

Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



## **Protected Areas and Tourism**

### **A Mutual Benefit Beyond their Borders**

by

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## IUCN's Involvement in Protected Areas and Tourism

### What is IUCN?

IUCN – The World Conservation Union, is a unique international organisation founded in 1948, which brings together the nature conservation community in order to achieve its vision of “a just world that values and conserves nature”. Its members from some 140 countries include over 70 States, 100 government agencies, and 750-plus NGOs. More than 10,000 internationally-recognised scientists and experts from more than 180 countries volunteer their services to its six global commissions. Its 1000 staff members in offices around the world are working on some 500 projects.

### How is IUCN involved in protected areas and tourism?

The IUCN - **World Commission on Protected Areas (WCPA)** is the world's leading global network of protected area specialists.

WCPA has some 1300 members from over 140 countries. WCPA is centrally coordinated by a steering committee and supported by the [IUCN Programme on Protected Areas](#) (PPA). It is organised geographically, thematically and functionally.

WCPA's international mission is to promote the establishment and effective management of a world-wide representative network of terrestrial and marine protected areas, as an integral contribution to the IUCN mission.

WCPA has the following objectives:

- a. to help governments and others plan protected areas and integrate them into all sectors, through provision of strategic advice to policy makers;
- b. to strengthen capacity and effectiveness of protected areas managers, through provision of guidance, tools and information and a vehicle for networking;
- c. to increase investment in protected areas, by persuading public and corporate donors of their value; and
- d. to enhance WCPA's capacity to implement its programme, including through co-operation with IUCN members and partners.

In 1996, WCPA established a Task Force on Tourism and Protected Areas (chair: Paul F. J. Eagles) to respond to an emerging need to develop a broader understanding of the complex relationship between the two thematic areas.

On the occasion of the International Year of Ecotourism (2002), IUCN WCPA published “**Sustainable Tourism in Protected Areas – Guidelines for Planning and**

Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

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**Management**” as a practical tool to assist protected area managers and other stakeholders (including the tourism industry) in the planning and management of protected areas to ensure that tourism can develop in a sustainable fashion, while respecting local conditions and local communities.

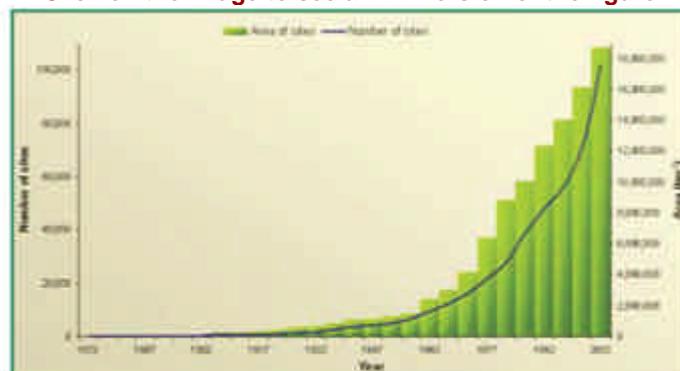
WCPA organised the Vth World Congress on Protected Areas (WPC) - "Benefits Beyond Boundaries", which took place in Durban, South Africa, in 2003. This event has been critical in establishing a forward agenda for protected areas in the 21<sup>st</sup> century. It will also guide IUCN's work on protected areas in the ensuing decade. WPC issued a Recommendation on **“Tourism as a Tool for Conservation and Support of Protected Areas”** addressed to CBD/COP7 (Kuala Lumpur – Malaysia – Feb. 2004).

## Protected Areas

### State-of-the-Art

The [2003 United Nations List of Protected Areas](#) released at the Vth IUCN World Parks Congress in Durban, South Africa, the most comprehensive report ever on parks. It includes [World Heritage Sites](#), Biosphere Reserves and other sanctuaries ranging from the biggest national park: Greenland, which spans 97 million hectares, to privately-owned sites covering as few as ten square kilometres. The report, compiled by [UNEP's World Conservation Monitoring Centre \(UNEP-WCMC\)](#) in collaboration with [IUCN](#) and its [World Commission on Protected Areas \(WCPA\)](#), illustrates growth in areas being set aside for conservation.

