STUDY ON ECOTOURISM Development

Romania

Portugal

Italy

Martinique

Greece
Study on ecotourism development
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Foreword

Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism’s perceived potential as an effective tool for sustainable development is the main reason why partner countries are now embracing it and including it in their economic development and conservation strategies. Ecotourism, as an alternative tourism, involves visiting natural areas in order to learn, to study, or to carry out activities environmentally friendly, which enables the economic and social development of local communities. It focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and their habitats, as well as cultural artifacts from the locality. A symbiotic and complex relationship between the environment and tourist activities is possible when this philosophy can be translated into appropriate policy, careful planning and tactful practicum. Carefully planned and operated ecotourism sites, especially if it is village-based and includes local participation, is able to provide direct benefits that might offset pressure from other less sustainable activities that make use of natural and cultural resources. Ecotourism, natural resources, cultural heritage, rural lifestyle and an integrated tourism is a type of local economic activities. Therefore, ecotourism in natural and cultural areas was carried out with a number of elements in their natural landscape and cultural landscape (water, vista, topography, vegetation, clean air), as well as in the variety of recreational activities suitable for all kinds of environments. Therefore, ecotourism and its natural assets and raw materials to create, as well as directing people to travel is an attractive force. Ecotourism helps in community development by providing the alternate source of livelihood to local community which is more sustainable. Its aim is to conserve resources, especially biological diversity, and maintain sustainable use of resources, which can bring ecological experience to travellers, conserve the ecological environment and gain economic benefit. However, achieving the aims in ecotourism depends on whether they are environmentally and ecologically sustainable and economically applicable.

Ecotourism contributes to conservation of biodiversity; sustains the well-being of local people; involves responsible action on the part of tourist and the tourism industry; promotes small and medium tourism enterprises; requires lowest possible consumption of natural resources; stresses local participation, ownership, and business opportunities, particularly for rural people; and above all includes the learning experiences. For ecotourism, in order to encourage patterns of sustainability, which can benefit local communities, protect the environment, and be economically viable, it must be comprehensive and account for the complexity of issues that have been mentioned in this study.
CHAPTER I

(Eco) tourism development policies at local/regional/national/European level

1.1. European policies

Although tourism does not represent an area of activity with harmonized regulations at the entire European Union level (thus necessitating a harmonized policy on tourism, common for all European states), the provisions of the Treaty on the European Community (the Maastricht Treaty) introduced the possibility for the Community to take “actions” in the field of tourism (according to the provisions of the Article 3.1.u), thus contributing to the achievement of convergence objectives at Community level, like economic growth or employment, economic and social cohesion or sustainable development. However, any Community measure in this field necessitates a unanimous vote from the Union’s member states, in order to be adopted (according to article 308 of the Treaty).

Member states, as well as the Commission, are well aware of the importance of tourism, as an economic sector generating jobs, with a high development rate and capable of contributing substantially to achieving the objectives of the European Council, adopted in Lisbon (22nd - 23rd March 2000), and also the importance of making Europe’s economy the most competitive and dynamic in the world, based on innovation and knowledge.

The work method established by the European Council, concerning the application of the strategic objectives adopted in Lisbon, consists in setting the objectives at Community level leaving up to the member states (in accordance with the subsidiary principle) the possibility of achieving these objectives, in range with the policy adopted by each state on national level. This method is also based on the partnership between the local and regional collectivities, as well as the association of social partners and the civil society representatives.

Under the Lisbon Treaty, the primary objective of the European tourism policy is the stimulation of sector competitiveness, taking into account at the same time that long-term competitiveness is closely linked to the 2020”, and, in particular, to the flagship initiative "An industrial policy for
the globalization era" (Study on the competitiveness of the EU tourism industry, September 2009).

To get good results, it is necessary to support initiatives of Member States or European regions through Community actions. We must also note the Commission’s will to ensure that any measure taken does not involve the increase of administrative burden for national, regional and local authorities. In this context, it is considered that this kind of communication is consistent with the principles of subsidiarity and proportionality.

The overall aim of coordinating efforts and initiatives in tourism, in order to get a competitive, modern, sustainable and responsible tourism sector is viable if tourism is developed based on competitiveness and sustainability, concept with triple meaning:

a) economic sustainability, ensuring fair and efficient economic development, enabling advancement of future generations of Europeans;

b) socio-cultural sustainability, consistent with the culture, values and identity of European regions;

c) environmental sustainability, ensuring that development is compatible with the preservation of essential processes, biological diversity and biological resources; tourism must be developed on a sustainable basis, in order not to waste natural resources and not cause damage to the environment.

Europe must remain the first destination in the world, able to highlight the richness and diversity of its territories.

The European Commission intends to encourage a coordinated approach of tourism-related initiatives and define a new framework of action to sustainably strengthen its competitiveness and growth. For this purpose, it proposes a number of initiatives at European or multinational level, which pursue these objectives, taking advantage at the same time of the Union’s competences introduced by the Lisbon Treaty for tourism. Tourism sector has made, for many years, major efforts to implement a series of actions to strengthen the European tourism and its competitiveness. At the same time, the Commission has also implemented an integrated and well-designed system to protect passengers and consumers, including people with disabilities and reduced mobility in all means of transport.

Over the years, the European Union has managed to establish a European tourism
policy, focusing on the factors that determine its competitiveness, given at the same time, the need for sustainable development. A revised European tourism policy provides a solid partnership for European tourism.

EU gives rightful importance to tourism, which contributes substantially to its economic and social objectives. The opportunities offered to less developed regions to make progress in economic development, contributions to protect the environment, strengthen the European identity and vision, justify the interest of the EU and the Member States in tourism industry development (Europe, favourite worldwide tourist destination - a new political framework for European tourism, Brussels, 2010) EU tourism concerns shows direct involvement in the community, by the action of specialized institutions, involvement required to maintain a low, competitive holiday package price through financial contribution to the tourism industry by local authorities.

The Community tourism policy’s main objective is to promote the harmonious development of tourism in member countries. For this reason, the Commission has identified primary areas in which Community actions would help solve industry-specific problems and expansion of tourism in member countries.

Introduction of a European heritage label and a European label "Quality Tourism" should stimulate destinations to implement sustainable practices and help strengthen Europe’s image as a high-quality tourist destination. However, it is extremely important to examine and present the added value of these labels and to have a set of strict criteria for granting such labels, to avoid losing their prestige.

