

Ecotourism and certification in Poland

**Seminary:
Creation of conditions for a certification system for
ecotourism in the Baltic Sea region
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Agenda

1. Ecotourism in Poland
2. Tourists vs. Natura 2000
3. Ecolabels in Polish tourism industry
4. Closing remark



Ecotourism in Poland

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- In Poland there are great conditions for developing ecotourism (a variety of regions with beautiful landscapes, rich, bio-diverse environments, and small-scale organic and traditional farms).
- Tourists appreciate the opportunity to visit conservation areas.

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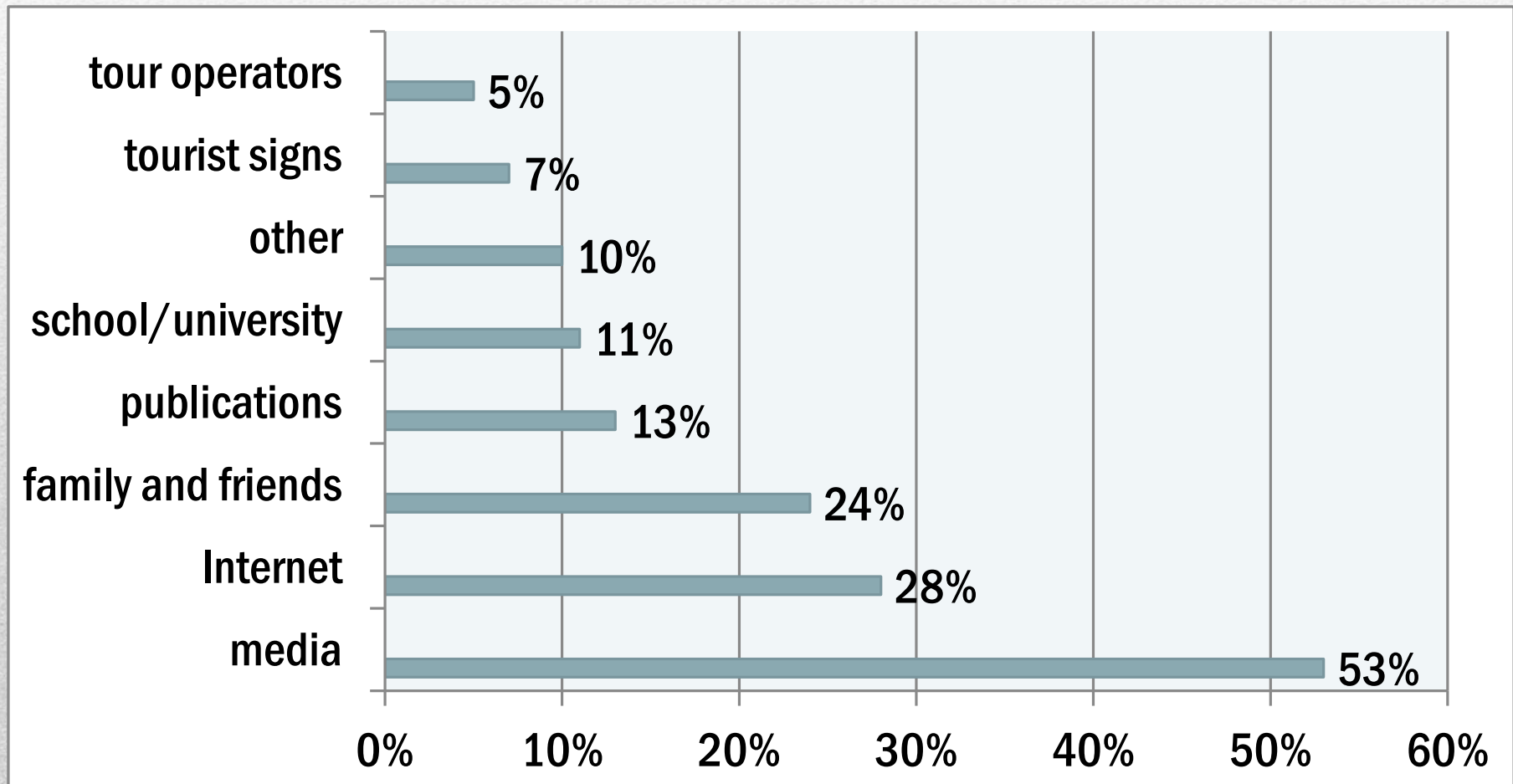
- Tourists often mistake ecotourism with agrotourism.
 - There is a lack of high qualified guides, who can show tourists the nature.
 - Cooperation between ecologists and tour operators is poor.
 - Tourism industry needs special training courses and suitable information about environment in tourism destinations.
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Tourists vs. Natura 2000

Tourists have problem with finding detailed information about environment.

Types of information sources about Natura 2000 network





Tourists vs. Natura 2000

- According to Polish tourists opinion it is local government responsibility to protect environment and tour operators do not play a significant role in it.
- Tour operators should cooperate with local government in order to provide suitable conditions for developing ecotourism.



Ecotourism in Polish tourism industry

- In Poland, we do not have our own, well-known ecolabel for the ecotourism.
- Hotels and other accommodation providers are interested in European ecolabels such as The Green Key and The Flower.
- In near future Institute for Sustainable Development is going to work with agrotourism and try to convince this part of tourism industry to the concept of ecolabelling in ecotourism.
- We are planning to put great stress on accommodation providers who live near to conservation areas, in particular Natura 2000 sites.



We try to create conditions in which ecolabels become a proof that the traditional rural environment as a vital natural and cultural resource can be protected, enjoyed and profitable in the same time.



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<http://natura2000.org.pl/en/>

<http://www.ine-isd.org.pl/lang/EN/>