Cumulative growth in protected areas by 5-year increment: 1872-2003  
[Click on the image to see a PDF version of the figure](#)



Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



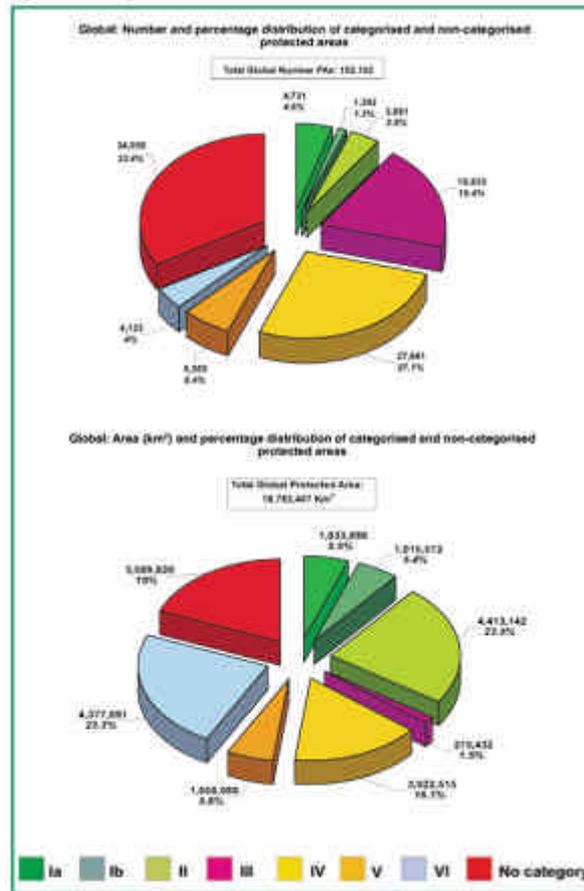
The report **lists 102,102 sites** covering an area of 18.8 million square kilometres of which 17 million square kilometres – equating to **11.5 % of the Earth's land surface**, is terrestrial. Protected areas now cover more land than that under permanent, arable, crops.

◆ Since the Earth Summit in Rio, developing country governments have demonstrated extraordinary commitment and over 40% of protected area sites are today found in such countries.

◆ Overall, Europe leads the way in terms of the numbers of protected areas with over 43,000 listed followed by North Eurasia, nearly 18,000; North America, over 13,000 and Australia and New Zealand with close to 9,000. The Pacific, with around 320, has the fewest. There are nearly 4,390 in Eastern and Southern Africa with a further 2,600 in Western and Central Africa.

### World's Area Protected

[Click on the image to see a PDF version of the figure](#)



- ▶ South America, with nearly four million square kilometres of protected areas, tops the list in terms of percentage of land in protected areas. Close to 42 % of the region is held in protected areas.
- ▶ Protected areas cover 1.6 million square kilometres or over 14.5 % of Eastern and Southern Africa and over 1.1 million square kilometres or over 10.5 % of land in Western and Central Africa.
- ▶ The Pacific has over 20,000 square kilometres of protected areas representing about 1.5 % of its land area.

## The IUCN Protected Area Management Categories

### Definition of a Protected Area

Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



An area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.

**Category Ia:** Strict nature reserve/wilderness protection area managed mainly for science or wilderness protection

**Category Ib:** Wilderness area: protected area managed mainly for wilderness protection

**Category II:** National park: protected area managed mainly for ecosystem protection and recreation

**Category III:** Natural monument: protected area managed mainly for conservation of specific natural features

**Category IV:** Habitat/Species Management Area: protected area managed mainly for conservation through management intervention

**Category V:** Protected Landscape/Seascape: protected area managed mainly for landscape/seascape conservation or recreation

**Category VI:** Managed Resource Protected Area: protected area managed mainly for the sustainable use of natural resources

Classification of Worldwide Protected Areas following IUCN Management Categories (*from P. Eagles – 2001 – International Trends in Park Tourism*)

IUCN Category	Percent of Protected Areas	
	% of total number	% of total area
Ia. Strict Nature Reserve	14	7
Ib. Wilderness Area	3	7
II. National Park	11	30
III. Natural Monument	7	1
IV. Habitat/Species Management Area	37	19
V. Protected Landscape/Seascape	18	8
VI. Managed Resource Protected Area	10	27
Total	100	99