European tourism faces many challenges: global economic crisis, increasing competition with other destinations, the consequences of climate changes or its seasonal nature. At the same time opportunities that should not be missed. On the one hand, the industry must adapt to social developments that will influence demand in the tourism sector; on the other hand, it has to face the constraints of the current structure of the sector, its specific characteristics, as well as its economic and social context.

It is also important for the European citizens to know their rights and to have the possibility to benefit from them when moving within the European Union or outside it: they must exercise their rights as European citizens as easily as in their
country of origin. The Commission will propose solutions for minimizing the obstacles encountered by Europeans when they try to obtain travel services outside their country.

To achieve these objectives, actions to support tourism can be grouped around four axes:

- stimulate competitiveness of the European tourism sector;
- promote the development of sustainable, responsible and quality tourism;
- consolidate the image and profile of Europe as a collection of sustainable and high-quality destinations;
- maximize the potential of EU financial policies and instruments for tourism development.

These four axes form the basic structure of the new tourism framework, which the Commission intends to implement in tandem with Member States and the key stakeholders in the tourism industry.

Europe 2020 is the EU strategy to promote smart, sustainable and inclusive growth.

The tourism consumer behaviour is also changing (travelling more independently, internet is used more intensively, increase the volume of low-cost travel, increase the demand for sustainable tourism) and factors that until recently were not decisive became essential: high quality, sustainability, constant innovation, training, employment in a proportion of 75%;

- **innovation** - 3% of EU GDP should be invested in research and development;
- **climate changes** - target values "20/20/20" for climate/energy must be achieved (including increase its emissions reduction to 30% if possible);
- **education** - share of early school leavers should be under 10% and at least 40% of the population between 30 and 34 years old must have completed tertiary education or equivalent training;
- **poverty** - poverty reduction through the goal of bringing at least 20 million people out of poverty and exclusion. The cohesion policy provides the investment framework and the enforcement system needed to achieve the Europe 2020 strategy goals.

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etc.

The Objectives of the Community Policy regarding Tourism

Tourism policies inside the European Union (EU) pursue the encouragement of a harmonious development of tourism within member countries. To achieve the later, the European Commission has identified the priority areas within which an action at Community level can contribute to solving the problems and create tourism growth inside member countries.

The objectives of the Community policy focus on three main areas:

a) Free circulation and tourist protection

The policy pursued in this area is focused on allowing:

- elimination of customs controls, mainly after the application of the Schengen Agreement;
- intensification of the efforts to inform European tourists, having in view a better use of their social security rights (the insured of a member state have the right to medical services in all the other member states, which they visit for leisure purposes);
- protecting tourist interests against non-accurate or even false publicity, against deficiencies occurring in tourist services agreed upon by contract and in view of a better security inside tourist destination.

b) The framework for carrying out activities pertaining to tourism professions:

In this area, the EU policies are directed towards the improvement of the work environment in tourism professions to generate conditions which boost the development of a proper environment for tourism activities. The most important policies in this area refer to:

- The right to settle and the free provision of tourist services, which allow the free settling of the citizens. EU created a common market for services, including tourist ones, thus allowing the free settling of citizens from member states and the free provision of tourist services, inside the Union's member states, by any developer belonging to an EU member country. The purpose of the EU policy is to create measures destined to encourage the actual
exercise of these liberties, especially those concerning transporters and tourism agencies.

- **Professional formation and reciprocal recognition of qualification diplomas.** The European policy in this area is focused on encouraging the formation of top-level specialists, regarding the organization and management of tourism, which are less numerous in EU member states than the professional formations (qualifications) of specialists of more traditional activities like accommodation and restaurants industry. The focus lies to ensure the equivalence, in practice, of diplomas, between EU countries. Tourism, as a sector, can benefit from co-financing from the European Social Fund for projects seeking the improvement of employment possibilities, as well as increasing the geographic and professional mobility.

- **Staggering holidays.** In this regard, community policies are aimed at avoiding, as much as possible, the concentration of school and professional holidays within a short period of time, during the calendar year, due to the drawback this concentration constitutes for the regional development and for the growth in tourist services volume, thus constraining the providers to practice higher prices and tariffs in top season, the tighter this staggering becomes at a certain period of time.

- **Tourism taxation.** The Value Added Tax (VAT) quota applied to tourist services differs a lot from one country to another, starting at only 3% in Luxemburg, 5% in Czech Republic, Malta and Portugal to 5.5% in France etc. The European Commission is trying to reach the harmonization of VAT quotas in member states.

c) **Regional Development and Tourism.** EU policy concerning regional development of tourism is aimed at contributing to the development of disfavoured areas, endowed with tourist potential.

To do this, there are two regional policy instruments which are used:

- The interventions of the European Regional Development Fund
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(ERDF) consisting of financing tourism projects presented within a development project of the regions.

− The contributions of the European Social Fund, which encourage the development of forming activities, complementary to tourist activities.

The EU policy in the tourism area tends to focus on a couple of priority actions, for example: promoting sustainable tourism, cultural and rural tourism, the staggering in time of tourist seasons and the preservation of the tourist heritage.

Within the recent initiatives of the European Commission, the Communication entitled “A renewed European Tourism Policy: towards a stronger partnership for European Tourism”, adopted on the 17th of March 2006, played an important part. During this Communication the European Commission insisted on the necessity of a harmonized politic response at EU level, to face the challenges the European tourism is confronted with and proposed the improvement of the regulations in this area, through an increased European competitiveness: extending the analyses on the impact of the new proposals, simplifying existent legislation (especially the Directive regarding inclusive tours and the regulations concerning tourism “time-sharing”), consulting various parties interested in the process of EU policies, etc.

At the same time, the Commission foresees a good use of the available financial instruments, especially the use of structural funds, within the objectives of “Convergence”, “Competitiveness and Jobs”, “European Territorial Cooperation”, stipulated by the Programming for the period 2007 – 2013.

Also, the objective of the Commission is to promote a sustainable tourism and for this purpose, the Commission will present a proposal regarding Agenda 21 for a European tourism.

The main objective of the renewed European policy concerning tourism is the improvement of European tourism industry competitiveness and the creation of more and better jobs, by sustainable tourism growth in Europe and the rest of the world.

