



Programme  
funded by the  
**EUROPEAN UNION**



# *“Mediterranean Experience of EcoTourism”*





# What is IUCNMed?

Mediterranean Cooperation platform



- 13 Member States
  - 28 Gouvermental Agencies
  - 153 ONGs (from 22 Med Countries)
  - 15 affiliated
- TOTAL: 209**

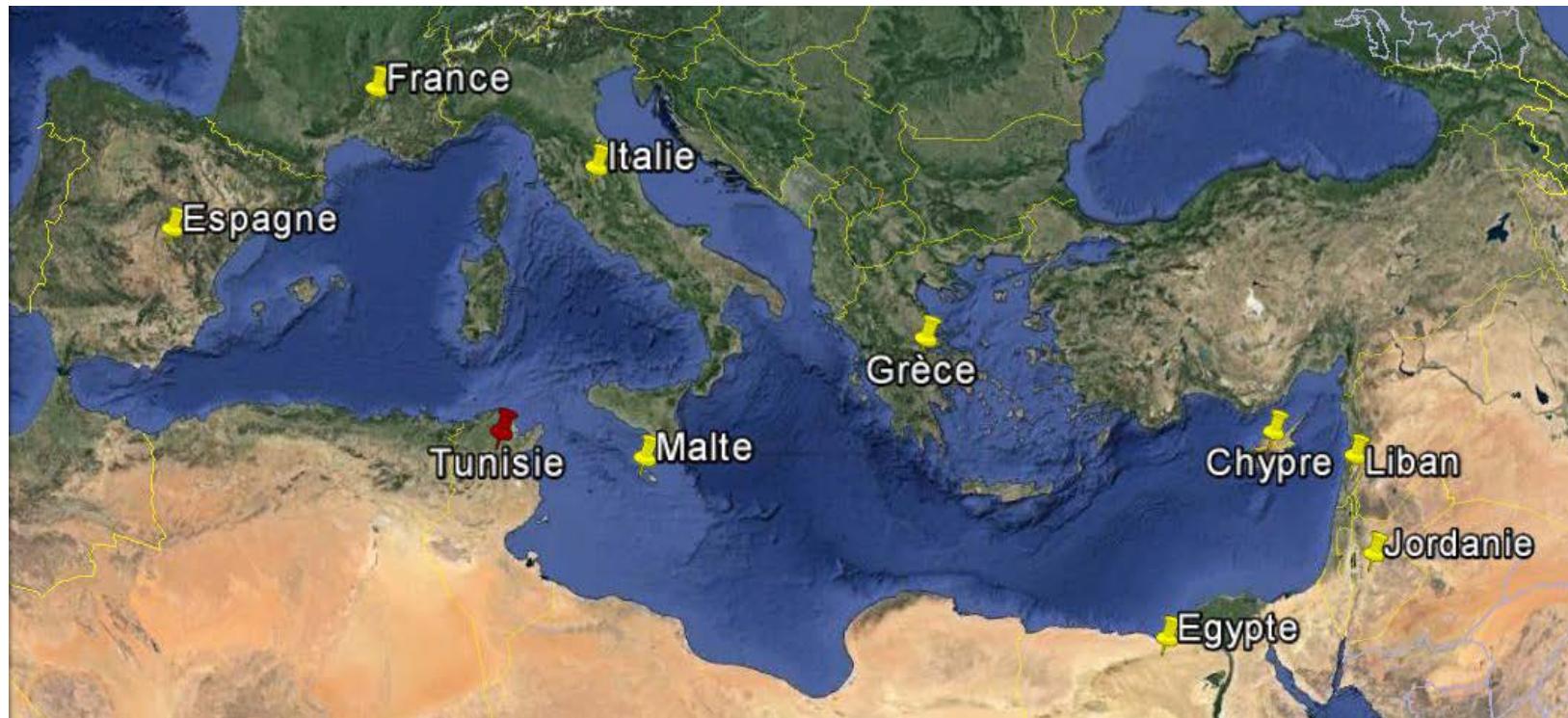
*To influence, encourage and assist Mediterranean societies in achieving both the conservation and sustainable use of natural resources, and sustainable development*



# MEET project



ENPI programme- Strategic projects call  
10 Mediterranean Countries (8 active)  
To be finished this year (2015)





# IUCN Business and Biodiversity



- **Integrating Business Skills into Ecotourism Operations**

- [http://www.iucn.org/about/work/programmes/business/bbp\\_work/by\\_sector/tourism/ecotourism/](http://www.iucn.org/about/work/programmes/business/bbp_work/by_sector/tourism/ecotourism/)

- **Integrating Biodiversity in Hotels & Resorts**

- [http://www.iucn.org/about/work/programmes/business/bbp\\_work/by\\_sector/tourism/hotels\\_resort\\_s/](http://www.iucn.org/about/work/programmes/business/bbp_work/by_sector/tourism/hotels_resort_s/)





# IUCN WCPA and Tourism



- [https://www.iucn.org/about/work/programmes/gpap\\_home/gpap\\_capacity2/gpap\\_wcpacap/gpap\\_tourism/](https://www.iucn.org/about/work/programmes/gpap_home/gpap_capacity2/gpap_wcpacap/gpap_tourism/)  
<http://planeta.wikispaces.com/tapas>
- Share news on our [Facebook Group](#)  
Share news on our [LinkedIn Group](#)  
Follow news on our Google+ [TAPAS Page](#)  
Read our developing [Communication Strategy](#)
- Upload photos to Flickr groups [City Parks](#)
- Tweet on Twitter

