological diversity and protected areas, including fragile riparian and mountain ecosystems

Michael Meyer, E.T.E.

Background

Berlin Declaration (March 1997)

A commitment was developed and signed by delegates of countries and representatives of international organisations, non-governmental organisations and the tourism industry for sustainable tourism and the conservation of biological diversity

Heidelberg Workshop, (March 1998, INF 21)

An expert workshop was held in Heidelberg, Germany, to create the basis for a protocol on sustainable tourism to the Convention on Biological Diversity (CBD). The outcome was the information document No. 21.

4th Conference of Parties of CBD in Bratislava, Slovak Republic (May 1998)

On COP-4 at a Round Table on the Inf. 21 were discussed between the delegates of the countries. The result of the discussion was to forward the further procedure for the establishment of a document about tourism to the Subsidiary Body for Scientific, Technical and Technological Advice (SBSTTA).

7th Meeting of the Commission for Sustainable Development (CSD) (April 1999)

The CSD invited the CBD to participate in the contribution of international guidelines for sustainable tourism in the international work program of the CSD.

The Guidelines

1. In paragraph 2 of its decision V / 24, adopted at its fifth meeting, in May 2000, the Conference of the Parties of the Convention on Biological Diversity accepted “the invitation to participate in the international work programme on sustainable tourism development under the Commission on Sustainable Development process with regard to biological diversity, in particular, with a view to contributing to international guidelines for activities related to sustainable tourism development in vulnerable terrestrial, marine and coastal ecosystems and habitats of major importance for biological diversity and protected areas, including fragile riparian and mountain ecosystems, bearing in mind the need for such guidelines to apply to activities both within and outside protected areas, and taking into account existing guidelines”.
2. The Conference of the Parties further “requested the Executive Secretary to prepare a proposal for the contribution on guidelines, for example by convening an international workshop”.
3. In response to that request, the Executive Secretary convened the Workshop on Biological Diversity and Tourism in Santo Domingo from June 4th until June 7th 2001 at the kind invitation of the Government of the Dominican Republic and with financial support provided by the Governments of Germany and Belgium. The purpose of the workshop was to develop the draft which the international guidelines contemplated in decision V725, paragraph 2.

Future Process:

4. The draft guidelines will be submitted to the endorsement of the Subsidiary Body on Scientific, Technical and Technological Advice on the Convention on Biological Biodiversity at its seventh session for onward submission to the Commission on Sustainable Development at its tenth session, consistent with the decision V /25 of the Conference of Parties. The submission of the draft guidelines will be at the 2nd PrepCom of CDS 10 end of January 2002.
5. The document will also be transmitted to the Conference of Parties to the Convention of Biological Diversity for consideration and formal endorsement maybe at its sixth meeting, April 2002

6. The draft guidelines will also be submitted to the preparatory process of the World summit on Ecotourism to be held in Quebec City in May 2002.

2.3 Presentation 3:

Thesis on Ecotourism (Source UNEP) Presentation of Christine Garbe, E.T.E

1. What is Ecotourism?

Ecotourism

- "...is **environmentally responsible travel** and
- visitation to **relatively undisturbed natural** areas,
- in order to enjoy and appreciate nature (and any cultural features)
- that **promotes conservation**,
- has **low negative** visitor **impact**,
- and provides for **beneficially active socio-economic involvement** of local populations." (IUCN, 1996)

2. Principles for ecotourism

- Local communities can say "**no**" to tourism development
- Fully informed, effective and active participation in tourism activities within people's communities, lands and territories
- Processes and structures for local communities to control and preserve their resources and (tourism) development

3. Facts about Ecotourism...

- Under the right circumstances, one of the most effective means to finance conservation and alternative livelihoods
- Natural beauty is an important asset in tourism promotion
- "Greenwashing" exists: unregulated development, alienation of traditional communities, subsidies favour elites, eco-opportunists

4. ...and Myths

- Ecotourism is **not** very profitable
- Major global corporations are not interested - only medium scale.
- Only a very few areas are being loved to death
- The willingness of mainstream tourists to pay modest accommodation e.g.

5. Critical Issues

- Different definitions of ecotourism, there is no globally accepted definiti

- Local communities are not involved, land rights often disregarded, and capacity to participate not built into projects
- Multinational corporations interested, profits not equitably distributed
- Ecotourism can lead to degradation of environment, other destructive alternative uses not avoided by it

2.4 Presentation 4:

Natural and cultural heritage as a basis for ecotourism in Poland

Presentation of Dr. Piotr Dabrowski, Cracow Academic Section of Polish Tourist Society

I. What do I mean saying ecotourism?

Before I will try to present briefly Polish natural and cultural values which make potential for ecotourism development in our country, I would like to explain how I understand this fashionable word: ECOTOURISM.

It is important, because now, when environmental matters are really in vogue, sellers are used to add prefix eco to the names of different goods. Particularly, we have to differentiate the term *sustainable tourism* from *ecotourism*. According to the wellknown publication "Beyond the Green HORIZON", sustainable tourism should fulfil ten demands:

- using resources sustainable;
- reducing over-consumption and waste;
- maintaining diversity;
- integrating tourism into planning;
- supporting local economies;
- involving local communities;
- consulting stakeholders and the public;
- training staff;
- marketing tourism responsibly;
- undertaking research.

It is clear, that they are very universal. To give an example, let's try to replace the word „tourism“ - by the word „fishing“, and we obtain the rule of sustainable fishing. In fact, every human economical activity should be sustainable, therefore tourism should, too. Properly arranged economical mechanisms and laws are responsible to execute it. Of course, in this domain a high degree of environmental awareness is also important.

In my opinion ecotourism is surely "sustainable", but besides this it should contribute something more:

- to be focused on nature and landscape, considering a man and his effect on the environment;
- to contain cognitive elements from sphere of wide understood ecology;
- to demand active attitude and physical and intellectual effort;
- to intensify interhuman bonds of understanding, esteem, friendship;

However, this everything is still not enough, and let's remark, that above the claims are fulfilled e.g. by hunting.

True ecotourism demands additionally:

- **positive, emotional attitude to nature, admiration and love.**

Ecotourism can also be properly defined by a profile of customers who take part in tours of that kind.

They are people who:

- have crystallised ecological awareness;
- are more or less interested in natural history;
- look for active rest;
- consider efforts as a value;
- are friendly to nature but also each other, they form a group easily;
- are curious about customs and culture of hosting community; but also respect them;
- try to experience true life of visited countries;
- are educated and mostly middle aged.

It is clear, after this, perhaps a bit idealised, and characteristic that ecotourism is not, and hopefully never will be, a mass phenomenon! It is estimated, the offer of that kind does not exceed 3-5% of the global tourist product.

But there are at least three important reasons why it is reasonable to talk about ecotourism:

- first of all it is still 3-5% of the largest world's industry;
- second, we can observe a growing demand for ecotourism;
- and third, there are a lot of places in the world which are important for maintaining biodiversity, where only this kind of tourism can be accepted.