Given the acquired experience and the exchange of opinions of a wide array of involved parties in the sector, the Commission considers that coordination of measures within the Commission and national authorities, cooperation between interested parties and launching specific sustainable actions are the most important instruments to apply this policy.
The main areas on which the renewed policy will concentrate are the following:

A. Integration measures regarding tourism, for example:
   1) Improvement of existent regulations
   2) Coordination of policies
   3) An improved use of available European financial instruments

B. Promoting a sustainable tourism through:
   1) Adopting and translating into practice the actions which will be included by the European Agenda 21 regarding tourism
   2) Specific actions taken to encourage the sustainability of European tourism

C. Improving the understanding and visibility of tourism, aiming at:
   1) Improving the understanding of European tourism as a phenomenon
   2) Sustaining the promotion of European tourist destinations
   3) Improving tourism visibility, as common objective of the Commission, national public administrations and tourism industry representatives.

1.2. National policies

1.2.1. Italy

The Strategic Plan for Tourism Development 2017-2022

Resulting from an unprecedented participatory process set up in Italy by the Ministry of Cultural Heritage and Activities and Tourism (MiBACT) via the Directorate General for Tourism, the Strategic Plan for Tourism Development (Piano Strategico del Turismo – PST) 2017-2022 develops a wide array of ideas and proposals, setting objectives and targets to be attained within six years.

Italy’s Strategic Plan marks an important change of direction for the tourist sector, providing the Country with an unprecedented single framework within which both institutions and operators can share a long-term vision as well as medium-term objectives and action lines. Common adherence to strategic choices and action priorities is key to success, as it enables orienting the actions undertaken by sector actors towards common objectives.

The Plan pursues four general objectives to be attained by 2022 – and namely:

- Innovating, specialising and integrating the domestic offer;
- Enhancing Italy's tourist system competitiveness;
- Developing effective and innovative marketing;
- Ensuring efficient and participatory governance for definition of the Strategic Plan and tourism policies.

The Plan focuses on fundamental mechanisms such as technological and organisational innovation, the ability to adapt to market changes, enhancement of the territorial and cultural heritage;
adaptation of skills, favourable conditions for enterprise.

The Plan both provides several clear directions and strategies of intervention, which could assist Italy in acquiring a new position of leadership based on **sustainability, innovation and competitiveness**, and also adds the issue of responsible enhancement of the territorial, environmental and cultural heritage in tourism policies.

The Implementation Program is the operational tool of the General Tourism Management of the MiBACT to perform, in coherence with the PST, its own planning, coordination and promotion functions in the reference period. This first Implementation Program includes a set of Actions of national significance, under construction since 2017 or to be launched in 2018.

The Implementation Program identifies interventions for which are active 600 million euros of funding, associated with various financial instruments and sources. The measures included in the Implementation Program 2017-2018 are 50. They derive from a selection made starting from about 200 ideas and proposals for actions received through the participatory platform, the meetings of the Permanent Committee of Tourism, participation in the interministerial tables or presentation by the various stakeholders in the sector.

Among these measures the Implementation Program, in coherence with the PST, favours use of major destinations and minor areas through a network of alternative routes (e.g. paths and roads).

A **slow mobility** network is being created in Italy through performance of projects aimed at providing the country with a genuine intermodal infrastructure of “green routes”.

The Coordination Committee between the MiBACT, Regional Authorities and ANCI created an **Atlas of Italian Paths** (Atlante digitale dei Cammini d'Italia), online since 2017: a map with cultural itineraries of particular European and / or national importance, which can be travelled on foot or with other forms of sustainable mobility, and which represent a way of enjoying the widespread natural and cultural heritage, as well as an opportunity to enhance the natural, cultural and territorial attractors, to encourage the decongestion of art cities and large tourist destinations. For a different form of tourism: slow, sustainable, on a human scale. On the map over 500 coloured markers identify the points of interest along the 42 paths that, up to now, meet all the 11 essential requirements to be part of the Atlas. The ten projects currently integrated in the Digital Atlas, contribute to create a
"spiderweb of tourism" which, through different forms of tourist offer represented by historic villages, events, historical railways and natural caves, sets up the extraordinary natural and cultural Italian heritage.

The PST favours a development of the tourism sector fully in harmony with the territory also from the point of view of zero emissions.

The Minister of Cultural Heritage and Activities and Tourism and ENEL (the National Electricity Authority), have signed an innovative memorandum of understanding for the promotion and development of the use of electricity for sustainable mobility in the tourism sector and the launching of projects in the main city with a tourist vocation.

Enel has already started, around the national territory, the implementation of about 7 thousand charging stations by 2020 and 14 thousand for 2022.

With this in mind, Enel has intensified its dialogue with the various public institutions to promote electric mobility as a form of sustainable transport, to disclose the benefits associated with environmental protection, the fight against local and acoustic pollution, for economic growth and development of the Italian industrial chain.

The Art Bonus decree (L. 29/07/2014 n. 106) introduced the Tax Credit for Requalification and Digitisation, to favour investments in the tourism sector.

The tax credit digitisation provided companies with a tax credit of 30% of the costs incurred for investments in the digitisation of the offer. Costs may be deducted for the purchase of web sites and portals and their optimization for mobile communication systems, programs to automate online booking and sale services, overnight stays, digital communication and marketing services, advertising space on specialized web platforms, designing, creating and promoting digital proposals for innovative offer in terms of inclusion and hospitality for people with disabilities and wi-fi systems.

Concerning the tax credit for requalification, that is ongoing, up to now 1918 companies have been admitted to the tax credit of 65% for the expenses made for the redevelopment in the year 2017, for a total of EUR 120 million.

The tax relief has activated investments for more than 220 million in the hotel and holiday tourism sector, allowing the modernization of facilities and their adaptation in terms of energy efficiency and anti-seismic requalification. The total amount allocated to companies increased to 240 million for the two-year period 2018-19, compared to 165 for the three-year period 2015-2017.
The Directorate General for Tourism is committed to creating innovative tourism policies and improving the tourist offer of the country. This also occurs through the granting of contributions to public bodies, in order to promote initiatives and events that affect the tourist movement.

1.2.2. Romania

The main tourism policy document is the National Tourism Development Master Plan for Romania 2007-26. This is further elaborated in the National Eco-Tourism Strategy, the National Strategy for Spa Tourism, and the Marketing Strategic and Operational Plan for Romania.

The national tourism development master plan for the period 2007-2026 focuses on tourism resources of the Regions. However, financial and promotional means available will not be sufficient to build a qualitative tourism infrastructure in most regions covering the entire surface, so one should insist more on areas, projects and tours that can cover large areas and can diversify the tourist offer.

