

Ecotourism and sustainable development – small BEF experience



Žymantas Morkvėnas, Kęstutis Navickas Baltic environmental forum Lithuania
Zymantas.morkvenas@bef.lt , www.bef.lt

Promoting rural development and sustainable farming to maintain nature and culture heritage





Nature itself does not need protection, so why shall we protect it?

Preserving nature - a need, which comes from society itself. It's driven by different motivations: ethical, aesthetical, safety, memories of „old days”, excuse and compensation on nature destruction, solidarity with other living creatures on the planet, etc.

- Therefore people shall be involved in the process, not excluded.
- Therefore nature shall be protected with people and not from people.
- Therefore we have to feel connection with nature in order to understand its value and necessity to be protected.
- Therefore initiatives, which brings people to nature and engage are keystone to successful nature conservation.



Labeling products and services, which supports values of Protected areas



Targeted areas of products/services:

- Providers of tourism services;
- Producers of agricultural goods and food;
- Craftsmen.

Benefits provided by the label:

- Service providers: marketing tool, highlighting exceptional value, targeted advertising;
- Protected area: a network of supporters who promote values and goals of protected area, help serving people;
- Customer: guidance of selecting the product/service, tested quality, opportunity supporting people of common value;



Labeling products and services, which supports values of Protected areas

Examples of criteria for services:

- Location in or near protected area;
- Highlighting ethnographical features, local traditions;
- Acting as mini-information center;
- Use local products, employ local people, provides local and traditional food;
- Waste sorting, environmental household chemicals etc.



Examples of criteria for products:

- Producer respects fair trading;
- Employed local people;
- Raw materials gathered respecting environmental requirements;
- Products made by involving traditional processes;

Specific criteria may vary depending on specific protected area and its outstanding universal value



Labeling products and services, which supports values of Protected areas

Procedures and administration of the labeling process:

- The applicant for the label is evaluated and decision taken by special commission;
- Members of the commission shall be representatives from local self-government, communities, local NGOs, protected area administration;
- If application approved – right of using the label is free of charge.

Future task/improvements needed:

- More intensive marketing campaign;
- More intensive work with labeled business operators needed to raise their knowledge, skills , experience exchange how to serve customers and nature.
- Quality supervision and coordination body shall be solved.
- Etc.



Keliaujantiems lėtai
www.maps.lt/keliaujantiemsletai

Naujas interaktyvus Maps.lt įrankis
Lietuvos saugomų teritorijų lankytojams

- ✓ Šimtai lankytinų objektų
- ✓ Dešimtys pažintinių maršrutų
- ✓ Nuotraukos su aprašymais
- ✓ Galimybė atsispausdinti žemėlapių su schema
- ✓ Informacija keliaujantiems pėsčiomis, dviračiais, vandens transportu ir automobiliais
- ✓ Nuolat pildoma ir atnaujinama parkų specialistų

We encourage people get experience and connection to nature



Critical path:

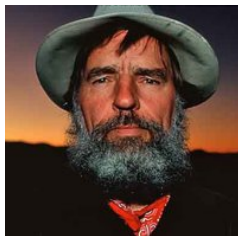
experiencing nature > reveal personal connection > valuating nature > understand/justify nature conservation need > get involved taking action.

Goals:

- Provide tools and facilitate people's experiencing and exploring nature;
- Exploring nature involving all senses (see, touch, hear, taste, smell) and emotions;
- Promote exploring nature nearby instead of "hunting rare species";
- Promote cultural heritage and sustainable lifestyle;
- Involve public and business solving environmental problems;
- Establish self-sustaining initiative by public and business support;



Donella Meadows: "Slowing down could be the single most effective solution to the particular save-the-world struggle".



Edward Abbey: "It's not enough to fight for the land, it's even more important to enjoy it. While you can. While it's still here."

What we do: “Slow travelling” concept: promoting ideology and web platform of travelling routes;



- Apie mus
- Pranešk
- Maršrutai
- Veiklos gamtoje
- Įsitrauk
- Visuomenės labui
- Kontaktai