II. Natural circumstances of ecotourism development in Poland

Of course, ecotourism is strictly connected with natural resources. Fortunately, the vast areas of wilderness have survived in Poland - extensive forest, swamps, lakes, moving dunes and nearly uninhabited mountains. There are also regions of cultural landscape of a great aesthetic value - typical Polish patchwork of fields and scrubs, villages covered by greenery and manor houses hidden in old parks.

Of course, not all Polish territory is equally beautiful and attractive. There are also areas of lower environmental quality and even regions of ecological disaster. It is a question, how to point out these areas which are especially suitable for ecotourism, and on the other hand where ecotourism should be particularly promoted.

In this article it is only possible to outline an adequate procedure. As an indicator of a spatial distribution of natural and partly also cultural values (landscape) we can use protected areas. The system of national parks, natural reserves and landscape parks which has been built since 1919, however still not completed, is quite well developed in Poland and covers about 9 % of the national territory, including the most valuable forests, peatlands, lakes, shores and grasslands as well as the finest examples of Polish landscapes. Cultural values can be (approximately) represented by the map of a distribution of historical monuments, etc. On the other hand the quality of the environment have to be considered, as: water quality, pollution of soils, concentration of sulphur dioxide, etc.

Continuing such spatial analysis leads to the conclusion that there are four main regions in Poland where ecotourism can be and ought to be developed. They are:

1. Pomeranian and Baltic Shore

The Pomeranian and Baltic Shore is an extensive area between the Lower Oder and the Lower Vistula. In the middle there is a belt of post-glacial hills, which reaches quite a high altitude near Gdansk - 329 meters above sea level. Hundreds of lakes are hidden among these hills and a lot of short but fast rivers take their sources there. All this area is highly afforested and has got a relatively low population density, especially in the central part. The majority of forests are coniferous pine forests. However, in some places there are also splendid beech woods. The biggest complex of coniferous forest is called "Bory Tucholskie" and covers 120.000 Hectares, the most valuable part of this area is protected as a national park (4.800 ha).

There are four national parks in this region, including the park mentioned above:

- **Slowinski National Park** (18.600 ha) protects a unique system in Central Europe of moving dunes and two large coastal lakes with rich birdlife. A full day walk along its wild coast will be an unforgettable experience for each nature lover.
- **Wolinski National Park** (10.900 ha), the second of the Polish coastal parks, protects, for a change, high cliffs and shapely beech woodlands. Extensive estuaries stretched along the coast of Szczecin Lagoon are extremely attractive for birdwatchers, just as a large nature reserve called "Slonsk" is situated near the place where Warta river escapes to Oder.
- The **Lower Oder** area was proclaimed "a landscape of the year" in 1993 and now it is an area of close co-operation in nature protection between Poland and Germany.
- The Drawa river is one of the most picturesque and cleanest rivers of the Pomeranian region. In its upper course Drawa flows through a few lakes into the landscape park and then, dozens of kilometres down the river, enters **Drawiński National Park** (11.300 ha) which protects the river and the most valuable part of a huge forest. Canoeing along the Drawa river, however not easy, is the best way to enjoy this fascinating nature.

There are, on the both ends of the Pomeranian region, two old cities rich in historical monuments - Szczecin and Gdansk, both have good connections with many European cities.

2. Mazurian Lake District and Podlasie Lowland

This North-eastern part of Poland is often called "Green Lungs of Poland" - because it is an area of great forests, thousands of lakes, beautiful rivers and large swamps and moorlands; with clean air and far from big industrial centres.

- The best known place of this region is the **Bialowiecki National Park** (10.500 ha), the last piece of primeval lowland forest in Europe, the place where the European bison was saved, owing pains of Polish naturalists. The Bialowiecki National Park is a biosphere reserve and a World Heritage Site as well.
- The **Biebrza Valley National Park** (59.200 ha) situated 100 km North of Bialowieza was created in 1993, as the biggest park in Poland, to protect natural rivers and an extensive area of swamps, moorlands and wet meadows extensively used for farming. The Biebrza valley is known first of all as a paradise for birdwatchers with its about 180 species of nesting birds including several rarities as the Aquatic Warbler or the Great Snipe, but also plant communities and the fauna of mammals are very interesting.
- Another natural river protected by a national park is Narew. The **Narew Valley National Park** however is relatively small (7350 ha) and is one of the most important bird sanctuaries in Poland. This fourth national park in the area of "Polish green lungs" protects first of all the large and deep oligotrophic lake Wigry and a dozen smaller lakes

situated in neighbouring forests (15100 ha).

- The biggest Polish lake - Sniardwy (11340 ha), together with a part of Piska Forest, enter into the composition of Mazurian Landscape Park, as well as into the famous ornithological biosphere reserve "Luknajno Lake".

Besides of typical nature-based tourism the Mazuria is also a perfect area for active tourism, like canoeing, sailing, biking and - especially in the hilly eastern part - cross country skiing. Of course, these tourist activities have to be developed carefully to minimise their environmental impact. It is an important aim of the "Green Lungs" project.

The Northern part of the Mazurian Lake District, historically called Prussia, has got a long and complicated history. A dozen of old castles built by the Teutonic Order are witnesses of it, including Malbork - the biggest medieval castle in Europe.

3. South-eastern part of Poland

The third region situated in the South-eastern part of Poland consists of the following differentiated geographical units:

- **Leczynsko - Włodawskie Lake District** (North-east from the town Lublin) where swamps, dystrophic lakes and continental type peat bogs remained. They are protected within Poleski National Park (9800 ha) and several nature reserves. This area is also the homeland of about 150 species of birds (incl. e.g. the Hen Harrier and the Red-footed Falcon) and rare fauna including the European turtle.
- **Lublin Upland.** Beautiful Renaissance town - Kazimierz is the pearl of this area. There are interesting xerothermic plant communities on high banks of the Vistula river and a dense net of gorges eroded in a thick layer of loessic - soil in the vicinity of the town. Another natural curiosity lies on the eastern end of the Lublin Highland, near the town of Chelm, there are peatlands on carbonate substratum - ecosystems of extraordinary biodiversity!
- **Roztocze Upland.** The limestone ridge of Roztocze Upland is worth visiting, first of all because of its splendid forests protected in the Roztocze National Park (8. 500 ha) and a few landscape parks. Many great fir-trees, 50 meters high and over 1 meter in diameter, can be found nowhere in Poland except Roztocze.

Four hundred years ago, the Great Chancellor Jan Zamojski decided to build a new town called Zamosc on the edge of Roztocze (World Heritage Site). All the town, from cellars to roofs was built according to the one design and is a unique testimony of Renaissance town-planning.

4. The Carpathians and Cracow-Czestochowa Upland

The Carpathians are an area of the greatest biodiversity in Poland (and Central Europe) as well as a region of living local culture and many fine examples of folk architecture.