The Sectoral Operational Programme "Increase of Economic Competitiveness" (Agenda for a sustainable and competitive European tourism) aims to increase productivity of Romanian companies in order to reduce gaps in regard to the European average productivity. Under this programme, tourism is reflected in Priority Axis no. 5 - "Romania - attractive destination for tourism and business", which aims to support the increase of economic competitiveness by improving Romania’s image, promoting Romanian tourism.

The Regional Operational Programme aims to accelerate economic growth in all regions, giving special priority to the least developed regions, and it contains the Priority axis no. 3, "Developing regional and local tourism." This axis aims to maximize the existing tourism resources, as well as those still not entered the tourism (historical, cultural and natural tourism resources), create new jobs and increase income from tourism activities, create new sources of income in remote areas with tourism potential.

We emphasize the important role of local and regional authorities on the sustainable management of tourist destinations. Initiatives of local and regional authorities and of European regional networks are emblematic for sustainable tourism development models and it is essential to fully exploit such knowledge and experience by promoting local and regional cooperation across the EU.

In many parts of our country, a number of regional and local brands can be identified and introduced to integrate into European brands, focusing on preserving national identity.
Potential impact of certain structural problems on European tourist destinations, such as climate changes or shortage of water and energy, are issues that can be overcome only if sustainability will be promoted more intensively in the tourism strategies of affected regions. Climate changes effects should be avoided by protecting and restoring natural areas, as well as by tourism integration in the Integrated coastal management.

Challenges such as demographic change in Europe, diversifying tourism offer or the growing impact of information and communication technologies, are possibilities that should be explored in cooperation with local and regional authorities. In this context, it is necessary to emphasize the huge growth potential of the European tourism sector and its close relationship with the administrative, socio-economic and regional logistics structure, especially in the development of transport sector and, particularly, in the improvement of connections to tourist destinations, development of regional airports and promotion of river connections that stimulate a greater degree mobility and ensure sustainable transport.

The value gained by the territory in terms of heritage, becomes a strategic factor for its development, and Europe is particularly rich in this respect, whereas there are many areas, like many regions of Romania, who either have an enormous tourism potential, although they are still in an early stage of their tourism development, or have developed an important tourist activity. One should consider especially destinations that have specialized in tourism activity and which being well-known destinations, need restructuring and rehabilitation to cope with increasingly fierce global competition from emerging countries in terms of quality and innovation. To take into account market segments consisting of the elderly and people with special needs, tourist destinations must adapt and eliminate barriers.

Specific actions to support the tourism strategy are also detailed within the chapter Tourism, SMEs and Business Environment in the Government Programme 2013-16. This includes measures to support particular forms of tourism, as well as providing for a number of technical and generic measures to underpin this support.

These include:

- Strategic measures: applying best practices from other countries; decentralising actions; and promoting products with competitive advantage,
- Co-operation measures with other ministries on different issues, for example: Education (promoting common programmes for student camps in low season); Labour, Family, Welfare and Seniors (increasing the number of pensioners who can benefit from special tickets in spas); Health (common programmes for health of the labour force in spas); Foreign Affairs (facilitating visa procedures); and Culture (developing heritage tourism),
- Legislative and institutional measures: adopting a new Tourism Law including legislation on vocational training and education in tourism and public-private partnership; developing a network of tourist information centres; and extending the system for collection and
analysis of statistics and market studies,

- Fiscal measures: tax exemptions for certain types of tourism investment, such as new facilities, spa tourism and accommodation units that obtain an ecolabel; and reduction of VAT on travel packages and on food products from 24% to 9% (Emergency Government Orders in 2014).

The main challenge for tourism in Romania is to improve its image. Work on projecting the Romania brand involves a wide range of promotional activity. Brand research has pointed to the need to develop and promote six key tourism products:

- Health and wellness: relaxation, recovery treatments, organic food.
- Cultural tourism: touring, visiting historical and traditional sites.
- Rural tourism: holidays in small rural guest houses/farms/ecotourism.
- Active tourism: cycling, trips, hiking, equestrian tourism.
- Nature tourism: trips in wild nature and natural parks, observing specific flora and fauna.
- City breaks: weekend touring in a city.

Establishment of eco-destinations in Romania

Romania has taken measures to establish wildlife and nature tourism products that truly conform to agreed standards of sustainability. Following the National Ecotourism Strategy, Romania became the first country in Europe to elaborate a system for evaluating eco-destinations. This is based on the European Ecotourism Labelling Standard, recognised by the Global Sustainable Tourism Council. Two destinations were designated initially. Between 2014 and 2016 this will be rolled out by the National Authority for Tourism and the Association of Ecotourism, through a project to support a national network of ecotourist destinations.

Assistance is provided for another eight regions to apply for the certification scheme so that at least ten ecotourism destinations will be established. The development model used brings more income for the local communities, diversifying the local job offer, creating additionally social economic value in protected areas and increasing acceptability of nature conservation as part of the local development. At the same time the ecotourism destination network is developing as one of the main products of the Romanian tourism brand.

1.2.3. France

This mode of tourism is defended in France by the French Association of Ecotourism since 2005, as well as by other national associations.

There is now an international certification to identify places that have a real respectful approach to the environment: the "green key" label. Also, the "eco-label" label is used to identify certain establishments, such as youth hostels or campsites, which minimize their impact on the environment. There are also "eco-hotels", "écogîtes" (label of the
gîtes de France) or even "écovillages". Many private regional labels exist, such as a European eco-label "tourist accommodation services" for properties rented by individuals or lodgings. 

With less than 2% of its tourist offer devoted to ecotourism, France undoubtedly reveals a certain delay on its neighbours of Northern Europe, more advised to integrate the logics of the sustainable development to this sector of the activity. In recent years, however, the phenomenon has begun, proportionately, to spread.

When it comes to expressing one’s beliefs or assumptions, the French are 8 out of 10 to declare that they are ready to adopt an eco-consumer behaviour at their place of residence, 68% to be ready to favour a safe and sustainable destination. ecology and to opt for a less polluting mode of transport. But in fact, only 4% have actually opted for a responsible or sustainable tourism offer.

### 1.2.4. Portugal

The Government recently presented the Tourism Strategy 2027, the benchmark for the development of public policies and business strategies in the tourism sector. The vision that has been defined in this context is very clear and goes on to affirm tourism as a hub for economic, social and environmental development throughout the territory, positioning Portugal as one of the most competitive and sustainable tourist destinations in the world.

Portugal, as a quality tourist destination, bases its competitive advantage on the principles of sustainability, diversified supply and the appreciation of its distinctive and innovative characteristics, putting people at the centre of its strategy.

