

# Protected Areas & Ecotourism

IUCN Best Practice Guidelines, tools & protected area/ecotourism highlights from around the world



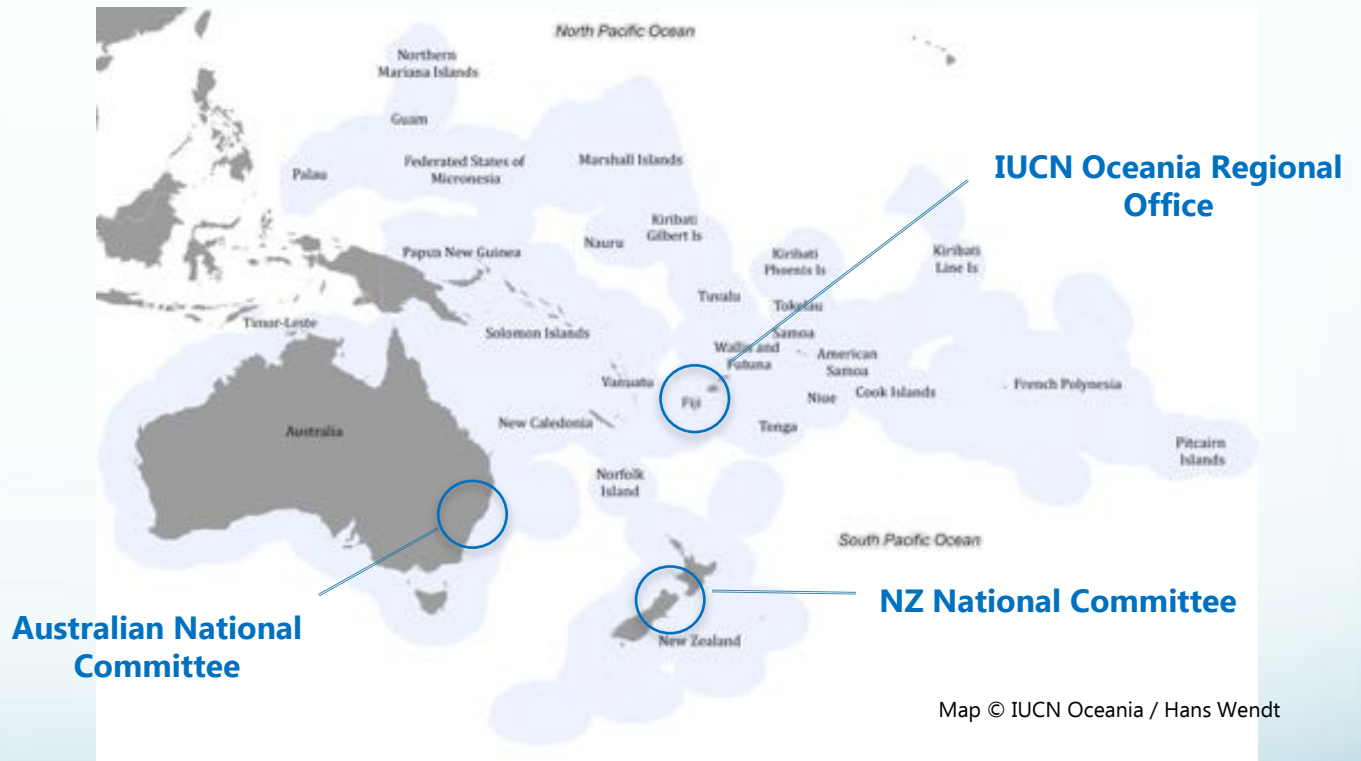


# IUCN – International Union for Conservation of Nature

- **Largest and most diverse global environmental network** and the global authority on the status of the natural world.
- **Unique membership Union:** governments, NGOs + Indigenous Peoples' Organisations (+1,300 Members)
- Advised by six **Commissions of volunteer experts** to guide best practice policy (+13,000)
- **Best Practice Guidelines & tools** – IUCN provides the unique apolitical space for collegiate discussion to develop best practice environmental policy & tools based on science.
- **Independent Advisory body** to UNESCO on natural World Heritage Areas



# IUCN in Oceania



# ACIUCN – The Australian National Committee of IUCN

- **The Australian National Committee for IUCN Members**
  - +30 Members & Associates (GA/NGO/IPO)
- To provide the **unique apolitical convening power of IUCN for collegiate discussion** – using **science to develop best practice environmental policy**.
- Convenes **events**, publishes **best practice policy documents**, connects members with **global IUCN conservation priorities**.

Search a protected area



WDPA Dataset

# Protected Planet - Global Protected Areas

## Terrestrial PAs: 15% of the Earth

Terrain Satellite

© Mapbox © OpenStreetMap Improve this map

The designations employed and the presentation of material on this map do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

[www.protectedplanet.net](http://www.protectedplanet.net)

# Protected areas coverage in 2018

**Marine PAs:**  
7% of the  
Earth

Number of Marine Protected Areas

15,354

Percent of the ocean covered by protected areas

7.45%

Total area protected

26,964,896km<sup>2</sup>

Download the marine dataset

© Mapbox © OpenStreetMap Improve this map, © Mapbox © OpenStreetMap Improve this map

The designations employed and the presentation of material on this map do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area, or its authorities, or the delimitation of its frontiers or boundaries.

[www.protectedplanet.net/marine](http://www.protectedplanet.net/marine)



# IUCN & Tourism

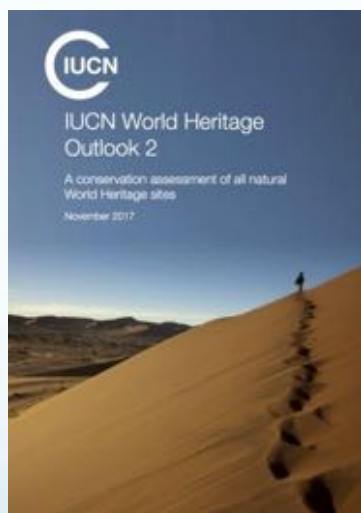
## IUCN Global Programme 2017-2020

- Nature-based tourism and recreation is on the rise in parks, protected areas and other biodiversity hotspots across the planet.
- Tourism is included in the:
  - Sustainable Development Goals and
  - plays a role in at least 12 of the 20 CBD Aichi Biodiversity Targets
- Responsible tourism
  - promotes environmental education, sustainable development, conservation finance, and community and visitor engagement in conservation.
- Challenges of tourism
  - many examples of nature-based tourism demonstrate that operations and destinations are **exceeding carrying capacity and/or do not have the right infrastructure, programmes and controls in place to prevent severe negative impacts to nature and local communities.**
- IUCN has realised that **more efforts to reduce anthropogenic impacts on wildlife and ecosystems from tourism are essential.**