- **Bieszczady Mts.** is the most interesting site in the eastern part of the Polish Carpathians. They are vast, nearly uninhabited mountains, covered by splendid backwoods, and beautiful flowery meadows on the tops. There are excellent opportunities for long distance excursions with immediate contact with nature. Bieszczady are known as the homeland for big European predators - bears, wolves and lynxes, as well as magnificent Carpathian red-deers. The central part of the Bieszczady Mts. is protected by the National Park (27.800 ha). In 1999, Polish, Slovak, and Ukrainian parts of Bieszczady were declared as the international biosphere reserve of the total area of over 200.000 ha.
- The Western part of the Carpathians is densely inhabited and as a consequence of long historical processes significantly transformed by man. However, there are still areas of untouched nature as well as cultural landscapes of great aesthetic value and extraordinary

biodiversity. This area is also diversified from the geographical and geological point of view. The Northern part consists of a huge, 150 km long, mountain range built of sedimentary rocks (Flysch). There are three national parks, few large landscape parks and dozens of natural reserves in the Western **Beskidy Mts.** Gorzanski National Park (7.000 ha) and Babiogorski National Park (3.400 ha) protect, first of all, the remains of the primeval Carpathian forest. However, in the Babia Gora massif, which raises above tree line, subalpine and alpine plant communities can be also found. Because of its natural richness Babia Gora National Park was included into the world net of biosphere reserves.

- **The Tatras** are the highest range in the Carpathians and the highest mountains in Poland (Rysy peak 2499 m). However, the area is relatively small (cr. 20000 ha in Poland), and they show a typical alpine character with beautiful post glacial lakes and sharp crests. The Tatras offer tourists not only superb high mountain excursions but also real botanical gardens on the rocks and possibilities to meet chamois, marmot or bears on the mountain trails. All Tatras, on both sides of the Polish - Slovakian frontier are protected as national parks, which together form the international biosphere reserve. At present, crossing the frontier in the mountains is restricted, but hopefully it will change soon, and the Tatras will become even more attractive.
- **Pieniny Mts.** lies between the Beskidy Mts., from Northern side and the Tatras from Southern side. It is a small, limestone mountain range but of exhilarating beauty and the greatest biodiversity in Poland. It is enough to say that e.g. over 1000 species of vascular plants and about 1600 species of butterflies were listed within an area smaller than 10 000 ha! Pieniny Mts. are cut by incomparable gorge of the Dunajec river. Rafting along this gorge is a tourist attraction of international importance. To protect these top natural values, Pieninski National Park (2300 ha) was created in 1932, as the first National Park in the Carpathians.
- Magurski National Park (20.000 ha), the youngest in the Polish Carpathians, was created only two years ago in the Low Beskid Mts. It is a transition zone between the Western and Eastern Carpathians, surely not as spectacular as the Tatras or Bieszczady Mts., but because of its remoteness it is perfect for those who look for undisturbed contact with nature.

In the Carpathians, cultural diversity was almost as great as biological diversity. People of different religions, languages, customs and costumes lived together. The second world war considerably destroyed this ethnographical variety, especially in the Eastern Carpathians, but there are still quite a lot of fine historical monuments - charming wooden churches and old houses picturesquely placed in mountain landscape. The most vital is the folk culture of the Highlanders - people who live in the vicinity of the Tatras. Especially one of their villages, Chocholow, is a real living museum.

There is a dense net of marked tourist trails and quite a lot of mountain huts in the Carpathians, so this is the backpackers' favourite area, as they can walk from hut to hut even for a few weeks, being in the mountains all the time. Trails and huts are maintained by the Polish Tourist Society (PTTK), established over 120 years ago (formerly as the Tatra Society) and still very active. The Polish Tourist Society is also meritorious in the field of nature protection and promotion of ecotourism. In fact the ideology of ecotourism can be found in a prophetic work, "Nature and Culture", written by one of the Society's key persons, Professor J.G. Pawlikowski in 1912.

The Cracow - Czestochowa Upland. This area spreads between two big towns, not very far from the Upper Silesian Industrial Region, is densely populated and considerably affected by man. So, it is a question whether or not the Upland can be considered suitable for ecotourism.

On the other hand, Cracow - Czestochowa Upland (called also the **Jura**) offers extraordinary possibilities to admire cultural landscapes and to study their transformations. This area, cut by narrow valleys and bristling with rocks and ruins of castles, is also very interesting for naturalists because of its diversified geological structure and rich flora. Only in Ojcowski National Park (2100 ha) - the smallest in Poland - you can find about. 1.000 species of vascular plants!

III. Terrains of nature values need ecotourism

Those four regions mentioned before are not free from various dangers and conflicts. One of them concerns extended (and entirely authorised) expectations of people living in the mentioned areas, for rapid increase of the level of life standard. The chance for it is suspected generally in an increase of the industry, moreover in „industrial forms of tourism". The pressure grows to make new investments for mass tourism in protected areas. So far, this is evident first in mountains, Lake Districts and seaside, but we can foresee the extension of these tendencies in other areas.

Counteracting can not only consist in multiplying administrative restrictions. One should indicate positive solutions. One of those ways is to promote ecotourism, or to create such demands by turning the nature into commodity by itself - the more precious it is, the more it is preserved. The point is e.g. to stop the local society from seeing the national parks as a nightmare and turn it into a subject of protection and a source of income. It is also difficult to overvalue the educational sense of ecotourism, what indirectly influences the relation between society and nature.

To sum up, one should ascertain, that ecotourism development is necessary, because it carries essential contribution into realisation demand of sustainable development (with simultaneous assurance to preserve areas of high degree nature values).

Over 80 years ago Professor J.G. Pawlikowski wrote: "The protection of the natural character of the Tatras is the best capitalisation of their value. (...) Value of such place is increasing day by day; it is the way of progress! But people used to understand such ideas too late....". (Nature and Culture).

Certainly, a considerable part of our heritage has been destroyed during these 80 years by wars, wrong economical policy and human greed. But luckily, it is still not too late and Poland offers excellent opportunities for everybody who wants to practice ecotourism.

2.5 Presentation 5:

The Malá Fatra National Park - Pavel Belansky

Characteristic

Special territorial protection established:	<ul style="list-style-type: none"> • 1967 - as landscape protected area • 1988 - as national park • Almost 25% of the NP area are strictly protected territories (natural reserves and natural monuments).
NP territory:	<ul style="list-style-type: none"> • 22 630 ha
buffer zone territory:	<ul style="list-style-type: none"> • 23 262 ha
Elevation interval:	<ul style="list-style-type: none"> • Hradský stream: 358 m above sea-level • Velký! Kriváň! Peak: 1709 m above sea-level