Concrete targets have been set in each of the three sustainability pillars.

In economic terms, it is intended to reach 80 million overnight stays in 2027, increasing tourism demand in the country and in the different regions, at the same time as they intend to increase in value and double tourist revenues in that period.

In the social field, the objectives are to extend the tourist activity throughout the year, reducing the seasonality index from 37.5% to 33.5%. Also, in social matters, it is intended to double the level of secondary and post-secondary education in tourism and ensure that 90% of the population residing in tourist areas considers the impact of tourism on their territory to be positive.

Finally, in the environmental plan, the objectives are to ensure that 9 out of 10 companies in the country adopt measures for efficient management of energy, water and waste.

The implementation of the plan of action to achieve these goals will be accompanied by a renewed effort in terms of monitoring the sustainability of destinations, allowing the evaluation of policies and providing the private sector with tools for decision-making.
To this end, Turismo de Portugal regularly conducts surveys on this subject in the field of good environmental practices and social responsibility in hotels and the environmental performance of golf courses. A battery of sustainability indicators for destinations will be launched by the end of May and the Sustainability Report on Tourism in Portugal will be published as an instrument for reporting on the sector's performance in this field.

It should also be mentioned that in 2016 the Tourism All for All initiative was launched, focusing on Accessible Tourism, placing Portugal at the forefront of the development of one of the priority areas of the International Year of Sustainable Tourism Development. Tourism is an activity of great importance for the national economy, as it can be seen in the Portugal 2027 strategy. Portugal, in addition to the sun and the sea, concentrates on its small geographic area, a huge potential of other attractions, which we should take advantage of, develop and reveal, however, despite benefiting from the many positive impacts arising from the activity, we must take into account the negative impacts on the management of tourism, with the aim of making it last, with the quality that is desired.

Sustainable tourism has emerged from the notion of sustainable development that has expanded and extended to specific economic activities, including tourism, and it is important that all types of tourism be done in a sustainable way.

Ecotourism, considered as a form of sustainable tourism, which involves all its principles, economic, social, environmental and its impacts, is distinguished as being products linked to nature; with management mechanisms that ensure minimization of impacts; which promote environmental education; which contribute to the conservation of protected areas and cultural heritages; which include local communities in their planning and development, contributing to their well-being.

**Success stories (Ecotourism)**

In the scope of Ecotourism there have been some initiatives such as "The Tamera", "Quinta do Vale do Homem" and "Figueirinha Ecotourism".

**Success stories (Ecotourism) - TAMERA**

Tamera is the first ecovillage in Portugal. It is located in the Alentejo, has a land of 134 hectares and was founded in 1995 by Dieter Duhm, sociologist and Sabine Lichtenfels, theologian.

The site, also known as the "Biotope de Cura", is the centre of a new global
movement, from which a community is emerging. There are several places like this around the world, called "Ecovillages".

The Ecovillage works as a center of technological research in the service of sustainability and in it the human impact on nature is almost zero.

The Global Ecovillage Network (GEN), also founded in 1995, was created to support low-impact livelihoods and experimental breeding projects.

Each community focuses on a particular issue, for example, in the northern hemisphere communities recover lands degraded by human action and promote an ecological way of life, in the south specific needs are directed towards the sustainability of communities in terms of food and problems.

Tamera means "next to the source" and this is how this Portuguese Ecovillage presents itself, near a huge lake. Almost all of its vegetation was reintroduced through permaculture into a poor soil, destroyed by monocultures and lack of water. At the site 20,000 trees were planted to create harmony and safeguard the symbioses between the various species of flora and fauna.

In relation to architecture, the "building" where the lectures are held is made of bales of straw, the largest construction in the Iberian Peninsula. The roof is covered with grass and the material chosen for the construction keeps the internal temperature pleasant during winter and summer.

The place chosen is one of the less densely populated regions of Europe. In the village there are many ponds and some fresh water springs, eucalyptus forests and cork oaks, gardens and meadows.

At Tamera’s website, the community says: “A community is needed to take responsibility for nature, for peace, for the future. The human being has to relearn to live in community because he is a social creature and our present problems can only be surpassed together”.

**Success Stories (Ecotourism) - Quinta Vale do Homem**

A few kilometres from Gerês, you will find Quinta Vale do Homem, a tourist complex designed for guests to enjoy an absolute rest and enjoy various leisure activities. This Quinta is located in Rendufe, next to the Santo André Monastery, one of the most pleasant places of the Municipality of Amares and near Man River.

The Fifth Valley of Man of secular origin was an old farmhouse, consisting of the Mother House, the main residence, by the House of the Eira, and by several fields where cereals like corn and rye were cultivated and with a great extension of came. The Farm was remodelled and opened to the public as a Rural Tourism Farm in June 2003. The restorations were carefully done in order to provide the comfort of today and all areas were decorated with the implements of the farm keeping the moth. The name of the farm...
is due to its location in the Vale do Rio Homem. Tradition can be found everywhere in the QVH, as all the agricultural tools of the farm have been recovered. Upon arriving at the QVH, customers are accompanied on a tour where the various implements are explained (ox carts, sower, grill, sulphate, ...). The mills are still intact, as are the pipes and the alembic, and the making of the wine is described. Tradition says that grapes were trodden by barefoot men and trousers rolled up to the knees forming a cord across the breadth of the mill. Inside the house are properly identified some traditional utensils such as shallow, pitchers, watering cans, sickles, saws, sewing machine and mallet. The Zmar defined as Great Goals of its Eco Resort Policy:

- Ensure that your stay or visit is done in a sustainable way with a reduced impact on the environment, never forgetting the quality of hotel services and complementary services;
- Ensure the rational use of resources and energy;
- Get satisfaction, trust and preference from customers and visitors;
- Ensure food safety;
- To guarantee the safety of the equipment of amusement and sport;
- Ensure compliance with legal requirements applicable to the service provided by the enterprise;
- Continuously improve the level of training and employee performance, in terms of quality, environment and food safety;
- Seek continuous improvement of the Resort by setting goals and goals and periodic follow-up;

Success stories (Ecotourism) - Figueirinha Ecotourism

Finally, we have the Figueirinha Ecotourism which is not limited being a place of stay, of usufruct of nature in a plot of land inserted in the National Ecological Reserve and Natura 2000 Network. It is, above all, a family home where the spirit of hospitality and friendly treatment are fundamental for the well-being of those who seek a return to their origins, to the simplicity of everyday life.