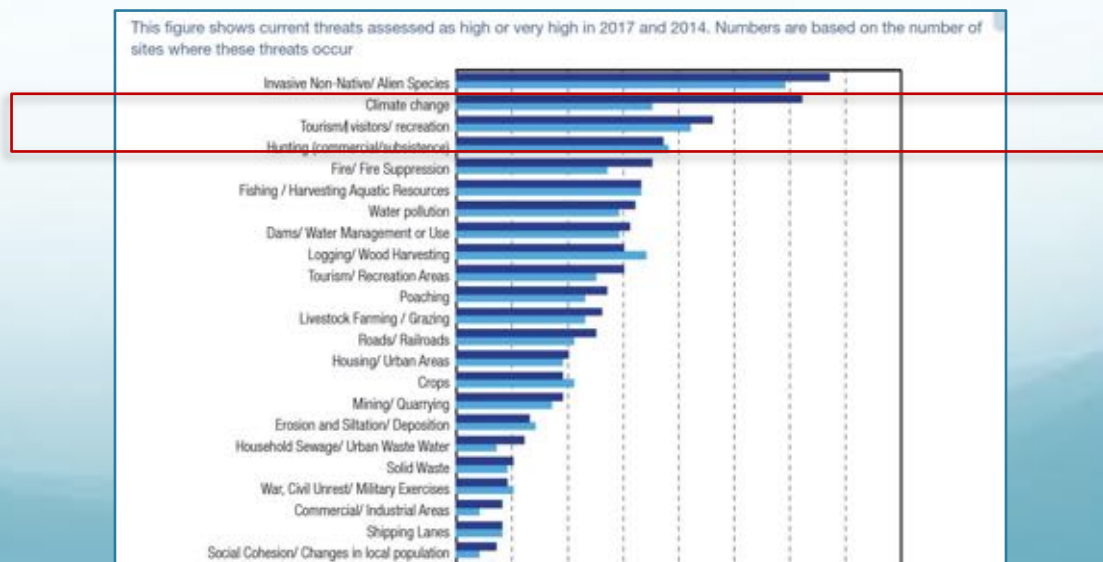


# Global trends: World Heritage & Tourism

## 2017 IUCN World Heritage Outlook Report

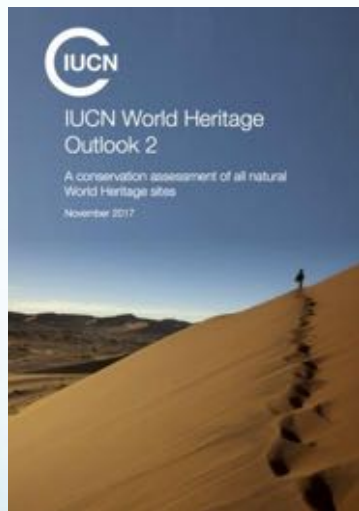


- **Top 3 threats to WH:**
  - **Invasive species, climate change and tourism impacts.**
- **Trend:** ~10% increase in # sites where tourism impacts are *high or very high* (2014-17)