Typical phenomena:	<ul style="list-style-type: none"> • High, sheer slopes, high relief diversity, a big habitats diversity
Mountain massif range:	<ul style="list-style-type: none"> • About 23 km long and 13 km wide
Geology:	<ul style="list-style-type: none"> • Mountain crystalline core (granite) is open in the southern slopes of the mountain ridge • The crystalline core is covered by Paleozoic and Mesozoic cover series: quartzite, motley slates, limestone, dolomites, gravel, gravel slates and slates
Vegetation:	<ul style="list-style-type: none"> • 7 forest vegetation belts: oak - beech, beech, fir-beech, spruce-beech-fir, spruce, dwarf pine (subalpine), alpine • recently about 83% of the NP area are covered by forest (mostly mixed forest with major substitution of beech (<i>Fagus sylvatica</i>), spruce (<i>Picea abies</i>) and fir (<i>Abies alba</i>). • the rest of the NP area consists of meadows, rocky formations and wetlands
Flora:	<ul style="list-style-type: none"> • about 900 recently registered species of vascular plants • 22 species of west-carpathian endemites • 14 species of carpathian endemites • 1 endemit of the Malá Fatra Mountains • 169 rare and endangered species (many subalpine and alpine species, meadows and wetlands species)
Fauna:	<ul style="list-style-type: none"> • about 3000 recently registered species of invertebrate animals (42 rare and endangered species) • 210 recently registered species of vertebrate animals (86 rare and endangered species) • stabile existence of big predators (Brown Bear, Wolf, Lynx), endangered birds of prey (e.g. Golden Eagle), carpathian endemic Montandon's Newt and many other rare, endangered and specially protected species.
Human Influence on Mala Fatra NP Nature - in short: 15 th – 17 th century:	<ul style="list-style-type: none"> • Colonisation of the Mountains by herd communities from south-eastern Europe. • change of large NP forest areas, incl. the whole of the central massif into pastures for cattle and sheep • the upper forest line has been artificially lowered from ca 1450 m above sea-level down to about 1000 m above sea-level (by cutting and forest burning)
19 th / 20 th century:	<ul style="list-style-type: none"> • gradual reduction of the pasturage and secondary forest succession (to the recent time)
recent human influences	<ul style="list-style-type: none"> • gradual isolation of the NP area from the neighbouring natural areas, especially those situated in the north, west and south (loss of the biotic integrity, specially for populations of terrestrial fauna) • drainage of large areas of wet meadows and other wetlands, regulation of river ecosystems (specially in the NP buffer zone) • settlement of the NP buffer zone and intensive traffic around the NP area, especially in the southern part (national and international east-west transit zone) • pressure of tourism and recreation business branch on more intensive sport use of the NP area • long-distance air pollution • economical forest use (37,3% of the NP forest area)

3 RESULTS

General recommendations

The regulations of the Guidelines were recognised as very helpful by the participants of the CEE Conference. In their view the Guidelines should be used as a toolbox with different instruments, which express the required management processes as a basis for a sustainable tourism development. The participants stressed out their interest to go forward with the Guidelines and their desire to implement them in CEE Countries.

The participants pointed out the need for global and national co-ordination of implementing the Guidelines. The implementation should be done in partnership between CEE Countries.

The Participants doubt the general feasibility of the Guidelines. They are not certain whether the tools of the Guidelines are suitable and effective to be used as the right tools for the different situations and problems of CEE-Countries. Therefore a flexible use, evaluation and monitoring of the Guideline tools are important to practise them through "Learning by doing". From the view of the participants the recommendations in ANNEX II, according to the monitoring and review of the Guidelines, build part of the most important regulations.

Regarding the Guidelines as an overall solution and common approach, the implementation in CEE Countries might be possible if the addressed pre-conditions are fulfilled.

Recommendations on required pre-conditions of the implementation

Capacity building and public education

The participants see CEE-Countries in an initial state of development. Therefore the first step of implementing the CBD-Guidelines on Tourism and Biodiversity in CEE-Countries is the raising of awareness and building of capacity towards sustainable tourism in general and the International Guidelines in particular at all levels of administration, the public and relevant stakeholders.

In the opinion of the participants, there is a general lack of public consciousness for the need of environmental protection and biodiversity conservation. Furthermore the participants see a general lack of know-how on these issues at all levels of administration. Local People, the private sector and the administration have to be convinced of the importance and the need of a tourism management process as described in the Guidelines to guarantee sustainable development of tourism and the conservation of biodiversity. An important pre-condition is the need of understanding the principles of the Guidelines to accept and to implement them into the regulatory systems.

These measures can be done / started by existing institutions, environmental ministries, schools, NGOs and environmental agencies, which can use the Guidelines as a tool to educate the professional sector and general public, inform them and encourage them to support actions in conformity with these Guidelines. Furthermore participants would like to use education and capacity building as a strategy for NGOs in order to get independent from politicians and to strengthen them in lobbying. NGOs have the capacities and the know-how, but they do not have suitable strategies and measures in lobbying and pushing through their aims.

Therefore the target groups of capacity building and awareness raising are the public and especially the people located in and around national parks and other protected areas and local decision makers.

Review of legislation and control measures

In the view of the participants it will be necessary to review the existing legislation and control measures. In the opinion of the participants the current legislation and regulative mechanisms for tourism development in CEE- Countries are not suitable for sustainable tourism development in general and in particular for the Guidelines. Because the legislation makes the rules and framework, and prefer short-term solutions and personal interests rather than setting long-term measures.

Making the International Guidelines understandable

The participants consider the terminology and definitions of the Guidelines as too difficult to understand to be generally accepted.

In specific cases there might be problems with the acceptance of the complete set of Guidelines. The Government might choose only some parts of the Guidelines for implementation, not regarding and accepting the Guidelines as a complete “package of tools”, which are inter-dependent and will only work in a successful manner if all management steps and conditions of the Guidelines were implemented.

They stressed out the need of attractive promotion and understandable translation of sustainable development and the Guidelines. In this case it is important to stress out the role of UNEP besides the named international organisations and institutions in ANNEX II of the Draft Guidelines in interpretation of the International Guidelines in a way, which is understandable and practicable by different target groups / stakeholders in tourism development.

Financial and technical assistance

The implementation of the International Guidelines and other International Regulations in CEE - Countries as well won't work without technical and financial assistance. A crucial point is the need for finances to implement the Guidelines. Therefore it is important in the view of the participants to establish a financial supportive fund and to set-up criteria for sponsoring / granting sustainable development in tourism. It is important for CEE - Countries to develop technical and financial instruments for the implementation. Assistance for the implementation is needed.

Governments of CEE - Countries will be most likely to implement parts of the Guidelines which can be realised with small personal and financial resources. Therefore it will be necessary to address different kinds of institutions for financial support.

Possible partners could be the Regional Environmental Centre (REC) and the technical assistance of the EU.

Recommended Steps for Implementation

The local public in CEE - Countries sees National Parks as a barrier of economic development and therefore are more interested to avoid them as to support the goal of nature conservation. In the case of tourism there is a huge interest towards unsustainable, destructive forms of tourism, because of the hope in job creation. In this case education is needed, to give people the opportunity to choose between different options of tourism development. The assessment of possible impacts might be an important opportunity for the selection of positive and negative impacts of tourism development and as a chance for choice.

The Guidelines include a clear vision and mission of what sustainable tourism is / may be. Therefore the first step has to be a preparation process, which defines sustainable tourism and accesses the problems and impacts of non sustainable tourism. Therefore inter-sectional discussion processes should be initiated to find a common approach and understanding on sustainable tourism development and the strategies needed. The collection and analyse of baseline information and review may help understanding the potential for sustainable tourism development. This step can be realised independent from politicians and needs little personal capacity and money. In their opinion when implementing the Guidelines, National Governments should first set up a common acceptance of vision and goals of sustainable tourism development in general and second the preparation strategies and measures, as those are most important.

