

EIAT Conference 2013

Training Program on Biodiversity and Tourism

In the framework of Biodiversity and Tourism Program



October, 2013

Overview

Background

System Component

Pilot Component

Capacity building component



Background

UNESCO Venice Office

SEE Knowledge Learning Platform



Demand vs Supply



Findings/Results

6 Faculties for Tourism from 6 countries in the region agreed to start
MA in Sustainable Tourism and Visitor Management



In 2012

Similar idea to meet following principles:

- Aim at promoting sustainable tourism
- Strengthening local economy and regional development
- Raise capacity of the knowledge and skills
- Maximize value of biodiversity potential
- Minimize impact on environment



Partners

- Government of the AP Vojvodina; SER
- University of Novi Sad; SER
- CTRS; SER
- University Danubias, Galati; RO
- Tourism Organization Ilok, CRO



Project Donor was GIZ with extensive cooperation of Danube Competence Center (DCC)



german
cooperation
DEUTSCHE ZUSAMMENARBEIT

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



danube
competence
center

Need was recognized in the fields of capacity development and areas where biodiversity component is needed to be developed



Why Training Program ?



We need region to be more:

Competitive

Lucrative

Branded

Better promoted and marketed

Better managed

Sold



Component 1

System Framework

Recognizing involvement of :

- Academia
- Public Sector
- Private Sector



System Component

Investigating the need of Protected Areas



System Component

Feasibility Study

Description of the Business

Market feasibility

Technical feasibility

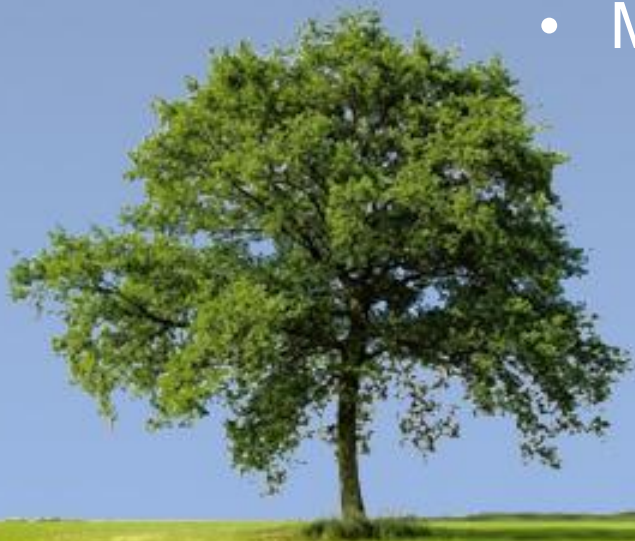
Economic feasibility

Organizational feasibility



Pilot Component

- Nature Park Lower Meadow of Lower Prut
- Special Nature Reserve Zasavica
- Nature Park Kopački rit
- National Park Fruska Gora
- Municipality of Sremski Karlovci region
- Municipality of Kladovo region



Pilot Component

Workshops

Cro/Ser/Ro



Capacity building

Training module development

- Destination management
- Product development
- Environment Protection vs Tourism
- Development
- Market Promotion
- Sustainable Tourism



What is the future of PAs'?

How do we balance EP/Tourism Development ?

How to get more with less ?

Ways of promotion ?

Ways of replication ?



Questions ?



Many thanks for your attention.