## Comments

- 67% of the world's protected areas have been assigned an IUCN management category, covering 81% of the total area protected.
- Protected areas are categorised according to their primary management objective.
- There are hundreds of different national names for protected areas. The IUCN guidelines are not intended to result in the re-naming of these reserves.
- All categories are equally important and equally relevant to conservation. It should be noted, however, that some countries may not contain the potential for using all categories.
- The categories imply a gradation of human intervention, ranging from effectively none at all in the case of some Category I areas, to quite high levels of intervention in Category V areas. Since Category VI was added to the system later it does not fit neatly into the general pattern, but lies conceptually between III and IV.
- As the system is based on management objective, it is essentially neutral about the managing agency or landowner. More particularly, there is no presumption that any category will be owned or managed by the State.
- In the order of 30 billion € every year is needed for protected areas worldwide to safeguard biodiversity. Estimates indicate that only € 5.4 billion is currently spent on protected areas. However the economic benefits they contribute are over a hundred times higher than the 30 billion € needed - another proof of the economic importance of protected areas.
- Private reserves are often found adjacent to major public parks. But in Category V and VI there are extensive tracts of privately-owned land which are important for their contribution to landscape protection and biodiversity conservation. Another rapidly growing area is that of indigenous, aboriginal and community-owned protected areas (Beltran, 2000 in Eagles, McCool and Haynes, 2002).

## Tourism and Protected Areas

### Economic Importance of Tourism in Protected Areas

In the Australian Great Barrier Reef Marine Park, sustainable tourism generates ten times more revenue than fishing would.

In Canada, 28 million people visit the 41 National Parks every year. National parks and national historic sites contribute 740 million € and 38.000 jobs to the Canadian economy.

Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



But in general, economic evaluation data of this kind are scarce, and often unreliable when available. As a result, societies and governments tend to undervalue the benefits derived, and therefore do not provide the funds needed to maximise the flow of benefits (Eagles, McCool and Haynes, 2002).

### **Tourism in Protected Areas: Some Key Points**

Apart from Category Ia (Strict Nature Reserves), nature-based tourism is possible in every category of protected areas

Tourism is vitally important for protected areas for at least 3 reasons:

- ✓ it raises awareness and convert people to conservation
- ✓ it creates revenues both for the management of protected areas and for sustaining life of local communities
- ✓ it helps preserving indigenous cultural identity.

But tourism also poses a threat to fragile ecosystems and may be used to generate profits as a last resort, thus generating instability in the management of natural resources.

It is also important to inform visitors of the threats that international trade of exotic species, including locally-made handicraft create.

In order to provide a better information internationally, IUCN produces every year **The Red List of Threatened Species** where more than 12.000 species facing extinction are described. See: [www.iucnredlist.org](http://www.iucnredlist.org)

Together with WWF, IUCN is also running a joint programme named TRAFFIC to ensure that trade in wild plants and animals is not a threat to the conservation of nature. See: [www.traffic.org](http://www.traffic.org)

Wealthy countries like in most European countries can afford to provide for free, or almost free, like in North America, nature-related services to their citizens. This is certainly not the case in all developing and emerging countries, where nature conservation and leisure activities are low on the priority agenda of governments. In these countries nature-based tourism is one of the very few means to insuring the conservation and sustainable use of nature. But the latter implies however that a long term commitment is being made by international donors to support these initiatives, which is always difficult to obtain.

- ✓ In Canadian national and provincial park agencies fees provide an overall average of 17% of the budgets (Van Sickle and Eagles, 1998), while in the USA

Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



33.8% of state park budgets are recovered from various types of tourism fees (McLean, 1999).

- ✓ The South African National Parks (SANP) system is now at 80% budget recovery from tourism (Msimang, 1999, in Eagles, 2001). SANP now operates an impressive array of tourism businesses in the national parks.
- ✓ Costa Rica had over 1 million international visitors in 1999, out of which 66% visited at least one protected area. The tourism revenue of the country is now close to 1 billion €.

## **Some initiatives aimed at developing a friendly relationship between protected areas and tourism**

### **The Goose with the Golden Eggs**

**The Dutch National Committee of IUCN has developed a role-play for tourism students, in which they gain insight in the different interests of tourism stakeholders and have the task to come to a sustainable proposal for resort development.**

Digital version available on request at [tourism@nciucn.nl](mailto:tourism@nciucn.nl)

### **Gîtes Panda**

“Gîte Panda” (Panda Lodging) is a label awarded by WWF in France and Belgium to accommodation in rural areas, mostly in national and regional parks.

To get the label, the owner (or manager) must comply with several requirements:

- ✓ lodging must be in a high quality environmental setting
- ✓ kits and documentation to understand and watch nature must be provided
- ✓ nature on the estate must be protected (an initial survey is provided by the park scientists)

Such a label helps maintaining farming in rural areas while improving nature conservation and farming practices.

