

**ECOACT Project Study Visit-1, 3rd and 5th of April 2017 , Ekologické centrum Orlov, o.p.s., Dům Natura (House of Nature), Plzeňská street #134, Přebíram, Czech Republic**

## 1. Welcome

The participants of the Study Visit-1 of ECOACT project were welcomed by Mr. Jan Ruml, Head of Ekologické centrum Orlov (ECO-ORLOV). He have given some information about ECO-ORLOV centre activities, studies and projects.

## 2. Adoption of the agenda

Study Visit-1 (Přebíram, Czech Republic hosted by ECO-ORLOV). All partner countries came together in Přebíram, Czech Republic in dates the 3<sup>rd</sup> and 5<sup>th</sup> of April in order to get more knowledge about the projects outcomes and studies /researches in terms of IO2 and IO3. During this meeting, the main topics of the Eco tourism training handbook has been determined and the road to preparation of GreenTravelMap on DestiNet.eu for Turkey (The Black Sea Region) has been also discussed.

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### Sunday, 2.4.2017: Arrival

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### Monday, 3.4. 2017: Workshop

9:00 - 9:30 Arrival of participants to meeting venue: Dům Natura /House of Nature/, Plzeňská street # 134, 261 01 Přebíram  
/GPS: 49°41'20.9" N 14°00'29.3"E/

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#### Morning session - introduction

**9:30 - 10:00** Welcome and official start of the meeting

**10:00 – 11:00** *Presentation of workshop programme and ECO Orlov as a hosting organization*

*Presentation of the aim of the meeting and working program in*

*IO 2: Need Assessment (Review and analyse existing European practice for Eco Tourism (TR, CZ, DE, SI and ES Samples)*

*O3- Adapt and develop Eco tourism training handbook and GreenTravelMap on DestiNet.eu for Turkey (Black Sea Region)*

**11:00 – 11:20** Coffee break

**11:20 – 13:00** *Partner reports - Presentation of Review and analyse existing European practice for Eco Tourism (TR, CZ, DE, SI and ES Samples) (project partners)*

**13:00 – 14:30** Official lunch – meeting with representatives of Eco Orlov and invited guests

#### Afternoon session

**14:30 – 18:00** *Partner reports - Presentation of Review and analyse existing European practice for Eco Tourism (TR, CZ, DE, SI and ES Samples) (project partners)*

**18:30** *Dinner*

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## Tuesday, 04.4.2017: Workshop

9:00 9:30 Arrival of participants to meeting venue, Dům Natura, Plzeňská 134, 261 Přebíram

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### Morning session - Project outcomes and results

**9:30 - 10:00** Introduction - program of day 2

**10:00 – 12:00** *Future steps for O3- Adapt and develop Eco tourism training handbook and GreenTravelMap on DestiNet.eu for Turkey (Black Sea Region)*

*Decide the Topics, titles, sub-titles for Eco tourism training*

*Necessary documents and results for GreenTravelMap on DestiNet.eu for Turkey (Black Sea Region)*

*Project outcomes and results, future steps*

**12:00 – 13:00** Lunch break

### Afternoon session –

**13:00 – 17:00**

*Topics, titles, sub-titles for Eco tourism training*

*Necessary documents and results for GreenTravelMap on DestiNet.eu for Turkey (Black Sea Region)*

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## Wednesday, 5.4. 2017: Workshop

9:00 9:30 Arrival of participants to meeting venue, Dům Natura, Plzeňská street # 134, 261 01 Přebíram

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### Morning session - introduction

**9:30 - 10:00** Welcome and official start of the meeting

**10:00 – 11:00** *To be continued*

*O3- Adapt and develop Eco tourism training handbook and GreenTravelMap on DestiNet.eu for Turkey (Black Sea Region)*

**11:00 – 11:20** Coffee break

**11:20 – 13:00** *Partner reports - Presentation of Review and analyse existing European practice for Eco Tourism (TR, CZ, DE, SI and ES Samples) (project partners)*

**13:00 – 14:30** Lunch break

**Afternoon** - Protected Landscape Area of Brdy -the unique landscape, populated by rare fauna and flora – the trip organized by Eco Orlov



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## Departure of participants

### 3. Evaluation on the O2 and O3 Activities and Outputs

#### 3.1.O2- Need Assessment (Review and analyse existing European practice for Eco Tourism (TR, CZ, DE, SI and ES Samples)

**Need Assessment (Review and analyse existing European practice for Eco Tourism-TR, CZECH, DE, SI and ES Samples):** Needs analysis and SWOT analysis which were designed by project team have been applied to staffs in already working ecotourism enterprises and not sufficiently educated guides in rural tourism, especially in Ecotourism and forest villagers and forest engineer in working rural/touristic areas.

