

Ecotourism as part of adaptation strategies in biodiverse regions undergoing change in use

Effects of land abandonment and global change on plant
and animal communities

Capri, Italy

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(Eco) tourism, climate (global) change & land abandonment

- How is (eco) tourism affected by climate change & land abandonment?
- Does it benefit? Does it contribute?
- Is it a way:
 - to adapt to the changes?
 - to mitigate the changes?
 - to reverse the trends?
 - to develop new ways of enhancing traditional know how & livelihood?
 - to reduce the vulnerability of local population, lands & natural resources?



The International Ecotourism Society

What do we mean by Ecotourism?

**“Responsible tourism to natural areas that
conserves the environment and improve
the well being of local people”**

www.ecotourism.org

The three basic principles of ecotourism

- Contribute to the conservation of natural & cultural resources
- Involve the local population as beneficiaries of the project
- Follow sound and ethical business practices

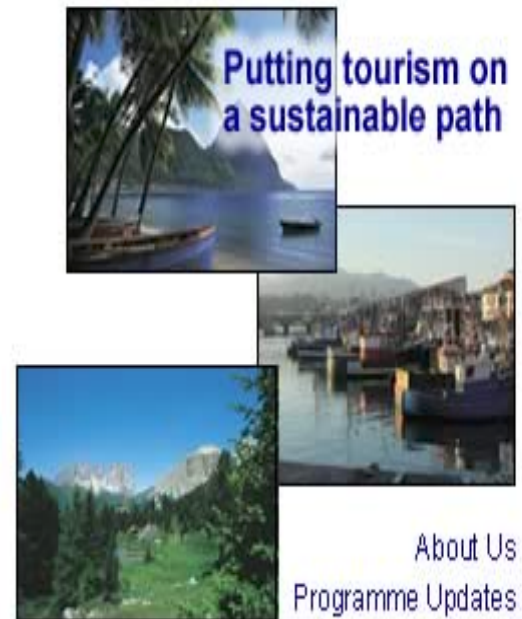
North American concept for high biodiversity region



- TIES definition adopted worldwide
- Response to encrease visitation to natural, vulnerable places
- Born in the 1985, promoted by NGO, USA
- Limited to Southern Hemisphere, protected areas, high biodiversity regions
- For the benefits of local communities
- Extension to Europe not obvious

Sustainable tourism prevails in Europe

- Sustainable, responsible, fair, ethical, solidarity, alternative tourism preferred
- Though Scandinavian, Eastern European countries favor ecotourism
- EU promotes ST through studies, publications, best practice, guidelines
 - Integrated Quality Management in rural destination
 - Certification , ecolabel, VISIT, TOURBENCH
 - Charter, strategy in Natura 2000 sites & PA
 - Soft Mobility
- Europe is a laboratory for best practice
www.eco-tip.org





United Nations Environment Programme
DIVISION OF TECHNOLOGY, INDUSTRY AND ECONOMICS
www.uneptie.org

The International Year of Ecotourism



Co-organized by UNEP and WTO

The events, the publications, the dissemination & exchange of best practice, final recommendations helped to raise awareness worldwide & encouraged new initiatives



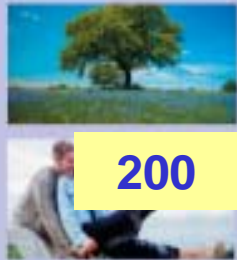
- General acceptance of the definition
- Better understanding of markets, certification schemes
- New strategies at the municipality, regional & national levels based on Agenda 21
- Initiatives from private sector; federation of tour operators, providers



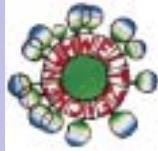
www.uneptie.org/pc/tourism/ecotourism/outcomes.htm

www.world-tourism.org/sustainable/IYE-Main-Menu.htm

12 VISIT Ecolabels



200



*Das Österreichische
Umweltzeichen für
Tourismusbetriebe*

25



Ecolabel Luxembourg

50



Den Groenne Noegle

250



Legambiente Turismo

13



Ö+ Steinbock

70



Cataluna Ecolabel



*Green Tourism
Business Scheme*

450



Milieubarometer

220



Nordic Swan

60



La Clef Verte

70



*Green Certificate
Latvia*

53

1.461



*Blue Flag
International*

2093 & 729

visit



to agree on a “common message” for
promotion & marketing

***„Caring for the
Environment...
... is caring for the
Visitor“***

www.yourvisit.info
makes the difference



Donde el medio ambiente ocupa un primer plano ...