1. An initial step of implementing the Guidelines may be a „Think-Tank“ of various stakeholders. This may be used to develop the implementation process. Other measures applicable for CEE-Countries may be the organisation of conferences on a national level between the different stakeholders, which may give links to the development of national strategies. Another possible method could be the set up of workshops for NGOs, tour operators and local people as well as local decision makers.
2. Parallel public education and awareness raising is needed to raise the common understanding and acceptance of the Guidelines (see below). Possible measures are National campaigns, education programmes for different target groups (NGOs, decision makers, tourists, the academic sector, tourist managers and agencies and young people), the publication and translation of the Guidelines into different languages, good practise seminars and conferences, and the establishment of networks between NGOs and scientists.
3. Besides this it is important to define „leaders“, which will be pioneers in the process of the implementation of the Guidelines. An important measure is the application and realisation of pilot projects in order to find leaders and to motivate the different stakeholders in tourism to accept the Guidelines as well. Pilot projects in this case may help to indicate learning processes by generalising the „feed-backs“ of these examples. The participants of the conference worried about the time this education process will need. The rate of Biodiversity loss is very fast. Because of the race of time discussions are not always an effective solution. Therefore they suggested the „carrot & stick strategy“, which means rewarding applicable and punishing not suitable measures. First, model projects are needed to show how it works. In this stage it will be easier to find pioneers than to find leaders. They addressed the problems for NGOs to apply for money to support model projects. NGOs do not have experience with fund raising and their capacities are limited to work along with it. Therefore assistance is needed.

4. After the identification of key people and leading persons, these experts have to get together, to develop initial strategies, positive examples and to create capacity building by country level workshops in a next step.
5. The following steps for implementing the Guidelines reflect the participants' opinion:
 - Public education and awareness raising campaigns;
 - Building public pressure;
 - Capacity building and training in order to target persons (e.g. government and administration at all levels);
 - Review of Legislation;
 - Development of national strategies first on sustainable development and second on tourism development;
 - Decision-Making on the implementation measures;
 - Adaptive management;

The implementation process of the Guidelines should include the effective costs of sustainable development and eco-tourism.

Commitments on going forward

The participants see their future role and activities to provide and prepare the implementation process of the guidelines in their countries in general and particularly containing the following actions:

- Disseminate information between environmental NGOs via e-mail network;
- Publication of articles suggesting information to newspapers;
- Translation of the Guidelines;
- Summarise conclusions and present them to the parliament and the ministries of environment and economy;
- Provide information for other stakeholders;
- Share experiences and discuss the conference conclusions with colleagues at work;
- Organize workshops on country levels,

The participants wished to get assistance by the organizers of this conference:

- Information about the current and upcoming process of the Guidelines and explanation of the long term benefit of the implementation of the Guidelines
- Help to win partners

• **4 Participants of the Conference**

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5. List of Poster Presentations

- a) Impressions on.... "Tourism and Biodiversity"
International NGO-Workshop in Berlin, March 2000
15 A 0 colour photo panels
- b) "Compilation and analysis of existing international documents relating to sustainable tourism"
Prepared for the SCBD-Workshop on Biological Diversity and Tourism, Santo Domingo / Dominican Republic, 4-7 June 2001
16 A 0 colour panels
- c) „Implementation of Sustainable Tourism in CEE-Countries“ – The model project in Banska Stiavnica / Slovak Republic
8 A 0 colour panel of GIS-Layers
- d) Network of protected areas in Poland
2 colour panels

1 Ergebnisokumentation der Internationalen MOE - Konferenz "Tourismus auf dem Weg zur Nachhaltigkeit" in der Slowakischen Republik, Varin vom 10. Oktober bis 12. Oktober 2001

1.1 Erster Tag, Mittwoch, 10. Oktober: Internationale Richtlinien

Die wesentlichen Anmerkungen waren:

- Wie kann der Privatsektor motiviert werden, die Richtlinien zu berücksichtigen?
- Bewegen sich die Richtlinien im Rahmen Europäischer Regulierungen und anderer Instrumente zum Schutz der Biodiversität?
- Bestehen legal bindende Belastungsgrenzen im Bereich Tourismus und Biodiversität?
- Reicht es aus, Informationen zu den Richtlinien für die Öffentlichkeit bereit zu stellen, oder muss die tatsächliche Informationsverbreitung kontrolliert werden?

Der überwiegende Teil der Beiträge bezog sich auf Fachtermini sowie die Formulierungsweise der Richtlinien. Aus dem Diskussionsverlauf wurde deutlich, wie schwer der Inhalt der Richtlinien auch für Experten im Bereich Tourismus und Biodiversität nachvollzogen werden kann.

Aus Sicht der Teilnehmer wurden die Abschnitte „Bewusstseinsbildung“ und „Ausbildung“ als wesentlich für die weitere Entwicklung in MOE-Staaten angesehen. Diese Bedeutung kommt in der Gewichtung der Abschnitte nicht zum Ausdruck. Die Richtlinien wurden als wichtige und hilfreiche Leitlinie für die zukünftige Steuerung der touristischen Entwicklung angesehen. Allerdings ersetzen diese nicht die genaue Darstellung und Prüfung der Auswirkungen des Tourismus in den betroffenen Gebieten. Dementsprechend sind diese Richtlinien, durch der Situation angepasste Lösungen, zu untermauern und zu konkretisieren.

In Anhang 2 ist insbesondere die Rolle der UNEP bei der Umsetzung der Internationalen Richtlinien hervorzuheben.

Die Ausführungen zu der regelmäßigen Überprüfung der Wirkung und Effektivität der Internationalen Richtlinien in Anhang 2 gehören mit zu den wichtigsten Regelungen und sind entsprechend hervorzuheben.

Arbeit in Arbeitsgruppen

Arbeitsfragen

1. Welche Abschnitte der Internationalen Richtlinien sind für die praktische Arbeit besonders wichtig?
2. Welche Abschnitte der Internationalen Richtlinien werden in der Umsetzung die grössten Hemmnisse und Konflikte erzeugen?
3. Bestehen Lücken?

Arbeitsgruppe A:

4. Die Sensibilisierung der Öffentlichkeit und die Herausbildung entsprechender Kenntnisse im Umgang mit Tourismus und Biodiversität bilden die Voraussetzung für eine erfolgreiche Operationalisierung der Internationalen Richtlinien in MOE-Staaten. Die Verwaltung und die Öffentlichkeit müssen zunächst davon überzeugt werden, dass für eine nachhaltige Tourismusedwicklung das in den Richtlinien aufgeführte Verfahren des Tourismusmanagements ein zentrales Instrument darstellt.
5. Die breite Akzeptanz der Internationalen Richtlinien als Gesamtinstrument wird bezweifelt. Aus Sicht der Regierungen werden die Richtlinien als Setzkasten genutzt werden, aus dem lediglich die einfach umzusetzenden Bausteine entnommen werden können. Die Zusammenhänge zwischen den einzelnen Schritten und Elementen der Internationalen Richtlinien werden nicht akzeptiert und daher abgelehnt werden. In diesem Zusammenhang ist allerdings schwierig einzuschätzen, welchen Einzelbaustein der Richtlinien die nationalen Regierungen für eine Umsetzung herausgreifen werden. Besonders problematisch wird die Umsetzung in Zusammenhang mit finanziellen Konsequenzen. Zur Erleichterung der Umsetzung ist daher die finanzielle Unterstützung unterschiedlicher Institutionen erforderlich.
6. Aus fachlicher Sicht bestehen in den Richtlinien keine Lücken. In der praktischen Anwendung wird sich jedoch zeigen, ob das Management touristischer Entwicklungen erfolgreich greift. Aus diesem Grund sind die flexible Handhabung der Richtlinien sowie die regelmäßige Erfolgs- und Wirkungskontrolle besonders wichtig, um eine Anpassung an die reale Praxis zu erwirken.