More at: [http://www.wwf.fr/nature/panda\\_1.php](http://www.wwf.fr/nature/panda_1.php)

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Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



CONSERVATION INTERNATIONAL (CI) and NATIONAL GEOGRAPHIC TRAVELER magazine (TRAVELER) seek to recognize leading examples in the tourism industry that are helping to protect our planet's natural and cultural heritage. The World Legacy Awards honour businesses, organizations and places that have made a significant contribution to promoting the principles of sustainable tourism including the conservation of nature, economic benefit to local peoples and respect for cultural diversity.

There are four categories of awards:

- ✓ Nature Travel,
- ✓ Heritage Tourism,
- ✓ General Purpose Hotels and Resorts,
- ✓ Destination Stewardship

More at: [www.wlaward.org](http://www.wlaward.org)

## **The European Charter for Sustainable Tourism in Protected Areas**

In 1995 EUROPARC took the initiative to set up the European Charter for Sustainable Tourism in Protected Areas, with a project funded by the EU's LIFE programme and led by the Fédération des Parcs naturels régionaux de France on behalf of EUROPARC.

Ten European pilot parks together with representatives of the tourism industry and NGOs active in the tourism and environment fields, contributed their combined experience and wisdom and outlined their needs. A final version of the Charter was published in 2000, with 21 parks from Austria, France, Germany, Italy, Portugal, Spain and the UK signing a letter of intent.

The Charter commits signatories to implementing a local strategy for 'sustainable tourism' defined as: 'any form of development, management or tourist activity which ensures the long-term protection and preservation of natural, cultural and social resources and contributes in a positive and equitable manner to the economic development and well-being of individuals living, working or staying in protected areas.'

The Charter defines the shared responsibilities of the protected area authority, the tourist businesses and tour operator. It is divided into four sections:

- Introduction – defining the principles of sustainable tourism in protected areas
- Sustainable tourism for the protected area
- Sustainable tourism for tourism businesses in the area
- Sustainable tourism for companies organising tours in or to protected areas

Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



More at: <http://www.europarc.org/international/europarc.html>

## PAN Parks, Europe

WWF founded PAN Parks in partnership with the Dutch leisure company Molecaten in 1997. The preparatory phase ended in 2002 when verification of protected areas started on the field based on Principles and Criteria (P&C).

PAN Parks aims to create economic incentives for conservation of nature by changing tourism from a threat into an opportunity by building partnerships with nature conservation organisations, national parks, tourism businesses, local communities, and other interest groups on a local, national and international level.

PAN Parks are certified after passing an evaluation which is carried out by independent experts, in accord with PAN Parks Principles, Criteria & Indicators (P&C). The P&C form the core of the PAN Parks project. There are five PAN Parks principles; covering relevant environmental, social, economic and cultural aspects.

More at: [www.panparks.orgMEuropeans](http://www.panparks.orgMEuropeans)

## Conclusions

The prime areas for nature-based tourism are obviously those that are legally protected, since they offer the best guarantee for maintaining their attractions in the long term. Thus protected areas, being locally or internationally recognised, offer a tremendous potential for tourism and leisure activities.

Ecotourism and protected areas management share a common objective: provide the public access to outstanding natural and cultural heritage. The sustainability of this partnership however can not be achieved if tourism is neither environmentally friendly nor providing sufficient financial return to local communities and park managers.

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Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



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Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El turisme en un planeta viu

Ponent: Jean Claude Jacques



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<http://www.iucn.org/themes/wcpa/wpc2003/pdfs/outputs/wpc/recommendations.pdf>

## Useful Links

IUCN – The World Conservation Union: [www.iucn.org](http://www.iucn.org)  
IUCN World Commission on Protected Areas – Task Force Tourism and Protected Areas: [www.iucn.org/wcpa/theme/tourism/tourism.html](http://www.iucn.org/wcpa/theme/tourism/tourism.html)  
IUCN Regional Office for Europe: [www.iucneurope.org](http://www.iucneurope.org)  
IUCN Dutch National Committee:  
[www.nciucn.nl/english/projects/tourism/biodiversity\\_tourism.htm](http://www.nciucn.nl/english/projects/tourism/biodiversity_tourism.htm)  
The International Ecotourism Society: [www.ecotourism.org](http://www.ecotourism.org)  
Conservation International: <http://www.conservation.org/xp/CIWEB/home>  
The Nature Conservancy : <http://nature.org/>  
Birdlife International: <http://www.birdlife.net/>  
Natura 2000 Network: [www.europa.eu.int/comm/environment/nature/](http://www.europa.eu.int/comm/environment/nature/)  
Fédération des Parcs naturels régionaux de France: <http://www.parcs-naturels-regionaux.tm.fr/>  
European Centre for Ecological and Agricultural Tourism : [www.eceat.org](http://www.eceat.org)

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