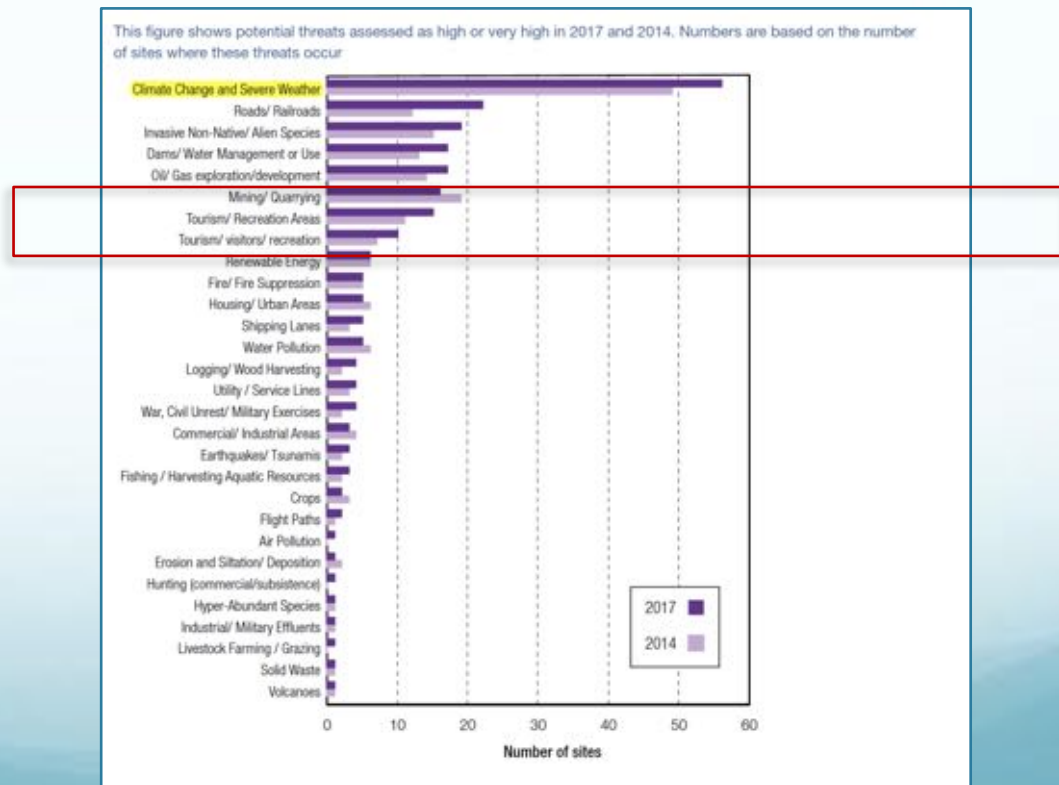


# Potential threats to WH

## 2017 IUCN World Heritage Outlook Report

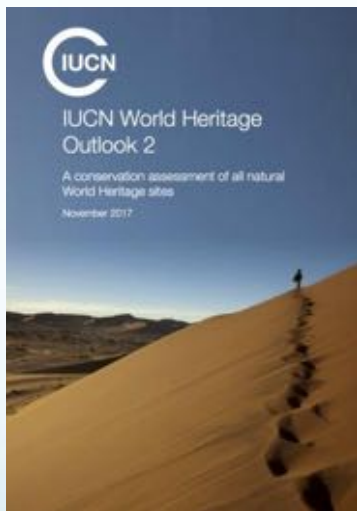


- **Tourism in top 10**
- **Climate change is #1**



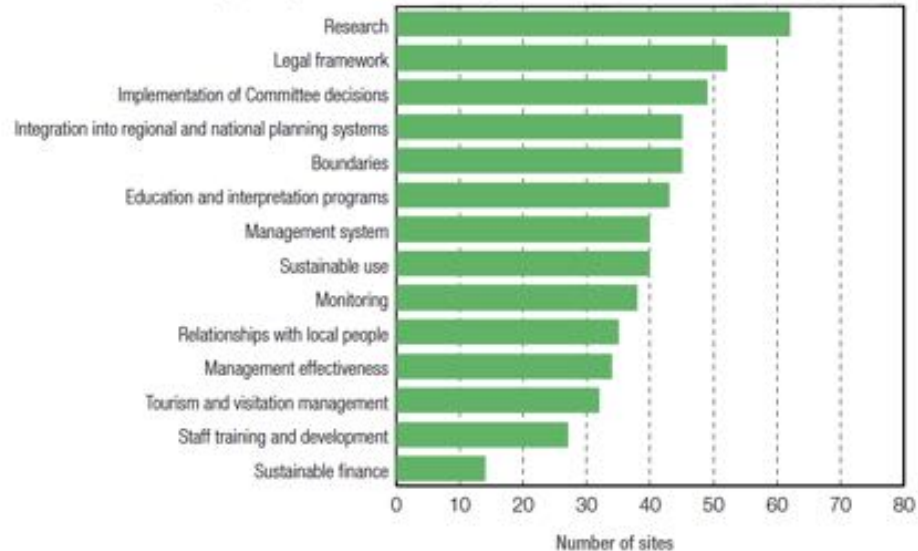
# Management effectiveness

## 2017 IUCN World Heritage Outlook Report



## Number of WH sites where protection and management were assessed as 'highly effective'

Number of sites where specific protection and management topics were assessed as highly effective in 2017





# IUCN & Tourism

## IUCN Global Programme

### Target: Supporting Ecotourism standards –

*By supporting the oversight and improvement of ecotourism standards, guidelines and best practices, through collaboration with Members and other key organisations, IUCN can create new incentives and resources for public and private protected areas, private operations, and other ecotourism destinations to work towards achieving a net-positive impact for people and nature.*



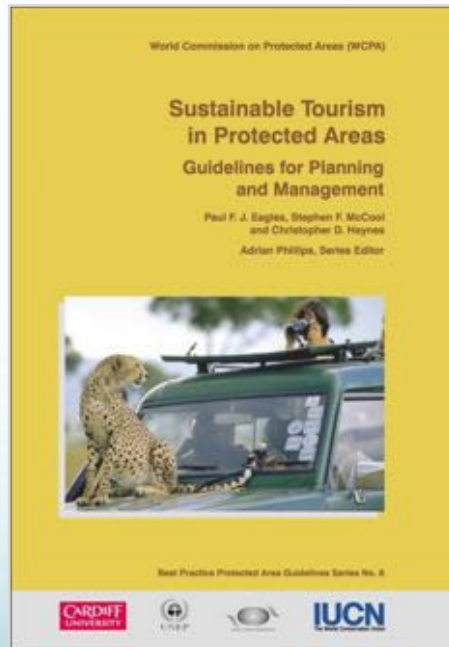


# IUCN, Best Practice Guidelines & Ecotourism

- IUCN Global Programme
- IUCN Best Practice Guidelines
- Platform to share Best Practice solutions
- ACIUCN publications

# IUCN Best Practice Guidelines relating to Tourism

## **Sustainable tourism in protected areas - Guidelines for Planning and Management**



2002

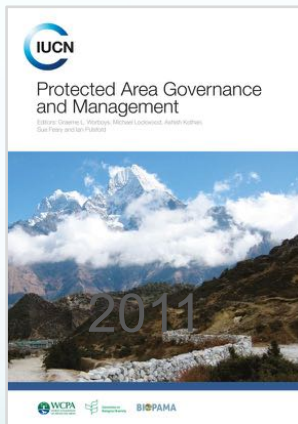
## **Sustainable tourism and national World Heritage**