**Applied Questionnaire:** The questionnaire has been prepared by experts and Academic staff at Project Partner and abroad partners to apply 120 staff working at ecotourism enterprises and not sufficiently educated guides in rural tourism, who are included in the target group in TR,CZ ,DE,SI and ES in terms of Sustainable and Ecological Tourism levels, skills and competences.

Respectively, ECOACT project team has presented their studies in terms of Need Assessment. At first, Ms. Hana Mayerova from The Nature Conservation Agency of the Czech Republic on behalf of Ekologické centrum Orlov. She has defined the strengths, threatens, weaknesses, opportunities of newly opened Brdy protected Landscape Area (part of the Orlov ).

Mr. Herbert Hamele from ECOTRANS, Germany, has presented European Tourism > Sustainable Tourism > Ecotourism: challenges and opportunities. He has given more information about the global Agenda2030 – a set of goals for mainstreaming sustainable tourism. The SDG 12 “Ensure sustainable consumption and production patterns “encourages all tourism stakeholders to give priority to the better choice:

Environmentally friendly,

Socially responsible,

Economically viable.

He has continued his presentation about “The European Ecotourism Labelling Standard – EETLS”. The EETLS is a standard, not a label by itself, but it can be also used as a label. It was developed by the ECO-DESTINET project and its follow up the European Ecotourism Network – ECOLNET - project . The structure of the EETLS is based on the Global Sustainable Tourism Criteria – a list of criteria developed for world-wide application by the Global Sustainable Tourism Council (GSTC) and is officially recognised by GSTC.

He has continued his presentation to explain the EETLS targets as following groups:

- ecotourism & sustainable tourism businesses
- ecotourism certification agencies
- ecotourism-related or nature-related NGOs
- protected area authorities
- regional and national authorities

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- European and international organisations related to ecotourism and sustainable tourism
- education institutions
- experts in the fields of tourism, tourism-related education and ICT).

He has mentioned about the Green Travel Map which supports the destinations in managing, monitoring and marketing sustainable tourism.



ECOTRANS has compiled a set of good practice examples for sustainable tourism and Ecotourism and published on DestiNet:

## Global "Atlas of Excellence"

The Destinet "[Atlas of Excellence](#)" contains more than 500 tourism services, destinations and initiatives world wide, being finalists or winners of one or several sustainable and responsible tourism [awards](#). See e.g. the European [VESTAS nominees](#), [EDEN Award](#), [Tourism for Tomorrow Award](#) or [Quality Coast Award](#) winners.

The list is continuously updated with new award winners, and with examples which have been selected by recognised sustainable tourism experts as good practices. Many of these examples can be seen as best practices for their time, achieving outstanding results. They give examples of how difficult changes can be made, how tradition can be combined with innovation, and how such changes maintain and raise the quality, diversity and competitiveness of a small business or destination. An example can be found in the [ECOLNET best practice list](#).



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A selection of about 50 good practice examples in destinations all over Europe has been keyworded with the Global sustainable Tourism criteria and the EETLS criteria. It is accessible here:

<http://destinet.eu/good-practices/good-practice-destinations-selection/best-practices-example>

For the descriptions the contributors have used the [DestiNet Best Practice template](#).

This template shall be used for further descriptions of good practice examples within the ECO-ACT project.