Arbeitsgruppe B:

4. Die Abschnitte „Sensibilisierung der öffentlichen Meinung“ und „Bewusstseinsbildung“ sind die entscheidenden Massnahmenfelder, die über einen Umsetzungserfolg der Richtlinien entscheiden werden. Das umfassende Verständnis der Richtlinien bildet die zentrale Voraussetzung für eine Implementierung der Internationalen Richtlinien in das rechtliche System der MOE-Staaten.
2. Ein wichtiger Schritt ist zunächst, eine Überprüfung der aktuellen Gesetzgebung und Handhabung sowie der Vollzug der rechtlichen Steuerungsinstrumente in den MOE-Staaten. Die Entscheidungen der nationalen Regierungen und Verwaltungen werden oftmals nach wie vor von kurzfristigen ökonomischen Effekten und persönlichen Interessen gelenkt, anstatt von langfristig ausgelegten Zielsetzungen und Strategien.
3. Die Richtlinien beschreiben einen Idealzustand, der sich in der realen Praxis wahrscheinlich nicht verwirklichen lassen wird. Die Machbarkeit und Anwendbarkeit der Richtlinien wird an der fehlenden Akzeptanz auf Seiten der nationalen Regierungen scheitern. Aus diesem Grunde fehlt eine Prioritätensetzung bei den aufgeführten Steuerungsinstrumenten der Richtlinien. Die Internationalen Richtlinien werden in der vorliegenden Fassung als zu wenig verständlich angesehen, um eine grundsätzliche Akzeptanz zu erzeugen. Aus diesem Grunde sind eine verständliche Übersetzung der Richtlinien und eine breit angelegte Kampagne zur Akzeptanzschaffung erforderlich. Die Internationalen Richtlinien sollten grundsätzlich auf alle Tourismusformen und alle Regionen bezogen werden, die einer touristischen Entwicklung unterliegen.

1.2 Zweiter Tag, Donnerstag, 11. Oktober:

Aktuelle Situation der touristischen Entwicklung und des Schutzes der biologischen Vielfalt in MOE-Staaten – praktische Beispiele

Vorstellung der Schutzgebiete sowie der aktuellen Situation Tourismus und Schutz der Biologischen Vielfalt in MOE-Staaten

1.2.1 Polen

- Aufgrund der Veränderung der politischen Rahmenbedingungen in den vergangenen 10 Jahren steht Polen vor einer vollkommen neuen Ausgangssituation.
- Statistisch gesehen kann die aktuelle Situation im Naturschutz wie folgt beschrieben werden. In Polen bestehen vier unterschiedliche Schutzkategorien:
 - Naturschutzgebiete (113)
 - Nationalparke (25)
 - Landschafts Parke (19)
 - Landschaftsschutzgebiete (20)
- Die Vielzahl unter Schutz gestellter Gebiete schafft eine günstige Rahmenbedingung für eine nachhaltige Entwicklung im Tourismus. Derzeit konzentrieren sich touristische Aktivitäten auf National Parke und Landschafts Parke. Beispielsweise besuchen jährlich 3 Millionen Touristen den National Park „Tatra“.
- Die hauptsächlich ausgeübten Aktivitäten sind „Landurlaub“, Familienurlaub, Wintersport, und Sporttourismus wie z.B. Radfahren, Kanusport, Wandern und Bergsteigen.
- Es gibt vielfältige Naturräume und eine breite Palette an Kulturerbe. In den letzten Jahren ist die touristische Nachfrage rapide gewachsen. Die jährliche Zahl liegt zwischen 15 – 17 Millionen Touristen.
- Aus diesem Grunde zählt Tourismus zu einem bedeutenden Wirtschaftszweig. Die Einkünfte aus dem Tourismus betragen ungefähr 8 Billionen US \$.
- Die Aufgaben der Vermarktung und Werbung werden durch die Polnische Tourismus Gesellschaft übernommen. Das Ziel der Gesellschaft liegt in der Bewerbung niveauvoller Tourismusprodukte hoher Qualität. Die angebotene Palette ist abwechslungsreich und reicht von Radfahren über Bergtourismus bis hin zu Kanutouren. Die Einkünfte werden u.a. für die Erhaltung touristischer Sehenswürdigkeiten eingesetzt.
- Aus ökologischer Sicht liegen die Hauptprobleme in der zeitlichen und räumlichen Konzentration der Touristen. Die Nachfrage konzentriert sich auf wenige Kerngebiete sowie die Sommer- und Wintersaison. Die Produkte sind überwiegend auf den ausländischen Markt gerichtet. Aus diesem Grunde liegt das Preisniveau inzwischen sehr hoch. The Ankünfte aus dem grenzüberschreitenden Tourismus wachsen, während der Inlandstourismus abnimmt. Die Nachbarländer bieten zu geringeren Preisen an. Gleichzeitig ist die Erreichbarkeit der Länder für Touristen eingeschränkt (z.B. Grenzformalitäten). Das Image Polens ist in den Nachbarländern nach wie vor verbesserungsbedürftig.
- Aufgrund der erschwerten Zugänglichkeit der Länder beabsichtigt die Polnische Tourismus Gesellschaft in Zusammenarbeit mit tschechischen und slowakischen Organisationen, auf ihre Regierungen einzuwirken und die Formalitäten an der Grenze zu lockern (z.B. Karpaten).