2011

# IUCN Best Practice Guidelines relating to Tourism

## Protected Area Governance and Management



2015

## Green List of Protected and Conserved Areas



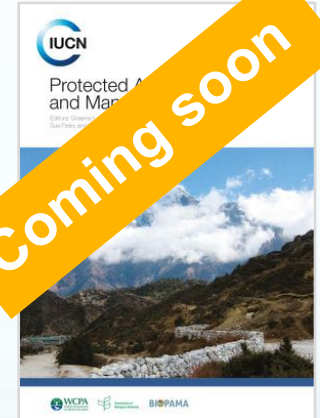
2016

## Guidelines for privately protected areas

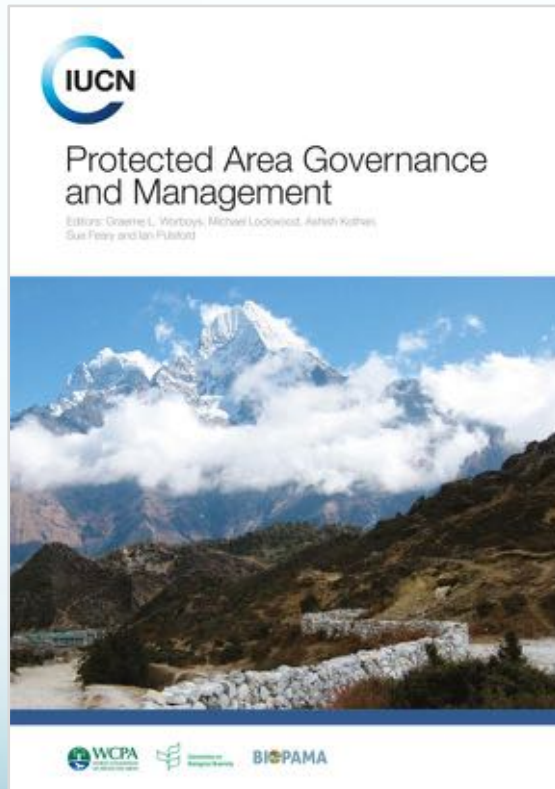


New – Nov  
2018

## Sustainability on Tourism & Visitor Management in Protected Areas



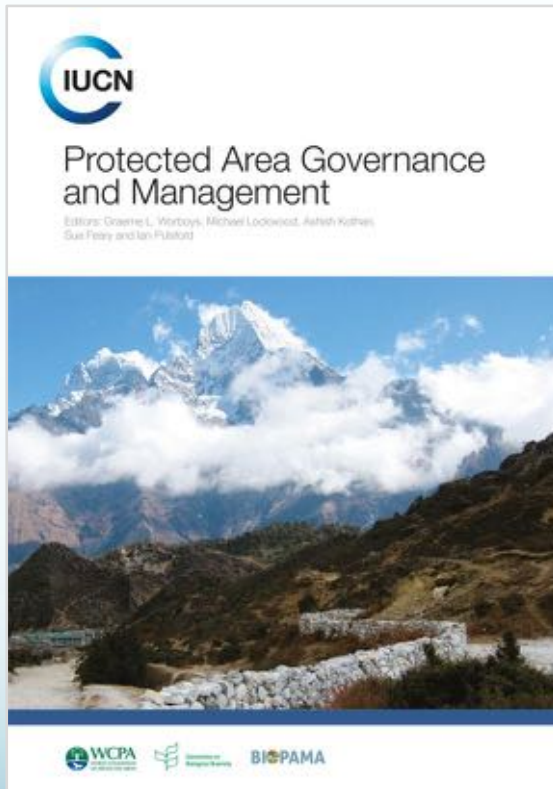
# 2015 IUCN Protected Area Governance and Management



## **Tourism & Visitor Management (ch. 23)**

- The Conservation Imperative
- Tools & guidance:
  - Effective visitor management for operators & PA managers
  - Public-private collaboration
  - Experience branding
  - Impact management
  - Best practice

# 2015 IUCN Protected Area Governance and Management

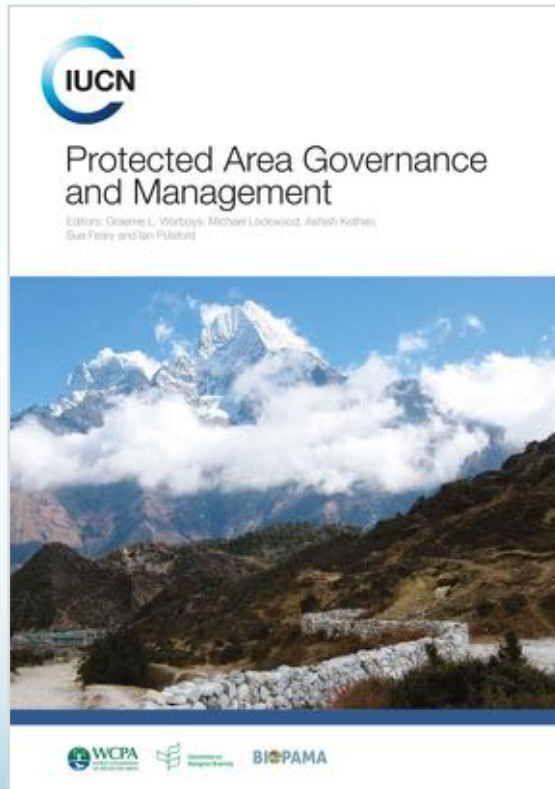


## Strengthening public private relations

### 1. Manager needs from tourism operators:

- Communicate importance of PAs to visitors & work of managers to protect special areas
- Identify special actions from visitors to support the natural values (e.g. look don't touch)
- Identify how their business is positively contributing to improved management
- Respect requests by managers for protection.

# 2015 IUCN Protected Area Governance and Management



## 2. Tourism operator needs from managers:

- Safe, reliable, clean, accessible, well-managed and customer-friendly tourism destinations.
- Effective administration & operations (e.g. leases, licencing, pest&weed control, etc.)

# 2015 IUCN Protected Area Governance and Management

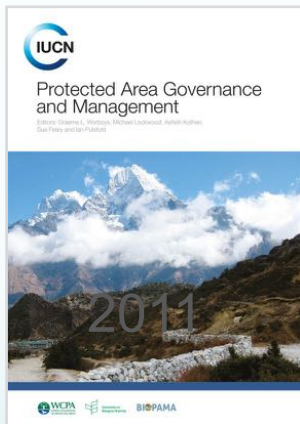
## Benefits of well-managed tourism to PAs:

- **Raising the profile** of PA - local, national & international
- **Attracting visitors**
- Interpreting the **values, conservation issues & management issues** for visitors
- Provide:
  - **economic justification** for declaring & managing the PA
  - **financial support** (fees & lic)
  - **HR support** through tourism activity
  - **political support** for PA conservation and resourcing

**PAGM – Tourism fundamentally unperpinned by the Conservation Imperative**

# IUCN Best Practice Guidelines relating to Tourism

## Protected Area Governance and Management



2015

## Green List of Protected and Conserved Areas



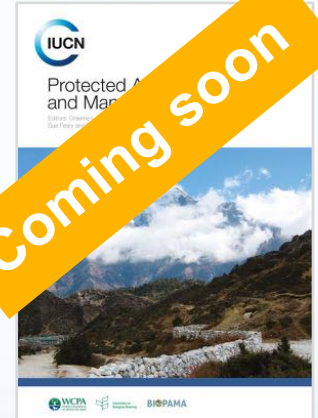
2016

## Guidelines for privately protected areas



New – Nov  
2018

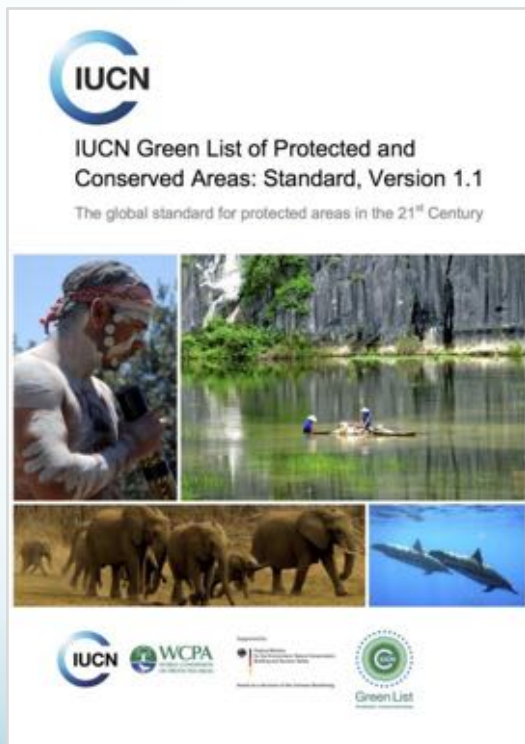
## Sustainability on Tourism & Visitor Management in Protected Areas





Certifying Best Practice Management –

# IUCN Green List of Protected and Conserved Areas: Global Standard



- 2016 - First global standard of best practice for area-based conservation.
- A programme of certification for protected and conserved areas – *national parks, natural World Heritage sites, community conserved areas, nature reserves and so on – that are effectively managed and fairly governed.*



# IUCN Green List of Protected and Conserved Areas: Global Standard



## 4 themes:

- Good governance
- Sound design and planning
- **Effective management**
- Positive conservation outcomes.