In an area of 1,975 hectares, in the place called Herdade da Figueirinha dos Condados, Parish of Relíquias, Municipality of Odemira, there are rooms for retreats, gastronomic gatherings based on Mediterranean cuisine and tourist excursions in the most beautiful and wild beaches of the planet, on the Costa Vicentina.

Success stories (Ecotourism) - Herdade da Comporta

History

1836

Rice farming began. The Herdade da Comporta was incorporated into the nem
Companhia das Lezírias do Tejo e do Sado, which belonged to the Portuguese Crown.

1925
The Companhia das Lezírias sold the Herdade da Comporta to the British company The Atlantic Company, Ltd.

1955
The agricultural production and the pine forest were extended. Work began on improving basic facilities and renovating villages, building schools and housing.

1975
The estate was nationalized, and was only returned to The Atlantic Company, Ltd. between 1989 and 1991.

1991
The development of the Herdade da Comporta started with the renovation and improvement of the land and buildings so as to maintain and protect its natural, architectural and agricultural heritage.

2004 to the present day
The company’s name has been changed to Herdade da Comporta - Actividades Agro Silvícolas e Turísticas, S.A.
One of its goals is to develop a high-quality tourist destination and to become a model for sustainable development in Europe, while still operating as an agricultural estate and preserving its environmental and cultural heritage.

Location
Just a few hours from Central Europe, on the far west coast of the Iberian Peninsula, is Portugal, one of the most peaceful and globalized nations in the world. In this enchanting country of idyllic landscapes and tradition lies Herdade da Comporta.

One hour south from Lisbon, between the municipalities of Alcácer do Sal and Grândola, you come across a breathtaking landscape. 12 km (7.5 miles) of white sandy beaches and crystalline sea within a 60 km (37 miles) coastline, surrounded by the dunes and pine trees and irrigated by immense verdant rice paddies.

Mission
Herdade da Comporta´s Global Development Programme is to create a high-quality tourist destination, economically appealing in a location strongly distinguished by its environmental, historical and cultural features.

Herdade da Comporta´s natural qualities are a great starting point for a high-quality tourist development. However, the project also aims at rehabilitating and valuing the natural heritage, promoting commercial activity and involving the local community through education, training and encouragement to create economic activities.

The project is based on total respect for the land’s integrity, vastness and simplicity, on a sustainable development and on improving the quality of life of the local population.

This project originated from a rigorous Global Sustainability Program based on the
Study on Ecotourism Development

integrated development of the entire Herdade da Comporta.

Tourism development is centered on two areas, Comporta Dunes and Comporta Links (in the municipalities of Grândola and Alcácer do Sal). Both locations are characterized by low density construction and a focus on sport, health and well-being.

This proposal is greatly enhanced by seven nearby villages as well as projects such as the redevelopment of the coast and beaches, plans for ecotourism and various cultural events.

The Herdade da Comporta Global Project is based on respect for the land integrity and magnitude, as well as sustainable development and improvements on the living standards of the local people.

**Sustainability**

A Global Programme of Sustainable Development is being developed and will make Herdade da Comporta a high-quality tourist destination and a European and worldwide reference in sustainable tourism projects. The three main lines of this programme are:

Appraisal of the Natural Heritage Herdade da Comporta’s natural features are emphasized by its variety of landscape, which give this region eco-environment qualities that are unique in Europe. From the perspective of a sustainable tourism model, the local natural resources are factors of differentiation and competitiveness. Once rehabilitated and appraised they become the driver for the estate’s tourism project.

- Stimulate the Regional Economy Herdade da Comporta intends to continue to diversify its agricultural activity, already present in the rice and wine production, in order to follow the new tendencies for a more ecological food production, together with the establishment of the "Herdade da Comporta” brand.

- Involve the Community

On the other hand, the economic activity arising from the tourism project offers the conditions necessary to support a strategy of preservation and appraisal of natural heritage.

- Involve the Community

One of the Development Programme’s mainstays includes involving the local community through education, training and encouragement to create trade activities.

The idea is to have the villages working as centres of trade and services, throughout the year, in Tourist Development Areas (ADT). Considering Alentejo’s economic development difficulties, this Programme gives a new impulse to these communities’ quality of life by providing job opportunities and infrastructure improvements, with a predicted 6,000 job opportunities in the next 10 years.

**Environment**

Integrated into the nature reserve of the Sado Estuary and the Community Centre of Comporta - Galé, Herdade da Comporta has an unusual diversity of natural systems (beaches and dunes, woods, salt marshes, rice paddies and bogs) and delights visitors with its rich variety of flora and fauna.
The landscape is coloured by over 200 bird species which enchant all those who pass through the Herdade da Comporta. The wetlands are a habitat for birds from all over the world.

Attracted by the mild Mediterranean climate, thousands of plant species peep through the sandy soil. These abundant, vividly coloured flowering plants are also an excellent source of oxygen and fresh air, giving off a light exhilarating fragrance adding more life and light to Herdade da Comporta.

Agriculture and Forest

Herdade da Comporta is one of the most green, sustainable and peaceful places in Europe. During the early twentieth century rice was cultivated and there are now more than 1,100 hectares (2,718 acres) of rice paddies which annually produce around 6,500,00 (14,330,000 lbs) of grain.

More than 7,100 (17,544 acres) of forest, filled with pine, juniper and oak trees add more tonality to the land and, to date, 3.5 million trees have been planted producing millions of cubic meters of pure oxygen.

1.2.5. Greece

Many natural spots in Greece have been recognized by policy makers as points of interest to be preserved as important natural sites of the Greek heritage.

Since 1975, the “Ramsar Convention on Wetlands of International Importance especially as Waterfowl Habitat” entered into force in Greece. The Ramsar Convention is an international treaty for the conservation and sustainable use of wetlands, and Greece currently counts 10 sites designated as Wetlands of International Importance, with a surface area of 163,501 hectares.1

Here the list of the 10 sites2:

<table>
<thead>
<tr>
<th>Name</th>
<th>Area (ha)</th>
<th>Area (acre)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amvrakikos Gulf</td>
<td>23,649</td>
<td>58,440</td>
</tr>
<tr>
<td>Artificial Lake Kerkini</td>
<td>10,996</td>
<td>27,170</td>
</tr>
<tr>
<td>Axios, Loudias, Aliakmon Delta</td>
<td>11,808</td>
<td>29,180</td>
</tr>
<tr>
<td>Evros Delta</td>
<td>9,267</td>
<td>22,900</td>
</tr>
<tr>
<td>Kotychi lagoons</td>
<td>6,302</td>
<td>15,570</td>
</tr>
</tbody>
</table>

