

The CEETO Guidelines on SUSTAINABLE TOURISM

A quick Guide for Policy Makers

DOWNLOAD

the CEETO Guidelines for developing a Sustainable Tourism in Protected Areas



Also available at CEETO Network: www.ceeto-network.eu

••• KEY CHALLENGES

To develop Sustainagle Tourism, you must overcome some important challenges...

- **INCREASE TOURIST AWARENESS ON NATURAL VALUES**
- **CREATE SUSTAINABLE DESTINATIONS INVOLVING ALL STAKEHOLDERS**
- **FOSTER AUTHENTICITY AND** INTERACTION WITH LOCALS
- **EMPOWER THE LOCAL SUPPLY CHAIN**
- ALLOW ECONOMIC AND SOCIAL **INCLUSION**
- PROMOTE INCLUSIVE TOURISM
- TACKLE CLIMATE CHANGE
- AVOID OVER-TOURISM
- ESTABLISH THE CARRYING CAPACITY
- PROVIDE SAFETY AND SECURITY

AREAS

SUSTAINABLE TOURISM

The establishment of mechanisms to coordinate Sustainable Tourism and to improve the relationships among stakeholders is in your hand

THE IMPORTANCE OF STAKEHOLDERS

Learn about their different interests



TOURISM BUSINESSES

Long-term profitability, corporate image and reduced impact on the environment



LOCAL COMMUNITIES

Increased prosperity and life quality



ENVIRONMENTALISTS AND PARK MANAGERS

Decrease tourism impact on the environment



A high-quality experience in safe and attractive environments



GOVERNMENTS

Improve their knowledge on stakeholders to achieve

WHAT CAN POLICY MAKERS DO?

LOCAL POLICY MAKERS

RETAIN LOCAL INCOME

FOSTER ECOSYSTEM SERVICES

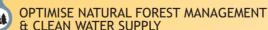
ADDRESS BIODIVERSITY ISSUES

THROUGH LOCAL SOLUTIONS



CENTRAL ADMINISTRATIONS AND NATIONAL POLICY MAKERS









PRESERVE NATURAL AND CULTURAL VALUES FOR FUTURE GENERATIONS

PLANNING, MANAGEMENT AND MONITORING TOOLS

These are some basic steps to guide you in the process



DEFINE YOUR OBJECTIVES

DESIGN YOUR

MONITORING PLAN

AND INDICATORS Identify What, Where, How and

When you will collect your

data to assess your progress

Based on the information you want to collect and the one you already have

INVOLVE ALL STAKEHOLDERS IN ALL THE STEPS!

A well-established participatory planning process is key for your



MONITOR YOUR **RESULTS** In order to see if they

are aligned with the objectives and how they can be improved

success



According to what you have previously planned

Check **CEETO Guidelines** for more information on VISITORS FLOW MONITORING **METHODS**



GUIDING PRINCIPLES AND APPROACHES

More information on existing protocols to design Sustainable Tourism Strategies at CEETO Guidelines



ADVOCATE ENVIRONMENTAL **CONCERNS & INFLUENCE** PUBLIC ATTITUDES