# IUCN Green List of Protected and Conserved Areas: Global Standard

## ● Effective management & Tourism

### 3.6 MANAGE ACCESS, RESOURCE USE AND VISITATION

*When permitted, **tourism and visitor management** is compatible with, and **supports the achievement of the site's conservation goals** and objectives.*

### MANAGEMENT FOR VISITORS AND TOURISM

#### **Visitor services and facilities:**

- meet **standards of design, environmental sustainability and safety** and are **appropriate to the character, values and use of the site**
- Interpretive, educational and information services for visitors **meet appropriate visitor needs and support management.**
- Where access is permitted, **consideration has been given to the use of the protected area by people having varied physical ability**, and their needs have been adequately and appropriately taken into account, **considering the context of the protected area.**
- **The tourism industry within the site is managed to support the Protected Area goals and objectives.**



# IUCN Green List of Protected and Conserved Areas: Global Standard



- 25 areas in 8 countries
- Australia
  - [Montague Island Nature Reserve](#)
  - [Arakwal NP & Cape Byron State Conservation Area](#)
- NEWS: 15 new areas at CBD CoP (24 Nov)



# Case study: Montague Island Nature Reserve

*Excellent management of PA values is key to tourism industry*

- 350 kilometres south of Sydney, 1.5km x 500 m.
- Designated as a **nature reserve** (IUCN Category IV). **Critical seabird breeding site** with more than 25,000 pairs from 12 species.
- Around **2000 fur seals** visit the island during the breeding season.
- Montague Island has **great cultural significance to Aboriginal people** who call it Barunguba - the elder son of Gulaga (Mt Dromedary).
- **Historical/cultural** - The restored lighthouse and keepers cottages date back to 1881 and are now used as **tourist accommodation**.





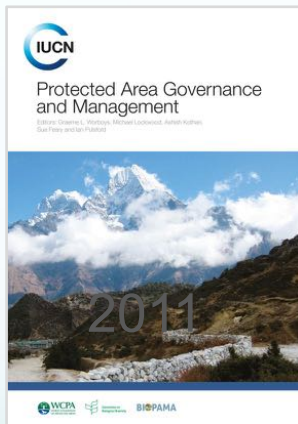
# Case study: Montague Island Nature Reserve

*Excellent management of PA values is key to tourism industry*

1. **Sound planning** - Strategic documents to guide management – these identify the **values, threats, and management strategies** that provide **long-term protection and opportunities for sustainable tourism, education & scientific research**.
2. **Equitable governance** – Managed by NSW NPWS; Public consultation in designating, reviewing and managing the reserve. Stakeholders, Aboriginal groups and the public engaged via regular RACs.
3. **Effective management** – Strategic management of key threats (pests, weeds, fires) – vertebrate pest free since 2009. Strict controls of visitation have protected natural, Aboriginal and historic heritage values and developed an **award-winning ecotourism business** that offers a **unique wildlife experience and contributes to the costs of running the reserve**.
4. **Positive conservation outcomes** – critical seabird breeding site (+25K pairs, 12 spp) + 2000 fur seals, highly endangered Gould's petrel bred on island since 2013.

# IUCN Best Practice Guidelines relating to Tourism

## Protected Area Governance and Management



2015

## Green List of Protected and Conserved Areas



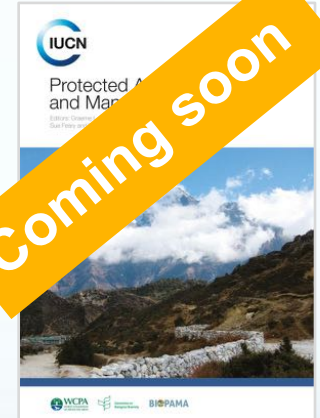
2016

## Guidelines for privately protected areas



New – Nov  
2018

## Sustainability on Tourism & Visitor Management in Protected Areas



Ecotourism as part of the PA system –

# New IUCN Guidelines for Privately Protected Areas



Launched  
November 2018

- **Private Protected Areas include:**
  - *individuals and groups of individuals; non-governmental organisations; corporations, including commercial companies and small companies established to manage groups of PPAs; for profit owners such as ecotourism companies; research entities such as universities and field stations; or religious entities.*
- **34 Best Practice Principles**
  - Establishing PPAs
  - Managing PPAs
  - Incentives for PPAs
  - Ensuring permanence of PPAs
  - Coordination with national protected areas systems
  - Networks of PPAs
  - And more.....
- **Learning & Sharing - Case studies from around the world**

# CASE STUDY: Ecotourism & conservation success

## Case Study 8 Private conservation networks in Peru

**Christel Scheske and Bruno Monteferri, Sociedad Peruana de Derecho Ambiental**

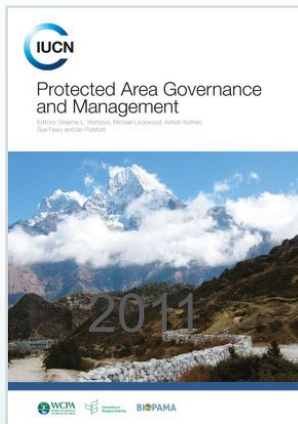
*PPAs in Peru receive relatively little support from the government and there is currently no national-level organisation or association for all PPAs in the country. As a result, in several regions across Peru, networks have been formed, usually with the help of an NGO such as the Sociedad Peruana de Derecho Ambiental (SPDA) or Amazónicos por la Amazonía (AMPA) that bring together the PPAs into a network. Despite the lack of an official national PPA network, NGO-led initiatives link PPAs at the national level. Over the past decade, many insights have been gathered regarding the strengths, weaknesses and challenges of these PPA networks which are discussed here and reflected in the principles and best practices in Part B, Section 8.*