Mrs. Maria Imperl from KTRC Radece, Slovenia has given Slovenian ECOTOURISM good practice examples. One of these samples is Charcoal land Dole pri Litiji which was given information about the history of charcoal making in Slovenia and revival of traditional charcoal making. It is Sustainable tourism and a demand for high-quality charcoal. She has also defined the added value in terms of preserving the cultural landscape, reducing coalescence of grassland, performance of tending in young forests. Second sample is „Forest fruits – back to the roots“. It is importance of forest and other natural resources in Slovenia and it is promoting proper care and protection of our greatest renewable natural resource. It is also increasing recreational and tourist use of forests – awareness of positive benefits. She has mentioned about the survey among forest owners (knowledge of forest fruits, regulative,) and survey among Posavje region inhabitants (picking habits, motives). The third sample is “Best trail “competition”. There are over 380 theme trails in Slovenia. These are types of theme hiking trails:

- Cultural and ethnological trails
- Trails based on nature themes
- Trails based on sports and recreation themes

A theme trail must:

Be safe, be attractive, meet the needs of specific target groups of hikers, and be marked and maintained. All trails are also marked and equipped with information boards.

A competition in the area of tourism, spatial planning and environmental protection for the best theme trail.

Categories of:

- Impression and attractiveness
- Overall maintenance and management of the trail
- Quality of trail interpretation and tourist offer
- Accessibility and safety precautions
- The specific message individual trail carries

Mr. Ramazan BALI from General Directorate of Forestry, Turkey has presented general information about Black-sea region and detailed information of 4 pilot implementation areas (Bolu, Kastamonu, Giresun and Artvin), SWOT Analysis of each Plot implementation (4 Region), combination of SWOT Analysis of Pilot implementation ion areas and Conclusion. He has defined the methodology as SWOT Analysis which was made by face to face interviews and questionnaires and during the interviews and survey, he has pointed out that the eco-tourism destinations and main actors were asked to use for next steps of the project activities and that it was witnessed that negative responds and positive responds neutralized each other in whole Black Sea Region.

Mrs. Rosa M. Ricart from Forest Sciences Centre of Catalonia (CTFC), Spain has given ECOTOURISM good practice examples in terms of Catalonia region/Alp Mountain based on following points;

Legal situation

The state of the nature; Wildlife, Pastures, Socio-economic database, Landscape possibilities, Recreative areas,



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She has also defined the Alpine Skiing beyond to circuits such as all terrain, Motorbikes/quad, Bicycles, Horses, Refuge, Flying sports, Fruits and mushrooms.

She has given concrete information about APPS developed by CTFC such as:

- 1- PNIN Poblet: Poblet natural site guide
- 2- Trees and groves (guidebook or manual)
- 3- Solsona's Baroque
- 4- Solsona's Audioguide
- 5- "From the ground"

Other cases:

- Barrabés case: <http://www.barrabes.com/> - <http://www.barrabes.co.uk/> - <http://www.barrabes.co.uk/blog/blog.asp>

Not only a Ski & Mountain Store, but also "a virtual community" where we can find videos, news, reports, technical details, and so on related to ski & mountain.

- Poblet: Different mushrooms painted on the trees.

Please, see: <http://www.concadebarbera.info/en/things-do/family-activities/painted-mushrooms-hunting-castellfollit-valley-monastery-poblet>



-Walks towards the fields to enjoy how the almond trees are coming into full flower:

[http://www.lleidatur.com/Tourism/Planning\\_your\\_trip/Where\\_to\\_go/Lands\\_of\\_Lleida/La\\_Segarra.aspx](http://www.lleidatur.com/Tourism/Planning_your_trip/Where_to_go/Lands_of_Lleida/La_Segarra.aspx)  
<http://www.agriculturaltoursvalencia.com/tours/almond-blossom-tour-relleu-and-villajoyosa-alicante/>

-Bird-watching & photography tourism: <http://www.photo-logistics.com/>

-Montsec area & its centre for observing the universe

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The Montsec area offers a rich natural and cultural heritage. It is included in the plan of areas of natural interest (PEIN) defined by the Catalan Government (Generalitat de Catalunya). These natural areas enjoying a special protection to preserve its high ecological and landscape value. The variety of natural spaces at the Montsec makes it the ideal place for open-air sports and leisure activities in contact with nature, taking advantage of the elements and resources of the mountains, the valleys, the rivers and the lakes.