1.2.2 Serbische Republik

- Der Krieg in Jugoslawien stellte für die touristische Entwicklung in den Jugoslawischen Teilrepubliken einen gravierenden Einschnitt dar. Die folgenden statistischen Angaben verdeutlichen die Problematik: 1989 gab es eine Million Gäste. 2000 besuchten lediglich 500.000 Menschen die Serbische Republik. 1989 betrug die Einkünfte aus dem Tourismus 400 Millionen US \$, während die Einkünfte 2000 nur noch bei 45 Millionen US \$ lagen. Der Rückgang der touristischen Nachfrage beträgt ungefähr 84 % in der Serbischen Republik.
- Dementsprechend wurden die Aktivitäten verstärkt, die Rahmenbedingungen einer touristischen Entwicklung zu verbessern. 1994 wurde ein Tourismusgesetz verabschiedet als planerische Grundlage für die langfristige touristische Entwicklung.
- In den letzten Jahren begann sich das Klima im Tourismus positiv zu wandeln. Die touristischen Gesamtankünfte sind um 6 % angestiegen (10 % Inlandtourismus, 42 % aus dem Ausland). Zentrum der touristischen Nachfrage ist die Hauptstadt Belgrad. Geschäftsreisen spielen die zentrale Rolle. In Reaktion auf die verschlechterte ökonomische Gesamtsituation hat der Binnentourismus einen Rückgang zu verzeichnen, bewegt sich aber auf einem stabilen Niveau von 7 Millionen Übernachtungen pro Jahr.
- Die Möglichkeiten für eine touristische Entwicklung sind aufgrund der abwechslungsreichen Potenziale sehr gut (Bergregionen, über 100 Thermalquellen, 40 Kurorte, Kulturgüter).
- Die neue politische Ordnung ermöglicht die Gründung von Nicht-Regierungsorganisationen im Umweltbereich und zu Menschenrechtsfragen.
- Die Hauptprobleme der touristischen Entwicklung liegen in:
 - Renovierungsbedarf der Unterkünfte
 - Privatisierung
 - Erleichterung von Investitionen
 - Harmonisierung der nationalen Gesetzgebung mit dem Europäischen Recht und Standard in Bezug auf das Management der touristischen Nachfrage.
- Die aktuelle Situation im Naturschutzbereich ist ähnlich. Derzeit bestehen 5 National Parke, allerdings sind die Kriterien des IUCN sowie anderer Internationaler Konventionen nicht erfüllt.
- Die Regulierung und Steuerung der Touristenströme ist eine zentrale Herausforderung. Das Beispiel des Naturparks „Koparnic“ verdeutlicht die Problematik: derzeit bestehen in den beiden Tourismuszentren 7.000 Betten in Tourismusbetrieben und weitere 5.000 Betten im Bereich der Privatbeherbergung. Die veraltete bzw. teilweise fehlende Infrastruktur wird bei steigender Nachfrage erhebliche ökologische Probleme hervorrufen.
- Aus diesem Grunde stellen die Umwelterziehung und Sensibilisierung der öffentlichen Meinung wichtige Aufgabenschwerpunkte der Zukunft dar. Hierbei spielen NROs eine wichtige Rolle.
- 1984 wurde eine Nationale Tourismusmarketing Agentur gegründet. Vor dem Ausbruch des Krieges widmete sich diese Organisation überwiegend der Information. Derzeit sind die Chancen, Touristen zu gewinnen, eher gering. Die Serbische Republik hat alle Hände voll zu tun, zu erklären, dass für Touristen keine Gefahren bestehen (z.B. infolge von Minen). Derzeit ist das Image der Republik durch den Krieg sehr belastet.
- Ein anderes Problem sind die erschwerten Grenzformalitäten und Visaregelungen. Insbesondere das Reisen zwischen den Jugoslawischen Teilrepubliken ist sehr erschwert. Erste Gespräche zwischen den Regierungsvertretern werden noch dieses Jahr stattfinden, um die politische Situation schrittweise zu entspannen.

1.2.3 Slowakische Republik

- Die wichtigsten Tourismuskärkte in der Slowakischen Republik sind:
 - Besuch kultureller Sehenswürdigkeiten (z.B. historische Stadtkerne)
 - Naturgebundene Aktivitäten (Wandern, Jagen etc.)
 - Wintersport (Skisport, Ski-Langlauf)
 - Kurtourismus
 - Tagungstourismus
- Die wichtigsten touristischen Zielgebiete sind: Nationalparke, Naturattraktionen, historische Stadtkerne und die Gewässer. In einzelnen Regionen bestehen Überlastungserscheinungen; insbesondere in der Region von Bratislava und der Hohen Tatra konzentrieren sich 80 % der Besucher der Slowakischen Republik.
- Die Touristen kommen aus den folgenden Ländern:
 - 1. Slowakische Republik
 - 2. Tschechische Republik
 - 3. Ungarn, Polen und Slowenische Republik
 - 4. Österreich und Deutschland
 - 5. Russland und andere Ostasiatische Länder
 - 6. Übersee.
- Die zentralen Herausforderungen der Zukunft sind die Infrastruktur, die Einstellung der Bevölkerung sowie das Marketing:
 - Infrastruktur: Die Beherbergungsstruktur ist unzureichend. Die bestehenden Angebote sind durch preiswerte Unterkünfte dominiert. Neue Einrichtungen sind sehr gleichförmig. Es gibt wenig traditionelle, regionaltypische Angebote. Zusätzliche Dienstleistungen sind selten. Die Unterhaltung der bestehenden Infrastruktur scheitert an den knappen finanziellen Ressourcen.
 - Die Einstellung der Bevölkerung zu Gästen ist sehr verbesserungsbedürftig. Die Dienstleistungsbereitschaft und Gastfreundschaft sind gering ausgeprägt. In diesem Zusammenhang spielen Maßnahmen der Sensibilisierung eine wichtige Rolle.
 - Die Marketingarbeit ist unprofessionell. Zwischen der Nationalen und Regionalen Ebene besteht keine Koordination. Der Kenntnisstand über Marketing ist gering ausgeprägt. Es gibt sowohl wenig Pauschalangebote als auch wenig Möglichkeiten über virtuelle Information, elektronische Buchung und andere neue Medien.
- Wesentliche Barrieren für die touristische Entwicklung in der Slowakischen Republik sind:
 - Hohe Steuern und Sozialabgaben
 - Unzureichende gesetzliche Grundlagen und hoher Verwaltungsgrad
 - Gering ausgeprägte Unternehmerbereitschaft in der Bevölkerung
- Die zukünftigen Aufgaben liegen in:
 - Verabschiedung entsprechender gesetzlicher Grundlagen
 - Bildung einer Tourismusagentur für das Nationale Marketing
 - Hohe Nachfrage nach „scheinbar“ unberührten Regionen

1.2.4 Bulgarien

- Derzeit gibt es drei Nationalparke in Bulgarien (gegenüber 11 in früheren Zeiten).
- Die wesentlichen touristischen Märkte sind:
 - Seetourismus
 - Gesundheitstourismus
 - Bergtourismus.
- Die wesentlichen touristischen Aktivitäten sind Wandern, Fahrradfahren und Kanusport. Die Touristen kommen überwiegend mit dem PKW, wenige reisen mit der Bahn an.
- Es besteht Interesse an „Ökotourismus“.
- Die aktuelle politische Situation stellt ein Hemmnis für eine koordinierte Tourismusentwicklung dar:
 - Experten sind ökonomisch von Investoren abhängig und daher nicht unabhängig.
 - Kooruption ist weit verbreitet.
 - Gesetzliche Regelungen werden nicht eingehalten. Beispielsweise erfolgt in einem Nationalpark entgegen der Schutzbestimmung eine Erschließung als Skigebiet. Eine Klage vor dem Gericht ist gescheitert.
- Die touristische Entwicklung befindet sich in einem Zustand der Stagnation. Die Infrastruktur befindet sich in einem schlechten Zustand. Ein Entwicklungshemmnis sind die ungeklärten Eigentumsverhältnisse.
- Die Küstenregionen sind überwiegend für den Tourismus erschlossen. Die derzeit hohen Preise stellen allerdings ein Problem für inländische Touristen dar.
- Die Erreichbarkeit von Bulgarien ist sehr eingeschränkt. Der Reiseweg über Jugoslawien ist derzeit nicht sicher. Die Visaregelungen sind sehr kompliziert. Die bestehende Fährverbindung ist sehr stark nachgefragt, so dass lange Wartezeiten bestehen.