Pedro Gamboa, head of the Peruvian National Protected Area Service, thanks members of RED AMA, the Amazonas PPA network, for their work in private conservation © Conservamos por Naturaleza / SPDA

# IUCN Best Practice Guidelines relating to Tourism

## Protected Area Governance and Management



2015

## Green List of Protected and Conserved Areas



2016

## Guidelines for privately protected areas



New – Nov  
2018

## Sustainability on Tourism & Visitor Management in Protected Areas



# New Best Practice Guidelines for Sustainability on Tourism & Visitor Management in Protected Areas

- *Coming soon....*
- Developed by IUCN WCPA & the Tourism and Protected Areas Specialist (TAPAS) Group.
- Provide guidance on **key aspects of tourism and visitor management in protected areas.**
- **Case studies** from **+45 countries** around the world.
- *Intended to:*
  - ***foster professionalism and capacity in tourism in a ‘community of practice’ by incorporating contributions from protected area practitioners and academics who share experiences and learn collaboratively. The contributors care about integrating tourism into protected areas to achieve and scale up its net benefits to global conservation goals through meaningful experiences, enhanced knowledge and stewardship values, improved communities, incentives for resource protection, funds for conservation, and political support.***



## Case study - Ecotourism networks:

# IUCN/MEET/WCPA Ecotourism partnership in the Mediterranean

- **Partnership:** IUCN Centre for Mediterranean Cooperation, IUCN WCPA & MEET Network
- **MEET** - The Mediterranean Experience of Ecotourism (MEET) is an EU-funded initiative, designed to **harness the potential of ecotourism in the region.**
- **3-year project (2012-15)** - involved 25 protected areas in 8 countries
- MEET's goal is to continue *integrating new protected areas to expand the conservation and economic benefits of sustainable, respectful and nature-oriented tourism* across the Mediterranean Basin.

## BOX 1

### The European Charter for Sustainable Tourism in Protected Areas (ECST)

Created to increase awareness and support for Europe's protected areas and to improve the sustainable development and management of tourism in protected areas, taking account of the needs of the environment, local residents, local businesses and visitors.

The principles of the charter are:

1. To involve all those implicated by tourism in and around the protected area in its development and management.
2. To prepare and implement a sustainable tourism strategy and action plan for the protected area.
3. To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development.
4. To provide all visitors with a high-quality experience in all aspects of their visit.
5. To communicate effectively to visitors about the special qualities of the area.
6. To encourage specific tourism products which enable discovery and understanding of the area.
7. To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism.
8. To ensure that tourism supports and does not reduce the quality of life of



01 Low impact tourist visits

02 Better sustainability behaviors

03 Acceptable use tourist pressure

04 Increased money for conservation actions

05 Revenue for local communities

06 Improved local reputation of PA

07 PA leadership role in development

08 PA tourism co-developed- and managed with private sector

## Theory of Change

FIGURE 1: The 4 pillars of the MEET Network



## Marketing, branding, sustainability

### Protected areas as a tourism development opportunity

Around the world visitors are increasingly traveling to destinations where they can experience unique natural attributes and authentic cultural manifestations. This phenomenon has the potential to generate significant economic benefits for communities living in and around parks and other protected areas. These areas are typically places that represent a country's most significant flora, fauna, landscapes and geological formations and, in the Mediterranean case, among the best examples of balanced relationship between Man and territory. They provide opportunities for visitors to experience powerful manifestations of nature and culture and to learn about the importance of biodiversity conservation and local cultures enhancement. When these opportunities are managed sustainably they:

1. Give economic value to ecosystem services that protected areas provide.
2. Generate direct and indirect income for local stakeholders, creating incentives for conservation in local communities.
3. Diversify conventional tourism models to include ecotourism.
4. Attract new market niches, with higher spending capacities.
5. Stimulate new business opportunities in and around protected areas (e.g. food, handicrafts, rentals, outdoor shops and wildlife guides).
6. Strengthen destinations, with stakeholders collaborating in the development or consolidation of local clusters, increasing economic benefits.
7. Gain the attention of local, regional and national government agencies as destinations worth promoting and supporting.
8. Generate incentives locally to educate about protected areas and natural resources and to learn new skills — like guiding techniques, customer service or new languages.



Dana Biosphere Reserve, Jordan



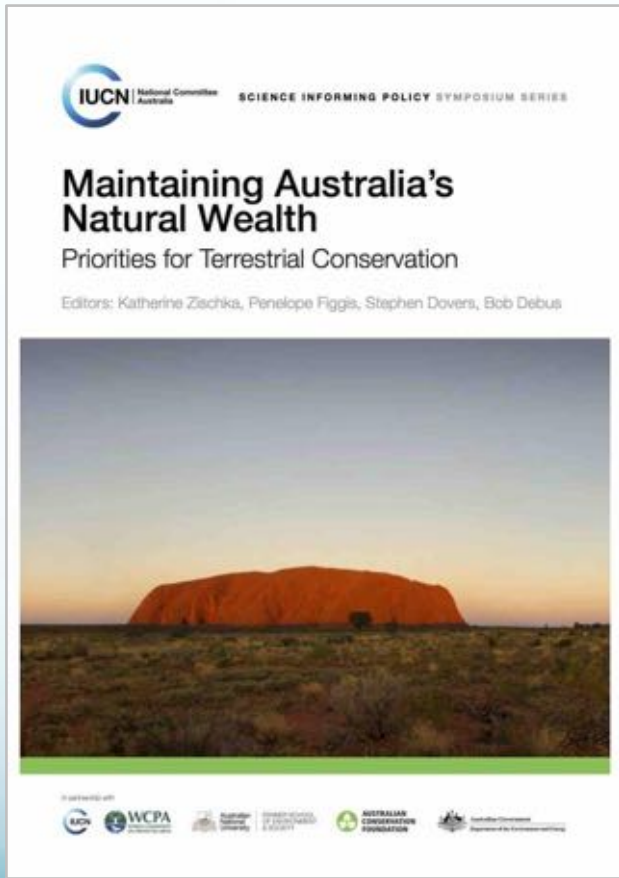
These and more opportunities illustrate the potential of protected areas for local communities, particularly in less-known