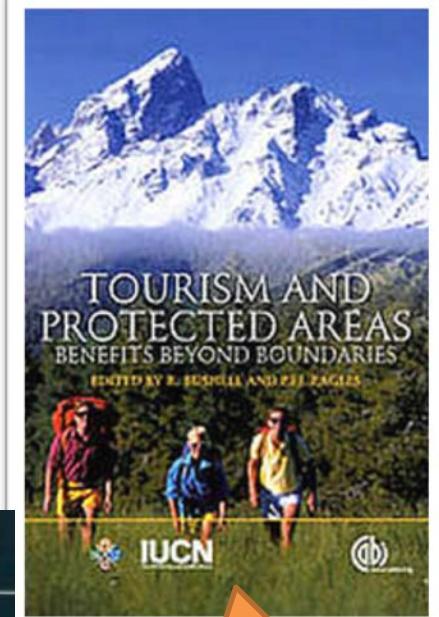
## TAPAS GROUP

Tourism and Protected Areas Specialist Group



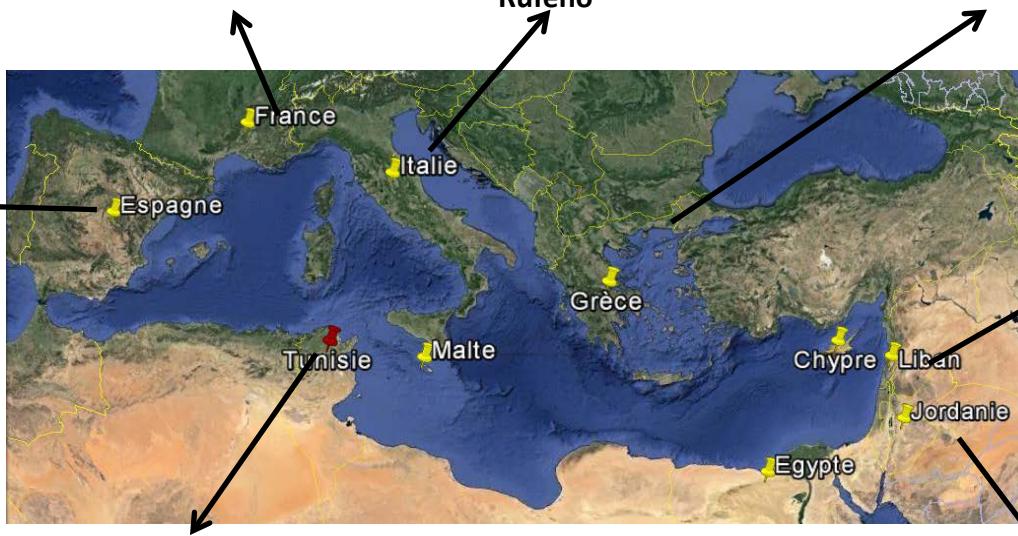
## Loving them to death?

Sustainable tourism in Europe's  
Nature and National Parks





- Aiguamolls de l'Empordà Natural Park
- Cap de Creus Natural Park
- Montgrí, Medes islands and Baix Ter Natural Park
- Cevennes National Park
- Mercantour National Park
- Dune Costiere Regional Park
- Appennino Lucano National Park
- Natural Reserve of Monte Rufeno
- Karpathos and Saria PA
- Samaria NP
- Ichkeul National Park
- Bourkornine Natoional Park
- Chikly Island Nature Reserve
- Shouf Biosphere Reserve
- Tyr coast Nature Reserve
- Jabal Moussa Reserve
- Ajloun Nature Reserve
- Mujib Nature Reserve
- Dana Nature Reserve





# Dana - Jordany





# Cevennes – France





# Ickheul - Tunisia





# Monte Rufeno - Italy



INTERNATIONAL UNION FOR THE CONSERVATION OF NATURE. Barcelona 18 March 2015. IV MFW



# Al Shouf - Líbano



INTERNATIONAL UNION FOR THE CONSERVATION OF NATURE. Barcelona 18 March 2015. IV MFW



# Sustainable Tourism in Protected Areas

## Guidelines for Planning and Management

Paul F. J. Eagles, Stephen F. McCool  
and Christopher D. Haynes

Adrian Phillips, Series Editor



**Pay per nature view**  
Understanding tourism revenues  
for effective management plans





# Why MEET project



- **Develop common approach /strategy for Ecotourism in the mediterranean**
- Project as a Destination Marketing Organization:  
**Mediterranean as an Ecoturistic Destination**
- Reinforce cohesion among PA in the mediterranean
- Inspiration from the **European Charter on Sustainable Tourism**





<http://www.meetwork.org/>



The Mediterranean Experience of EcoTourism Network

Who we are   What we do   Where we work   Why we MEET   Log In

- Network of PA (&partners) to be expanded in future (post 2015).
- Global Reference.
- Networking, cap building... (Certification?)





# More info?



- [www.medecotourism.org](http://www.medecotourism.org)

Logo for the MEET Project, featuring stylized green and yellow shapes resembling hills or sun rays.

Mediterranean Experience of Eco-Tourism

The European Union flag, consisting of twelve yellow stars in a circle on a blue background.

Project funded by the  
EUROPEAN UNION

Logo for ENPI CBC MED, featuring a circular pattern of colored dots and waves.

ENPI  
CBC MED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

MEET PROJECT ▾ PILOT ACTIONS ▾ NEWS ▾ NETWORK ▾

- [www.meetnetwork.org](http://www.meetnetwork.org)
  - @medecotourism

marcos.valderrabano@iucn.org