... los turistas están en el centro de atención,

¡Por fin vacaciones! Hotel impresionante, cóctel de bienvenida, playa estupenda ... ¡buena, las tallas de cerveza y las botellas de plástico que están por todas partes, no molestan en absoluto. ¿O sí?
Los destinos turísticos respetuosos con el medio ambiente ofrecen, por tanto, estancias, sabores y disfrutes ... sin sorpresas desagradables. En la playa del Mediterráneo, en las montañas, en unas vacaciones activas o en un viaje de estudios. Aquí se tiene en cuenta el confort, la diversión, la vivencia, naturaleza y medio ambiente ... ¡la calidad completa!
Las ecoetiquetas le muestran cuándo usted y el medio ambiente están en el centro de atención.



www.yourvisit.info
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Una acción de marketing para el turismo en Europa

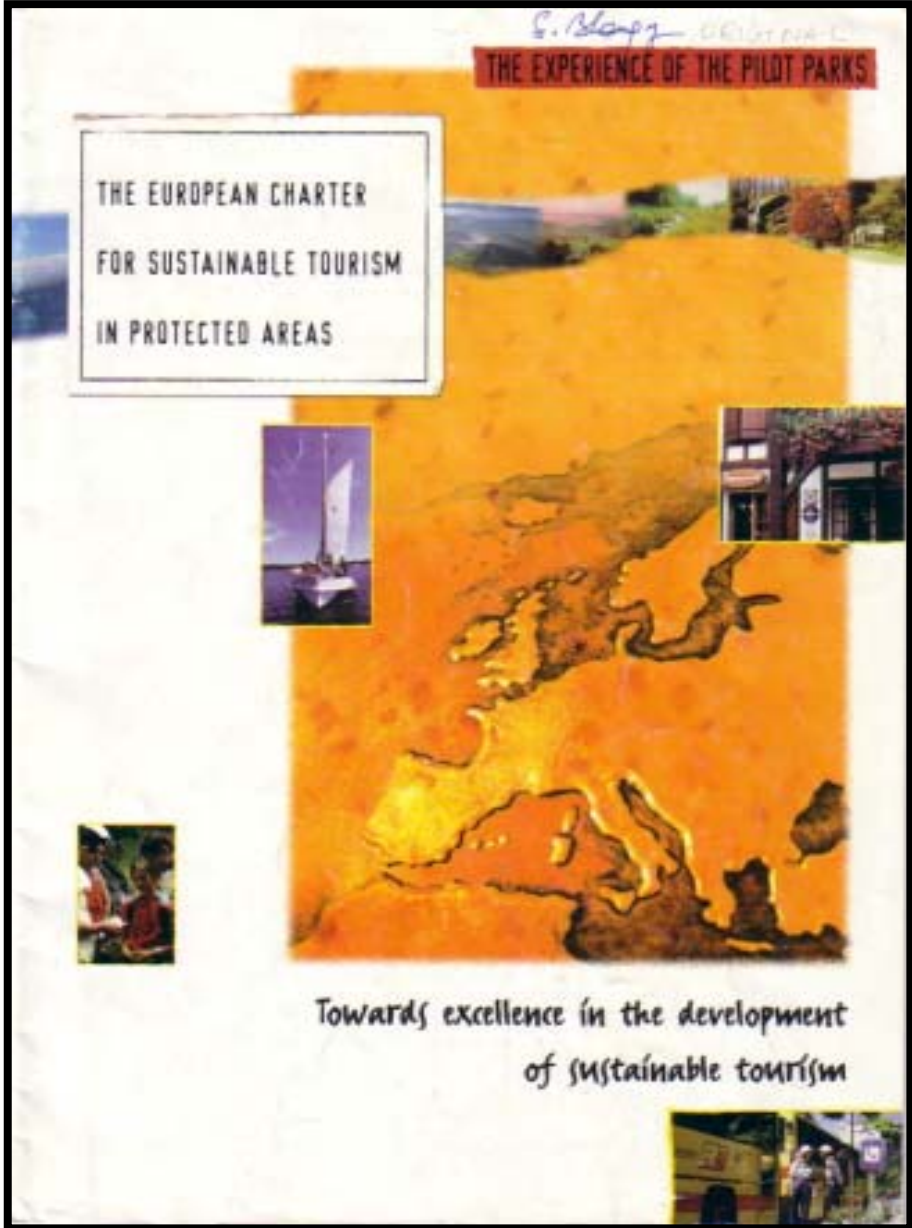


ReisePAVILLON

Marktplatz für **anderes** Reisen



The European Charter on Sustainable Tourism in Protected Areas



Ecotourism market in Europe

- Small niche market in constant growth, 5 to 20% of the tourism market
- Focused nature holiday: « viewing wildlife », « being in wilderness areas » most important element trip
- Quality of landscape, preserved environment, presence of national parks
- Nature & culture strongly linked
« meeting with local people », « sharing »
« discovering local products » ranked 2nd
- Experience the culture & lifestyle
- Environmental awareness,
- Willingness to pay to conserve natural habitats
- Tour operators ,business ethics TOI





Climate change
Effects on tourism
Contributions of tourism
Role of ecotourism

Climate change & land abandonment are addressed separately !!!