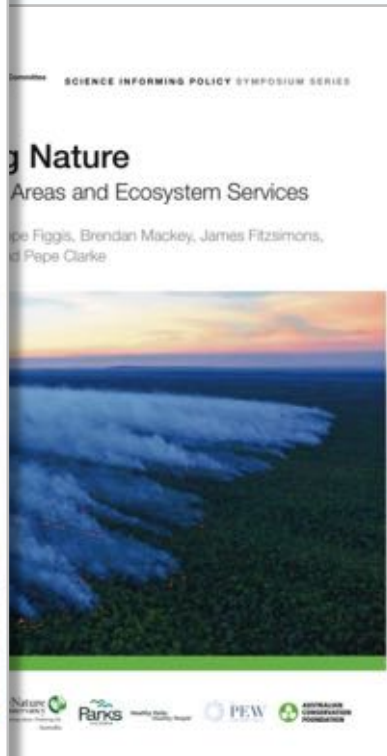
## SECTION 1

### Developing a MEET Ecotourism Product

# ACIUCN publication series



2017



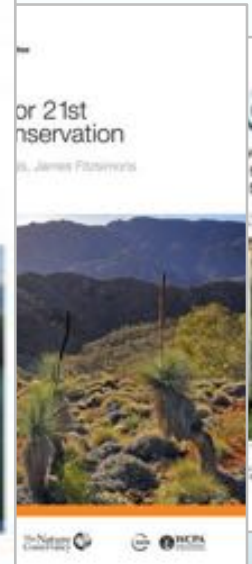
2015



2013



2012

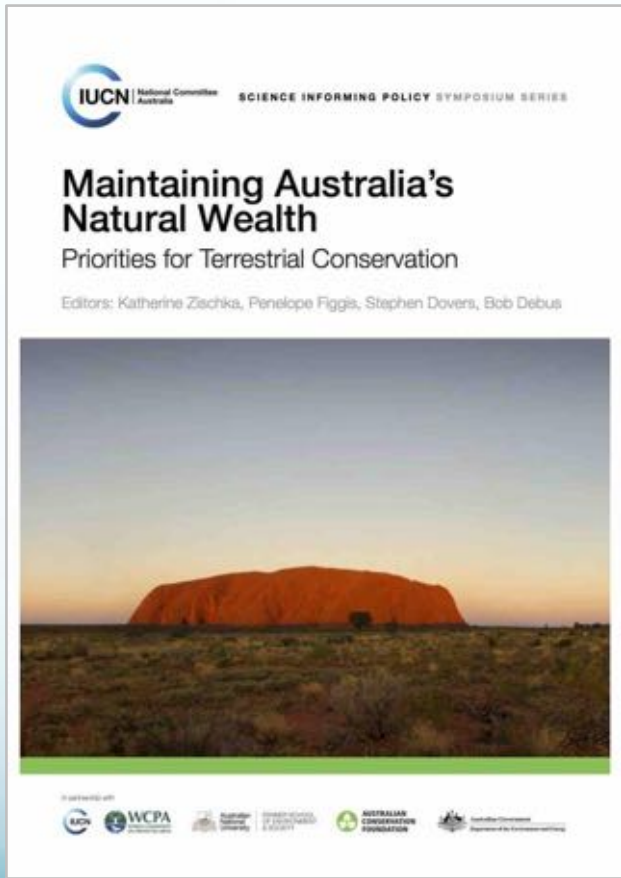


2012



2011

## ACIUCN publication series



- **High level conservation expertise**
- **Produced in partnership with Australia's conservation experts - Australian GAs, NGOs, acad.**
- **Best practice policy - Key Directions Statements bringing global best practice into the Australian context.**
- **Download: [www.aciucn.org.au](http://www.aciucn.org.au).**

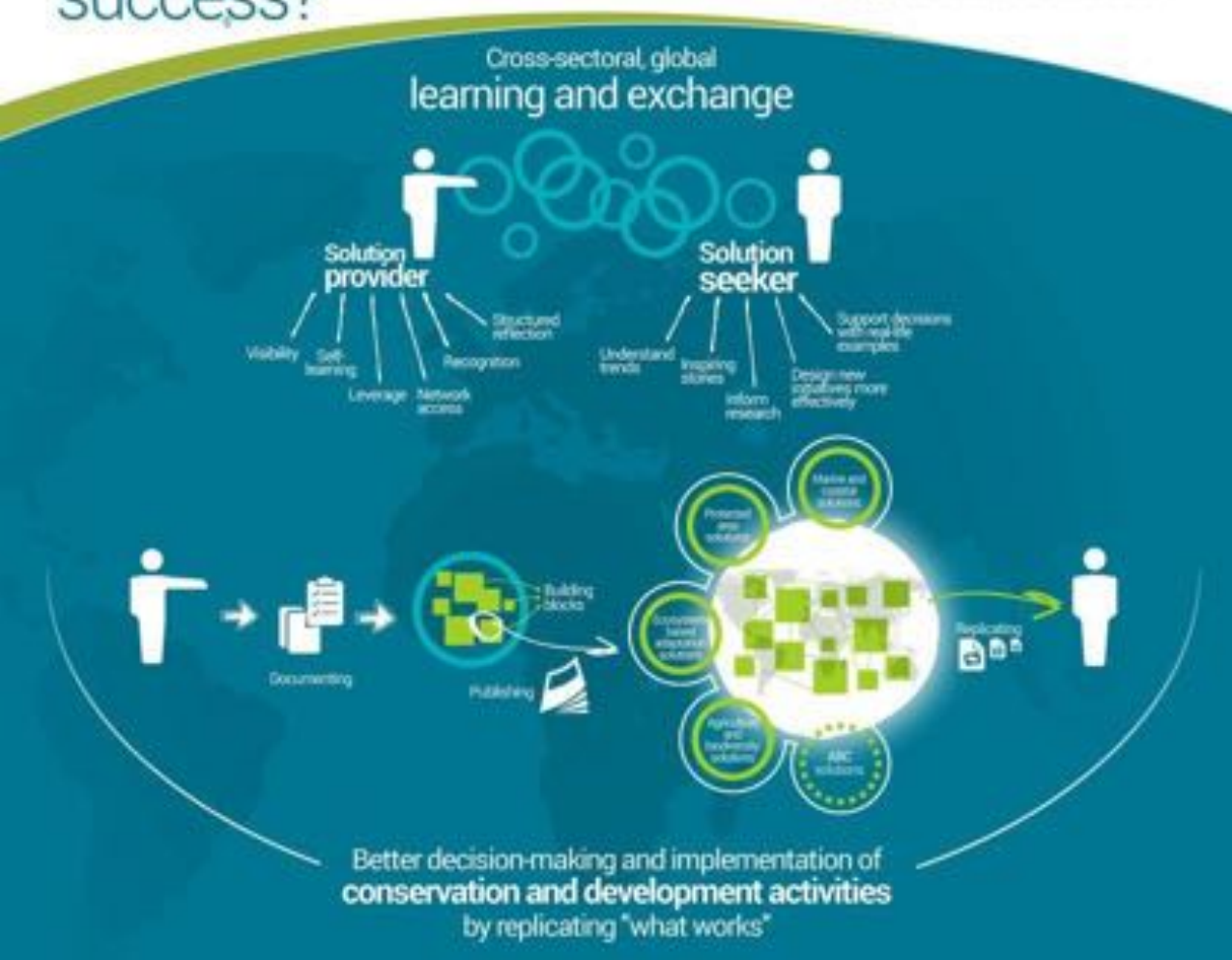
Tools: sharing best practices globally

# PANORAMA – Solutions for a Healthy Planet

What if  
we could learn  
from each other's  
success?