Lankytini objektai / Kelionės maršrutai



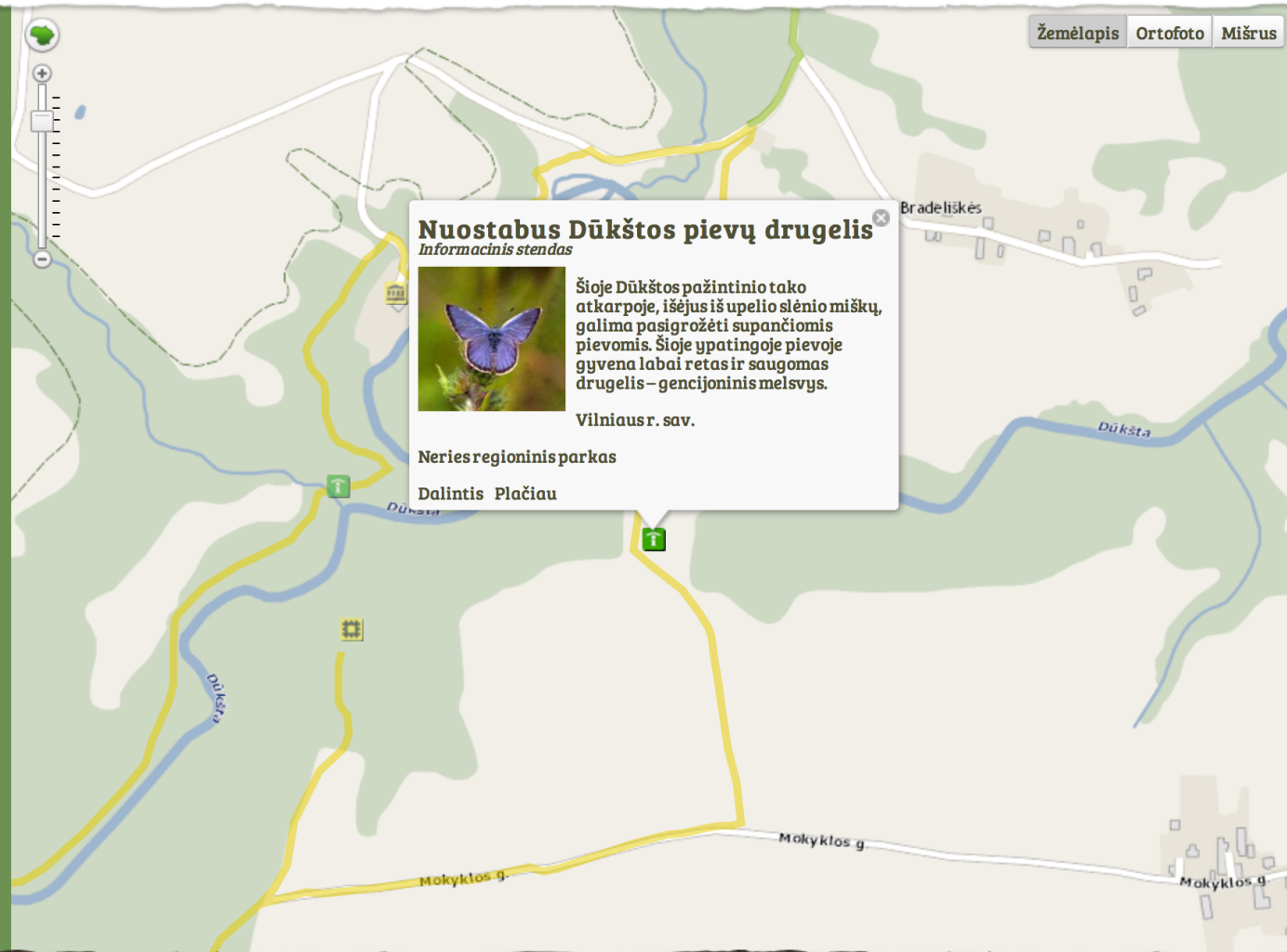
Dūkštos pažintinis takas
Pėsčiomis
Trukmė: 3 val.
Maršruto ilgis: 5,00 km

Dūkštos pažintinis takas - tai vienas sudėtingiausių, daug fizinių jėgų reikalaujantis, tačiau patys įdomiausias Neries regioninio parko maršrutas. Keliaudami juo aplankysite tris piliakalnius, dvi aukštas atodangas, galėsite apkabinti stambiausią apylinkėse, beveik 5 metrų apimties, Šventąjį Daubų qžuolą.

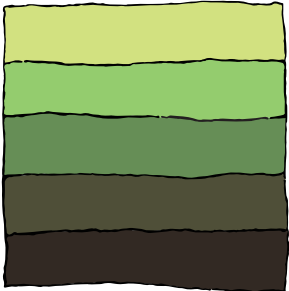
Saugomos teritorijos: Neries regioninis parkas
Dalintis Parodyti žemėlapyje Plačiau

Maršruto išsklartinė

- Dūkštos tako atkarpa Dūkštų qžuolyne
- Tako atkarpa dešiniu Dūkštos upelio krantu, nuo automobilių stovėjimo aikštelės iki Karmazinių piliakalnio
- Dūkštų atodanga
- Gilioji griova
- Paslaptiniai Dūkštos slėnio gyventojai
- Bradeliškių vandens malūnas
- Karmazinių piliakalnis
- Karmazinių atodanga
- Tako atkarpa nuo Karmazinių piliakalnio iki qžuolų kalno regyklos



What we do: Nature experiences workshops;



gamtoje.org



What we do: Providing guidance for individual nature exploring (e.g. audio-guides);



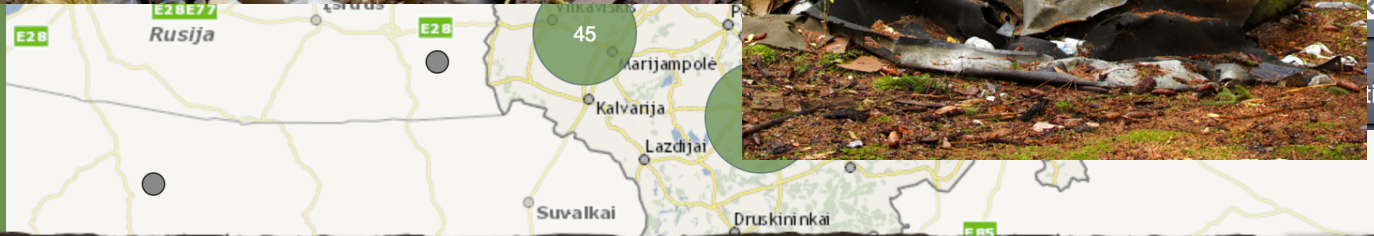
What we do: Involving society mapping environmental problems in nature for solution oriented process;



-  Gamtoje
-  Įsitrauk
-  Visuomenės labui
-  Kontaktai



PAREMK



We are on the baby phase still and will jump into mud a lot of times. Please join!