1.2.5 Georgien

- Das Land Georgien ist 62.000 km² groß. Die Einwohnerzahl beträgt 5 Millionen. Über 80 % des Landes sind Bergregionen. Die Klimazonen sind sehr unterschiedlich.
- Hauptmärkte im Tourismus sind:
 - Kulturtourismus
 - Naturorientierter Tourismus (Wandern, Klettern, Botanischer Tourismus)
 - Seetourismus
 - Sporttourismus (Wintersport, Paragliding)
- Die hauptsächlichsten Probleme sind:
 - Die hohen Reisekosten stehen nicht im Verhältnis zur Qualität. Wenige Unterkünfte sind in gutem Zustand. Das Zentrum der Beherbergungsangebote liegt in Tiflis.
 - Wenige Leute sprechen Englisch oder Deutsch.
 - Die Straßenverhältnisse in den ländlichen Regionen sind schlecht.
 - Das Image von Georgien ist sehr schlecht. Die benachbarte Lage zu den Krisenregionen Armenien, Aserbaidjan und Tchechien lässt den Eindruck entstehen, dass auch Georgien unsicher ist.
- Insgesamt sind 6 Regionen als Nationalpark geschützt.
- Der Hauptkonflikt zwischen Ökologie und Wirtschaft bezieht sich auf den Kahlschlag in den Bergwäldern. Holz dient den Menschen als Brennstoff. Teilweise wird Holz in die Türkei verkauft.
- Derzeit erarbeitet die Regierung ein Tourismusgesetz.

1.3 Dritter Tag, Freitag, 12. Oktober

Stellungnahme zu den Internationalen Richtlinien

Präambel

8. Die Biologische Vielfalt ist eine wichtige Basis für eine Vielzahl touristischer Aktivitäten.
9. Tourismus kann zum Erhalt der biologischen Vielfalt beitragen und zu der nachhaltigen Nutzung ihrer Elemente;
10. Die Tourismuswirtschaft ist sich darüber bewusst, dass Internationale Abkommen zum Umweltschutz eingehalten werden müssen. Aus diesem Grund muss die Tourismuswirtschaft für die direkten Auswirkungen touristischer Aktivitäten auf die Umwelt zur Verantwortung gezogen werden.
11. Die Steuerung touristischer Entwicklungen muss mit ökologischen Prozessen vereinbar sein und muss zum Erhalt der ökologischen Stabilität und der Biologischen Vielfalt beitragen.
12. Tourismus muss die natürlichen und kulturellen Reichtümer schützen und entsprechend wieder herstellen, wenn die Beeinträchtigungen touristisch verursacht wurden.
13. Die touristische Entwicklung muss sich in eine übergeordnete Nachhaltigkeitsstrategie einfügen, die lokalen Entwicklungsziele mit einbeziehen und stabile und fair bezahlte Arbeitsplätze garantieren.
14. Touristische Aktivitäten in geschützten Gebieten und sensiblen Regionen müssen mit den Schutzziele und dem Schutzzweck dieser Regionen vereinbar sein.
15. Aus diesem Grund sind die Internationalen Richtlinien ein wichtiges und sinnvolles Instrument für die Steuerung touristischer Aktivitäten im Sinne des Schutzes der biologischen Vielfalt.

Forderungen zur Umsetzung der Internationalen Richtlinien in MOE-Staaten

1. In den MOE-Staaten sollte sich die Umsetzung der Internationalen Richtlinien auf die Bereiche „Sensibilisierung der Öffentlichkeit“ und „Schaffung entsprechender Kenntnisse“ konzentrieren. Zunächst muss es in den MOE-Staaten darum gehen, die öffentliche Meinung zu Ökotourismus und Naturschutzaspekten zu bilden. Diese Aufgaben könnten durch die Umweltministerien, Schulen, Umweltagenturen und NROs übernommen werden. In entsprechende Maßnahmen sind der professionelle Bereich ebenso einzubeziehen wie die generelle Öffentlichkeit. Das öffentliche Bewußtsein über die Notwendigkeit des Umwelt- und Naturschutzes ist grundsätzlich sehr gering ausgeprägt. Entsprechende Kenntnisse fehlen auf allen Ebenen der Verwaltung. Die Übernahme entsprechender Aufgaben durch NROs kann diesen verhelfen, unabhängig zu werden und ihre gesellschaftliche Rolle zu stärken. Die Ermittlung der aktuellen Situation und Rahmenbedingungen für Tourismus und Naturschutz ist ein gutes Instrument, um ein Verständnis für die Erfordernis einer nachhaltigen Tourismusentwicklung zu schaffen. Derartige Erhebungen sollten von unabhängigen Experten mit entsprechenden finanziellen und personellen Ressourcen durchgeführt werden.
2. Parallel hierzu sollten die bestehenden rechtlichen Steuerungsinstrumente in Hinblick auf eine Vereinbarkeit touristischer Entwicklungen mit dem Schutz der Biologischen Vielfalt verbessert werden. Die bestehenden rechtlichen Instrumente sind in Bezug auf die Erfordernisse des Umwelt- und Naturschutzes in MOE-Staaten unzureichend.
3. Zur Entwicklung einer einheitlichen Herangehensweise und der Förderung eines gegenseitigen Informationsaustauschs sollten Konferenzen und Treffen zwischen

- Vertretern der MOE-Staaten gefördert werden. Hier sollte ein Austausch über geeignete nationale Umsetzungsstrategie erfolgen.
- 4 Voraussetzung für die Schaffung einer Akzeptanz sowie eines entsprechenden Verständnisses der Internationalen Richtlinien ist deren Übersetzung in eine verständliche und handhabbare Sprache und Veröffentlichung in den entsprechenden Landessprachen.
 - 5 Darüber hinaus ist es wichtig, Pilotprojekte in der Umsetzung der Internationalen Richtlinien zu realisieren. Die Modellvorhaben könnten auch genutzt werden, um aus den Umsetzungsprozessen zu lernen und Rückkopplung auf die bestehenden Richtlinien zu schließen.
 - 6 Eine zentrale Herausforderung ist die finanzielle Unterstützung entsprechender Maßnahmen. Aus diesem Grunde sollte ein Förderpool eingerichtet werden. Darüber hinaus sind klare Richtlinien für den Erwerb finanzieller Unterstützung erforderlich.
 - 7 Wichtige Umsetzungsschritte für die Internationalen Richtlinien sind:
 - Sensibilisierung der Öffentlichkeit;
 - Bildung einer öffentlichen Meinung;
 - Training und Sensibilisierung von Entscheidungsträgern in der Verwaltung;
 - Gesetzliche Maßnahmen;
 - Entwicklung Nationaler Strategien zur Nachhaltigen Entwicklung und Tourismus;
 - Entscheidungsfindung zu den Implementierungsschritten;
 - Ergänzendes Management;