**PANORAMA**  
SOLUTIONS FOR A HEALTHY PLANET

- A partnership initiative to document and promote ... **inspiring, replicable solutions across a range of conservation and sustainable development topics**, enabling cross-sectoral learning and inspiration.
- PANORAMA **allows practitioners to share and reflect on their experiences, increase recognition for successful work**, and to learn with their peers how similar challenges have been addressed around the globe.



# PANORAMA – Solutions for a Healthy Planet



Q Explorer

Portals +

About

Collaborators

News

+ Contribute Solution



Successful examples from around the globe

Portals

All / Explorer

Protected areas

Marine and coastal

Ecosystem-based Adaptation

Agriculture and biodiversity

Business engagement

## PANORAMA Explorer

Explore 470 Solutions of 4 Portals

Solutions

Building Blocks

Q ecotourism

in

All solutions



Region +

Ecosystem +

Theme +

Search

# 38 Ecotourism Solutions

Full Solution

Empowering artisanal fishermen in manta ray ecotourism

by Kerstin Forsberg  
Planeta Océano

📍 Location

Tumbes Region, Peru



Full Solution

Communities leading sustainable Fisheries Management

by David Chacón  
COOPE Tárcoles R.L.

📍 Location

Tárcoles, Provinz Puntarenas,  
Costa Rica



Full Solution

Establishment of a financially sustainable model of private MPA management through ecotourism

by Sibylle Riedmiller  
Chumbe Island Coral Park Ltd (CHICOP)

📍 Location

Zanzibar Urban/West Region,  
Tanzania



Full Solution

Linking conservation and ecotourism in North



Full Solution

The impact of ecotourism on changing perceptions about a PA

by Dilya Woodward

📍 Location

Almaty Nature Reserve, in the town of Talgar (near Almaty City), Kazakhstan



Full Solution

Integrated approach for sea turtle conservation

by Lucía García  
Wildlife Rescue and Conservation Association



Full Solution

Restoration of degraded mangrove ecosystems

by Patricia Santos González  
CONANP

📍 Location

Quintana Roo, México



Full Solution

Concessions for Mangrove Conservation

by Daniela Johana Hill Piedra  
Subsecretaría de Gestión Marino y Costera – Ministerio del Ambiente del Ecuador



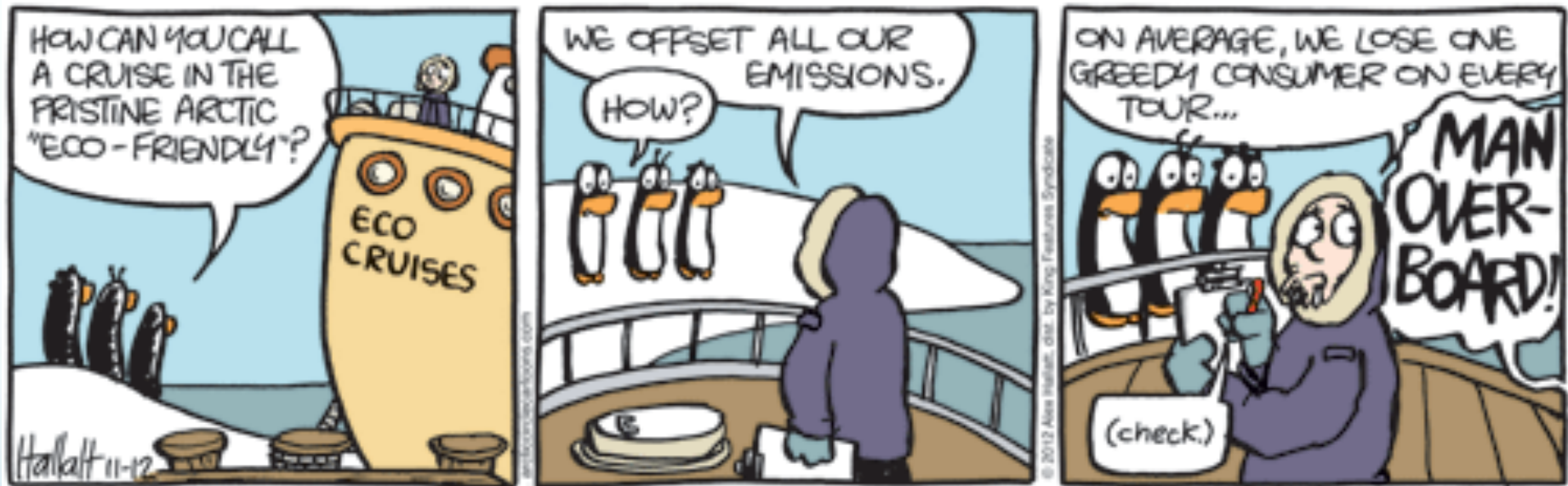
Government and business must come together on the interlinked issues of conservation, economic development and renewable energy. There are literally thousands of businesses, many in the tourism industry, that depend on an intact marine environment for their long-term survival.

— *Richard Branson* —

**AZ QUOTES**


<https://youtu.be/g2cAVcgHjic>

If all else fails –  
when your best practice policies as an ecotourism  
operator are ignored.....





# Australia as a world leader in Tourism and Protected Area Conservation

- 
- Nature based tourism is growing
  - Provides **enormous economic, social and environmental benefit** to Australia and its people when it is **managed effectively**
  - The Australian community of **ecotourism operators, national park managers and partners** has the **opportunity, capacity & responsibility to show world leadership – through best practice management, collaboration opportunities & information sharing**
  - Harness **best practice tools & share experiences** with colleagues globally to continue best practice.
- 