- Tourism & climate change
 - Recent interest, since 2001
 - Several conferences, research programme & studies
 - Tourism is affected & it contributes
 - The tourism industry will make a difference and show by example (transportation & destination management)
- Tourism & land abandonment
 - Have lead to the development of rural, agri tourism
 - Need to be investigated again in relation to global change
 - Integrated eco sustainable land & tourism management will be one of the preferred scenario for LA

Climate change will impact on conventional tourism

What kind of changes are mentioned in the travel literature?

- In temperature (south vs north) rise, warmer!
- In the length of season (shorter winter)
- In the propagation of diseases (malaria)
- In the vulnerability of ecosystems: coast, beaches, islands, rainforests
- In the frequency of natural disasters: increased drought, fires, floods, hurricanes, avalanches, earthquakes

What will be the consequences?

- Loss of diversity: corals, wildlife
- Loss of resources: water, snow
- Loss of land; coastal & islands

Consequences of these changes

- Shift in the nature of the destinations
 - North/South within Europe, Mediterranean/Scandinavian
 - Coastal vs.rural & mountains
 - Risky regions avoided (Caribbean, hurricanes!)
- Economic impacts
 - popular destination become less attractive
 - resorts collapse into the sea
- Change in the holidays patterns, decrease in
 - winter vacation, skiing resorts, less snow, shorter season
 - beach vacation, small islands
- Outdoor activities affected: marine, mountain, golf...

Conventional tourism contributes to climate change !

Emissions

- The Tourism industry is **a major contributor** through transportation
- Huge impact of aviation & car emissions 2020, 15% of the total
 - Growing GHG emissions

Other indirect effects & contribution

- **Water**
 - Shortage of water and ground water depleted
 - Pollution & eutrophication of water
- **Other environmental impacts of tourism**
 - Associated environmental change

Effects & impacts of these complex interactions have not been studied by researchers yet

Measures to be taken by the tourism industry to combat climate change

- Transportation **taxes** on air fuel
- Airline travel to be reduced in Europe: **less traffic!**
- Incentives to use **non motorized** vehicles or public transports to & at the destination (electric, pedestrian)
- Preference for **short distance** vacations (domestic tourism)
- **Longer vacation** versus short stays (35h???)
- **Diversification** of activities in the mountain & skiing resorts (all season activities)
- **Environmental management** of mountain & seaside resorts
- **Awareness** campaign (impact of transportation)



**The International
Ecotourism
Society**

“Your travel choice makes the difference!”

Raising consumer awareness

“Your travel choice makes the difference!”

Raising consumer awareness

References on climate change & tourism

- Conferences on climate change & tourism
 - Greece, 2001
 - Italy, Milan, ESF June 2003 with WTO
 - Tunisia- Djerba April 2003- Djerba Declaration
 - Poland, Warsovie, Nov. 2003 with NATO
- Web sites
 - www.eldis.org
 - www.e-clats.org
 - www.unep-tie.org
- Universities & research centres
 - éCLAT, A network of researchers, a virtual centre



Impact of land abandonment on
tourism

Role of ecotourism in mitigating
land abandonment consequences

Impacts of land abandonment on (eco) tourism, positive?

- More **space** for outdoor activities
- Sens of **wilderness** (European vs North Americans)
- Lower **density** of human population
- Less **impacts**
- More species, higher **diversity**
 - Ungulated increases
 - Self introduction of wolfs (Chernobyl!!)

Are landscapes less or more ATTRACTIVE to users?

Perceptions of wilderness & desirable landscapes evolves in Europe

Impacts of land abandonment on tourism; negative?