The quality of the Montsec astronomical sky is well-known. Several site-testing campaigns carried out in late 90s confirmed the site quality and its suitability to host an astronomical observatory. These campaigns involved an extended evaluation of meteorological data, the air stability and the air transparency. Light pollution at the OAdM was also found to be very low: the sky background brightness at the zenith in moonless nights averages  $22.0 \text{ mag-arcsec}^{-2}$ . This value indicates that this is a particularly dark site.

<http://www.parcasrtastronomic.cat/>

<http://www.oadm.cat/en/content/1/what-s-the-oadm.htm>



Other good examples: <http://www.femturisme.cat/en/routes/natura/legal-notice>

In Spain there is a website where all the Professional qualifications are registered. All the professional qualifications related to tourism-hotel industry are at:

[http://www.sepe.es/contenidos/personas/formacion/certificados\\_de\\_profesionalidad/hosteleria\\_turismo.html](http://www.sepe.es/contenidos/personas/formacion/certificados_de_profesionalidad/hosteleria_turismo.html)

The competent authority is INCUAL-Instituto Nacional de las Cualificaciones, Ministry of Education.

In order to gather information this kind of information from all partnership, all partners should answer these two questions:

### 1. PROFESSIONAL QUALIFICATIONS

**1.2 Please, enter the name of the competent authority to define, elaborate and update the professional qualifications in your country.**



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Finally, she has given information about REAL project:

**REAL** - "Reinforcing Entrepreneurship in Adult Learning" is a project aiming at providing teachers and students tools to implement Entrepreneurship in training and education. The partnership consists of 10 partners from 8 countries with USAK University from Turkey as coordinator. Within the project they have produced animated and other videos as well as content in Business Modelling and Entrepreneurship that can be useful for the target group of ECOACT project. The lessons available in English, Italian, Spanish, Bulgarian, Greek, Swedish and Turkish.

<http://www.realproject.net/>

<https://www.youtube.com/channel/UC-E4dy7eY-TXskkgOXD2aA>

### 3.2.O3- Adapt and develop Eco tourism training handbook and GreenTravelMap on DestiNet.eu for Turkey (Black Sea Region)

EETLS, EETLS handbook, evaluation, EETLS training for businesses and entrepreneurs.

ECOACT project team have evaluated the SWOT analysis, current resources, EU Best practices and Black Sea Region needs and they have move to ECOACT project outcomes. One of the concrete outcomes of the project is to develop a training programme (handbook) that has modules targeting the integration of innovative practices and best applications in EU with regard to EQF.

3.2.a Mr. Herbert Hamele, chair and lead expert for sustainable tourism certification of ECOTRANS also presented the Green Travel Map in Germany for public (certified tourism), the section green proves (certified for environmental sustainability certificate), the section management for managing interest tourism enterprises. We discussed how to use it as a model for ECOACT Project in Turkey /The Black Sea Region/ and other countries /CR, Spain, Slovenia/. The following steps are needed:

- 1- Complete list of certificates per countries /all project partner countries/
- 2- Register described certificates
- 3- Invite the certificate enterpriser to deliver their list of certificate tourism for mapping on Destiet
- 4- Implement national green travel map folders on DestiNet (CR, Spain, Slovenia, Turkey)
- 5- Introduction the folder administration (one person per country)
- 6- Administrate the folder
- 7- Prepare the presentation – green travel ITB 2018 (the world’s largest tourism trade fair in Berlin)
- 8- Agreement (The Ministry of Culture of Turkey) to support a presentation event

3.2.b Presentation of Greenways of the Czech Republic (behalf of ECO-ORLOV) by Mr. Daniel Mourek (Greenway Coordinator and Vice president of the European Cyclist Federation). Add the link to power point presentation  
The following results:

1-Turkey /Mr. Ramazan Bali/ will check the opportunities to see whether a Greenway System could be realize in The Black Sea Region (Ms. Anna Ilcikova - mediator between Mr. Daniel Mourek and Mr. Ramazan Bali).

2-Motivation and Intention to integrate the Greenway System into the Green Travel Maps (with an assistance of Mr. Daniel Mourek and Mr. Herbert Hamele).