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1https://www.ramsar.org/wetland/greece

Moreover, since the very beginning Greece is one of the 22 Contracting Parties to the Barcelona Convention\(^3\), adopted in 1995 and replacing the Mediterranean Action Plan of 1975, for the Protection of the Marine Environment and the Coastal Region of the Mediterranean. Greece actively contributes to the implementation of sub-regional cooperation in the context of the UN Environment/Mediterranean Action Plan (MAP)-Barcelona Convention, which is dedicated to continuing to provide support, building capacity to respond to oil spills, and sharing the experiences and lessons learned across the Mediterranean region. In fact, on 8\(^{th}\) May 2018, together with Cyprus and Israel, Greece signed the Implementation Agreement on the Sub-Regional Marine Oil Pollution Contingency Plan\(^4\). The objective of the Plan is an effective reaction to spills and to facilitate the co-operation among the three countries in the field of oil pollution preparedness and response.

**Historical retrospection - from the past till today**

A significant progress has already been made, particularly in the field of building infrastructure, if one considers that only agritourism accommodation is estimated at over 1800. Ecotourism in our country is currently undergoing a transitional phase. Its meaning is in danger of being altered due to misunderstandings as to its content, the commercialization of the term and the lack of an appropriate institutional framework. But the big danger is the lack of organization.

Ecotourism has begun to develop in Greece in the last twenty years. A protagonist in this direction was an “EOT” (National Tourism Agency) program that began in the 1980s and concerned the restoration of historic buildings for the purpose of their use as hotels/hostels. Of course, they were not built for ecotourism per se, but it was a first step. Subsequently, European funds began to be granted, which concerned mainly diversification, namely the strengthening of rural tourism activities to supplement agricultural income.

In 2001, the Tourism Development S.A. was created. A company of the Ministry of Tourism, which provided help and advice to entrepreneurs who wanted to try "agritourism", involving them in a projection system, and awarding them with a “rural tourism quality label”. This


\(^{4}\)http://web.unep.org/unepmap/implementation-agreement-sub-regional-marine-oil-pollution-contingency-plan-signed-cyprus-greece-and
company was in close cooperation with local development companies, and it helped to create more than 700 businesses. Unfortunately, in 2009 the company closed, re-letting the case of agritourism and, by extension, ecotourism without any organization at national level. The Regions and Local Authorities now have the reins, which also present and advertise, but not very much, the "ecotourism enterprises" in their territory to diversify their tourist product.

In Greece, too many areas have been placed under the "legal protection" regime. National Parks, Ramsar wetlands, Natura 2000 sites, Special Nature Areas, etc. are the most important physical capital to support ecotourism activities. Apart from a few examples, most regions do not have local management bodies/entities, but when they exist, they are underfunded with management difficulties.

The ecotourism in Greece is going through a crisis, following the general situation of the last decade. EU Commission funds are reduced, organizing at national or even regional level is non-existent, there is a general ambiguity surrounding “what are the good eco-tourism practices” as well as a commercial and distorted use of the term. In addition, the state and tourism entrepreneurs in general show that they want to exclusively keep the “Sun and Sea model” as the cornerstone of the country’s tourism policy.

Legal-Institutional Framework for Ecotourism

The legal and regulatory framework for certification and labelling ecotourism is considered inadequate and is limited to a simple description and classification of tourist resorts without deepening into one complete and effective strategic planning for its development. As a result, there is no legal difference between one ecotourist accommodation or an ecotourist travel agency, from their equivalents of conventional tourism. Obviously, this situation reduces the potential for investment in ecotourism.

Given the lack of state initiative, local working groups have been established with representatives from the local tourism authorities, which they are trying to set some standards for ecotourism.

Identifying gaps and proposing solutions

We can identify some existing gaps that if covered, there will be a much better organizing and more opportunities in the field: 1) Establishment and operation of a special service for the supervision and promotion at national and international level of our ecotourism product as well as the training and support of the professionals in the area 2) Establishment of an ecotourism quality label for tourism enterprises that strictly adhere to specific criteria 3) Emphasizing on the development of local ecotourism networks by entrepreneurs, local authorities and protected area managers. 4) Enhancement of Protected Area Management Bodies/Entities, and creation of new ones where there are none 5) Creation of an appropriate

54 "Strategic Development of Ecotourism in Greece”
Zapatitis Dimitrios, 2015
legislative framework to distinguish and protect the specificities of ecotourism businesses, products and services.

1.3. Regional/local policies

1.3.1. Italy (Umbria Region)


In light of Umbria’s remarkable environmental and cultural heritage, and for the purposes of integrated enhancement of resources and territorial jurisdiction, the Programme’s strategy is to improve the conditions and standards of the supply and use of cultural and natural heritage resources.

Specific objectives and actions of Axis 5 (Environment and Culture) of the Programme are:

1. Improvement in the conditions and standards of the supply and use of natural resources in the areas of interest;
2. Improvement in the conditions and standards of the supply and use of cultural resources in the areas of interest;
3. Competitive repositioning of tourist destinations.

For the period 2016-2017 were indicated four guidelines to follow for the interventions:

**Line A)**: strengthening of the Umbria brand as a whole, through interventions aimed at making the destination known in the main reference markets;

**Line B)**: organization and enhancement of thematic and motivational itineraries/products focused on the indicated cultural and environmental attractions;

**Line C)**: promotion and communication of specific itineraries / products in an overall logic of destination Umbria, focusing each time the actions also on the endo-destinations able to represent at most these itineraries/products;

**Line D)**: updating and strengthening of the cognitive tools to support the planning of promotion and communication actions.

With the *Regional Law 10 July 2017 n. 8, Regional tourism legislation*, approved definitively by the Regional Legislative Assembly, the Consolidated Law on tourism has been substantially reformed. In particular, the new text, intends to achieve the objective of strengthening the strategic planning, direction, coordination and control role of the Region on the entire tourism system.

The planning tools are also profoundly revised, introducing the "Three-year strategic guidelines on tourism-masterplan" as the fundamental instrument of analysis and planning in the field of tourism.

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6Visit Kythera website | Article: Ecotourism in Greece
For the planning and concerted planning of activities, the Regional Council avails itself of the "Regional Committee for policies to support tourism and integrated promotion", as a tool for comparison and aid for the preparation of the three-year Masterplan of integrated tourism promotion activities, whose designation was carried out with DGR n. 988 of 06/09/2017.