Land abandonment results in:

- landscape changes
 - shrubs, spontaneous reforestation, non cultivated lands,
- perception changes (Hunziker M.WSL)
 - Negative if homogeneous forest patches
 - Positive if mosaic of open land & woodland
- shift in the economic activities
 - forest plantation, pine trees vs grazing & herding & cattle raising
- limited access for hikers & users
- lost of maintenance; farmers as garderners
- lost in cultural immersion; farmers as interpreters of the landscapes

Rural tourism has a positive effect on land abandonment

- Rural desertification, land abandonment
 - Western Europe 1980-1995
 - New accession countries (10) 2004- 2008
- Development of agri, agro, rural, eco tourism,
 - Self catering, B&B accomodation, farm holidays
 - Theme activities, hiking, biking, horse riding....
 - Local products, farm restaurants
- Strong support at the country & EU level
 - Funding: Leader & Life programme)
 - Studies: IQM, Europarc Charter...
- A lot of initiatives: Networks ECEAT

Tools to encourage sustainable tourism in vulnerable lands

- Models, good practice: IQM, Integrated Quality Management in rural areas
- Guidelines: Sustainable tourism and Natura 2000
- Certification destination level: Europarc Charter, Pan Park Programme
- Ecolabel, voluntary initiatives: accomodations,

Good practices

eco-agro tourism leads to sustainable land management

- Sapmi, Swedish Lapland
- PNR Vercors, France
- Biosphere Reserve Rhön, Germany
- ECEAT, The European Centre for Eco-Agro Tourism, Netherlands
- Bergenzerwald cheese initiative, Austria



Sapmi, reindeer herding livelihood threatened

- Climate change? shortage of food in winter (lichens)
- Migration route threatened, by treaty with Norway
- Meat does not sell well, not appreciated and valued
- Competition for land use with farmers



Sami turn to ecotourism

- Based on **reindeer livelihood** past & present
- **Small scale**, cultural immersion, low impact
- Accomodation in **traditional Kota & lavvu**,
- Sharing **dayly activities** (fishing, reindeer sledging, skidoo patrolling..)
- Sami food & handicraft based on reindeer antlers & meat
- Lectures, interpretation, museum on Sapmi culture



Coming back to a more sustainable way of herding?

- **Trekking** along the migration route from summer to winter marking camp
- **Taming** reindeers, partial migration with tourists
- **Patrolling** reindeers with low impact transportation (skis & reindeer sledging vs skidoos)
- **Assessing** impacts of grazing on biodiversity
- Improving **marketing & distribution** chain for reindeer meat (direct market chain)



The Vercors park & network of farms



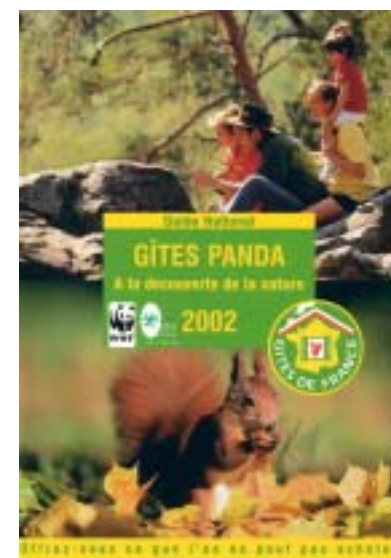
- A network of 41 farms under the umbrella of the Regional Nature Park (Alps, France)
- Park itself combines 4 ecolabel (european, national & regional)
 - Gîtes Panda, Hôtel au Naturel, Park Mark (local produce), Accueil Paysan, Europarc Charter
- Wholistic, cluster, & participatory approach

Promoting high landscape quality & environmental farm management through ecotourism

Promoting farm tourism, organic produce, sustainable farming and the Park destination together in the marketing campaign

- **Sustainable land management approach**
 - CTE (Contrat Territoriaux d'Exploitation) between farmers & gouvernement overseen by the Park (agri environmental measures)
 - Reintroduction of traditional breeds of horses & cows
 - Restauration of native pasture
- **Charter on quality** of produce sold & services
- Food processed with environmental methods (organic)
- **Direct sale** of produce from the farm, at gate sales, local markets « Visiting to buy »
- Certified accomodations by the « Vercors Farm network »
- Entertainments, events, « Les Fermades », « Visite à la Ferme »

All these activities are mutually reinforcing
The understanding of visitors encreases



Eco-agro & sustainable tourism as a tool to reverse the effects of LA & CC?

Yes... it depends!!!

- Access to more scientific based information (CC)
- Ability & willingness of the tourism industry & the EU to support research & demonstrative projects
- Integrated research combining climate change and land abandonment
- Participated research with local stakeholders (Sapmi)
- Necessity to address the needs of new accession countries... will face LA in a much shorter time scale

Dialogue between land manager, users, service providers, travel operators, scientistsin developing vision & scenarios

Kiitos!!!!