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Adapt and develop Eco tourism training handbook:

ECOACT will use European Ecotourism Knowledge Network (ECOLNET) and Inspireco  
ECOACT project team will decide the main content (table of content) Eco tourism training handbook as follows;

Introduction

A – Introduction to the A Group

- A.1 Management System
- A.2 Legal Compliance
- A.3 Employee Training
- A.4 Customer Satisfaction
- A.5 Marketing Accuracy
- A.6 Design and Construction of Buildings and Infrastructure
  - A.6.1 Local Zoning
  - A.6.2 Design and Siting
  - A.6.3 Sustainable Construction
  - A.6.4 Disabled Access
- A.7 Interpretation
- A.8 Compliance of activities with special regulations in protected areas
- A.9 Raise visitors' sensitivity of the host destination

B – Introduction to the B Group

- B.1 Community Development
- B.2 Local Employment
- B.3 Fair-Trade
- B.4 Local Entrepreneurs
- B.5 Indigenous Communities
- B.6 Exploitation
- B.7 Equitable Hiring
- B.8 Employee Protection
- B.9 Basic Services

C – Introduction to the C Group

- C.1 Cultural Code of Conduct
- C.2 Historical Artefacts
- C.3 Protection of Sites
- C.4 Incorporation of Culture

D – Introduction to the D Group

- D.1 Goods and resources consumption
  - D.1.1 Purchasing Policy
  - D.1.2 Consumable Goods
  - D.1.3 Energy Consumption
  - D.1.4 Water Consumption
- D.2 Waste disposal
  - D.2.1 Wastewater
  - D.2.2 Solid Waste Disposal
  - D.2.3 Harmful Substances





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- D.2.4 Other Pollutants
- D.3 Wildlife and biodiversity
  - D.3.1 Wildlife Species
  - D.3.2 Wildlife in Captivity
  - D.3.3 Landscaping
  - D.3.4 Biodiversity Conservation
  - D.3.5 Interactions with Wildlife
- References

It will be finalized considering field studies, questionnaire results and pilot study results and evaluation reports. With regard to The Black Sea region Eco Tourism, Green Travel Map on DestiNet.eu for Turkey will be a new planning service for local, regional or national tourism marketing organizations and destinations, aiming to identify and map and raise the number of tourist attractions and products that demonstrably contribute to an environmentally friendly and socially compatible tourism in the destination area, proved by certificates, labels and awards for sustainable tourism. The maps can be used for both managing, marketing and monitoring the green tourism offer.

Next steps are defined in the online office:

Lead Organisation: General Directorate of Forestry

Adapt EETLS...could you please look on DestiNet web /I still do not have a password/

Pilot appl.

OS-WP1PM

### 3.3 ECOACT online office on DestiNet

- Introduction (restricted section)
- Registration of partners
- Folders

<http://destinet.eu/who-who/civil-society-ngos/eco-act-project/>

Project implementation – online offices (restricted to project partners)

<http://destinet.eu/who-who/civil-society-ngos/eco-act-project/implementation-office>

- Worksteps WP3
- Links to /submission of helpful material e.g. EETLS (ECOLNET, Inspireco) results to be used /adapted to ECOACT needs WP3b
  - Greenways CR - an idea to implement in the Black Sea Region
  - Green Travel Maps System - how to use it for Turkey

## **4-Next Study Visits**

There is written at the proposal that next meeting is going to take place in Germany, but due to ITB in Berlin (7-11 March 2018) it's going to take place in Solsona, Catalunya.

<http://www.itb-berlin.de/en/>

ECOACT Project team have agreed to come together in Solsona, Catalunya hosted by CTFC dates between 16-19.10.2017. In





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this meeting, the ECOACT project activities, outcomes, results and process will be evaluated whether there are any shortcomings according to project activity plan and IOs.

**ECOACT Skype meetings – montly- the first skype meeting in May 8 th at 11 a.m. CEST (Central European Summer Time)**

## **5-Submitting Mid-term reports**

ECOACT project team has define the task and important points in terms of mid-term report and they have agreed. All activity meeting reports, mailing lists, attendance sheets, survey field reports, questionnaire reports, pilot application reports, and all travel and subsistence documents will be submitted as mid-term reports on the dates determined by the National Agency and EU.

## **6-Next steps**

To prepare the table for next meeting

