



The project CEETO Interreg CE presents its main outcomes on Sustainable Tourism Governance in a Final Conference.

May 14th 2020, 09:30h CET – The CEETO Final Conference will present, through an online event, the different outcomes of the project, a plenary session and a roundtable discussion on Sustainable Tourism.

Tourism in European Protected Areas

European Protected Areas are cornerstones to safeguard the natural and cultural values that shape the identity of our continent. And these same values are the basis for a blooming tourism industry that can not only contribute to its conservation, but also support local communities in achieving well-being. However, when managed inefficiently, tourism in Protected Areas can also be a source of negative impacts that jeopardizes the conservation of one of the pillars of its existence; nature itself.

The CEETO Interreg CE project

The project CEETO Interreg CE started in 2017 with the agreement between [eleven partners](#) from six different European countries with a common objective in mind: to protect and enhance the natural heritage of Protected Areas and Natura 2000 sites by promoting an innovative Sustainable Tourism planning model. Lead by the [Emilia-Romagna Region – Protected Areas, Forestry and Mountains Development Department, Italy](#), the project is nowadays approaching to its last month of existence and will conclude with a final event: [the CEETO Final Conference](#).

The CEETO Final Conference

The CEETO Final Conference will be hosted online on May 14th at 09:30h CET and organised by the [Sölktäler Nature Park \(Austria\)](#). The Conference is open to all audiences interested in Sustainable Tourism and subject to [previous registration](#). The Conference's programme will cover, on the one hand, different examples of visitor monitoring and management measures presented by CEETO project partners. On the other hand, questions concerning the sustainability of tourism and its associated benefits for local communities will be addressed by different experts, and considerations concerning regional and national needs will also be shared with the audience.

To end with, an in-depth analysis of CEETO project achievements, the potential of the project and available tools to further develop Sustainable Tourism in Protected Areas in the future will be presented.

More about CEETO project and its outcomes

Since its foundation, the CEETO project has gone through four different phases and achieved different objectives in each of them:

- On a [first phase](#), an in depth analysis of the existing strategies and policies applied to tourism management inside European Protected Areas was carried out, which served as the basis for the creation of the *Handbook of successful and innovative practices for a Sustainable Tourism inside Protected Areas*.
- On a [second phase](#), the management authorities of [eight Protected Areas](#) involved in the project, designed and implemented Sustainable Tourism Action Plan, with specific goals to be achieved within five years' time. Likewise, a Pilot Action Plan for each Protected Area was



designed and implemented in order to test the effectiveness of different methodologies for tourism governance.

- On the [third phase](#) of the project, the results of the previous phases set the basis to produce the *Guidelines for developing a Sustainable Tourism in Protected Areas*, a tool addressed to Policy Makers with results, examples and recommendations on how to design strategies to reduce the impact of tourism in Protected Areas.
- To end with, on its [fourth phase](#), the project partners are finalising *the CEETO Manual of Sustainable Tourism governance for Protected Area managers*, a document that will guide Protected Area managers through the different steps needed to implement Sustainable Tourism governance strategies in their Parks.

Additionally, CEETO project has set the foundations to create a network of professionals in Europe aimed to grow and remain after the project's life. The [CEETO Network](#) is formed by practitioners in nature conservation and Sustainable Tourism in Europe and wants to open a dialogue about Sustainable Tourism and facilitate the exchange of knowledge, ideas and innovations among its members. In order to facilitate this task, the CEETO Network offers an online meeting point, the [CEETO Platform](#) in which members can publicly and privately discuss ideas, share knowledge and get support from other members. Furthermore, this platform will act as a repository of resources in which all the information and tools generated along the project will be available. Registration to the platform is free and open to everyone.

To end with, CEETO project has also been a source of a high number of communication tools developed in order to raise awareness on the importance of Sustainable Tourism. Among these tools its worth to highlight the film "[A Sustainable Journey](#)", which premiere was presented in the European Parliament in November 2018 and that, since then, has been awarded with four different prizes at International Film Festivals in Spain, Portugal, Greece and South Africa.