The Plan of the tourism and integrated promotion activities for the year 2018 therefore intends to fulfil the role of short/medium term operational tool and proposition of the promotional activities of 2018. Therefore, until the approval of the strategic-masterplan document, it is clear the need to be able to count on a transitional law for the promotional activities, as an "operational bridge" and a short-medium term transitional instrument.

The Plan confirms the general objectives indicated in the Annual plan of activities of 2017:

1. Promotion and communication of the Umbria destination brand in Italy and abroad, through the presentation and enhancement of excellence by promoting cultural heritage in particular; naturalistic, agro-food and artisanal productions and the regional "lifestyle" (strengthening of the Umbria brand and its positioning);
2. Enhancement and dissemination of the image of Umbria as a destination with more opportunities for security, in the context of tensions and dramatic international events;
3. Optimization and systematization of available financial resources, eliminating or limiting to maximum overlaps, duplications and possible inefficiencies;
4. Development of tourism in Umbria, as an element of growth of the regional economy, aiming at the recovery and increase of arrivals and tourist presences, also promoting the factors and the resources suitable for the depersonalization of the incoming;
5. Support for innovation, strengthening of image and promo commercialization of products, in the direction of diversification and coordination of the components of the regional tourism offer, with particular reference to the aggregate one;
6. Dissemination of the culture of quality in tourist reception and support for accessible sustainable tourism, in line with the new priorities of the European Union;
7. Integration between the components of the regional tourism offer, and typical productions of Eno gastronomy, craftsmanship, design, territorial identities and the main cultural events;
8. Confirmation of promotional interventions in the most important national and foreign target markets, with particular reference to the targets: final public and organized tourism on determined interests;
9. Promotion of the Paths, in collaboration with the regions of Central Italy and within the framework of the projects implementing the PST and in continuity with the contents of the Excellence Projects implemented;
10. Development of web communication and presence on the most important...
Then the Plan indicates the initiatives that may be undertaken in the course of 2018, as specific objectives:

1. Selection of events in the reference markets, also in relation to the need to relaunch incoming in Umbria after the earthquake;
2. Classification and reorganization of target markets, based on available resources, aiming mainly on the national market and, abroad, on the historically most important target countries for the regional incoming;
3. Reinforcement of B2C initiatives, directed to the final public;
4. Implementation of the new tourism portal and strengthening of social and blogging activities;
5. Activation of forms of promotion and joint and coordinated communication between private operators and institutions.
6. Strengthening of inter-regional agreements and initiatives with a view to the "Central Italy system" and continuation of the themes of the Projects of Excellence;
7. Management and activation of "antennas" in the main foreign markets. (Benelux, Germany and United Kingdom);
8. Partnership activities with particular regard to the aggregated realities of the regional tourism offer;
9. Actions to support and relaunch the territories hit by the earthquake, with particular regard to tourism outdoor sports.
10. Development of the Film Commission activities;
11. Further development of the wedding product.

The regional brand promotion through photography: Sensational Umbria

In 2011 the Region started the Sensational Umbria Project, with the realization of a photographic reportage with a high artistic content and identifying in the style of Steve McCurry, recognized as one of the most successful semiotic models in the world of communication for images, the quality brand capable to position the image of Umbria internationally.

Therefore, the rights of 100 photographs by Steve McCurry were acquired by the Region, documenting the numerous regional excellences and contributing to the integrated enhancement of Umbrian environmental, cultural and landscape resources.

The photos have been exposed in the exhibition “Sensational Umbria by Steve McCurry”, which has been very successful in terms of consensus and audience, confirming the communicative power and the emotional impact that the artist’s images are able to arouse among the public user, also revealing a powerful tourist attractor with a strong impact on the press and the national and foreign media, thus contributing to strengthening the image of Umbria as an international tourist destination.
TOM tourist promotion-marketing platform of Umbria tourism

The Region of Umbria is responsible for the "Innovation of the Product Umbria" excellence project, co-financed by the State, with the support of Sviluppumbria spa, an in-house regional provider.

The Region created an official regional tourism promotion portal www.umbriatourism.it, that is officially on line since April 2015. In 2016, the portal was also implemented with the TOM - Touristic Offer Management platform, which the Region has made available free of charge to Umbrian Operators for the online promo-marketing of its tourism products, as a further tool and not in competition with any other channels of booking / sale already used.

The graphic layout of the portal has also been modified to give immediate visibility to the tourist offers that will be published independently by the Operators.

The interregional project Bike in Umbria

The Region is committed to the development, monitoring and enhancement of cycling routes in its territory.

To make Umbria a paradise for cyclists contribute a morphologically varied territory, hundreds of kilometres of scenic roads and little traffic ideal for lovers of racing bikes, a vast network of dirt roads that add to mule tracks and paths, true paradise for bikers.

The structural interventions carried out in recent years have allowed to complete some strategic itineraries, which are now recognized as excellences at the international level, such as the Ciclovia Assisi - Spoleto - Norcia, which received the most beautiful green street award in Italy in 2015, or the interregional itinerary "Pedalando nella Terra del Duca". To all this are added a large number of one-day itineraries, of varying difficulty, which are suitable for either the beginner or families with children, and the more experienced and adventurous cyclists. On the website www.bikeinumbria.it are reported 30 itineraries for road bikes (for a total of over 1,600 km) and 22 for Mtb (over 600 km), complete with road book, altimetry, map and downloadable GPS track. Also, a network of bike hotels have been created and inserted on the website.

Other services such as e-bike sharing in Perugia and Terni, contribute to making Umbria a "bike friendly" territory.

Umbria Go for the tourist mobility

The travel document Umbria.Go is an experimental project of tariff integration for tourism purposes introduced by the Region Umbria in 2017. Tourists can take advantage of local public transport as "universal" and "undifferentiated demand".

The "Umbria.Go" travel ticket is an integrated ticket that allows tourists to
travel for 1,2,3,7 consecutive days on the entire regional and local public transport network within the tariff boundaries of the Umbria Region, on the services of the participating carriers.

**Local Policies – The Municipality of San Venanzo**

Among the most meaningful local examples of Ecotourism development policies at local level we chose the territory of San Venanzo, located in Umbria. The Municipality has about 2,500 inhabitants and is part of the 8 Municipalities of the "Media Valle del Tevere" social area. Much of its territory is surrounded by woods and the Natural Park of Monte Peglia. Among its main activities there is agriculture, crafts in the textile, furniture and footwear sectors. Recently, agritourism farms, organic products, educational farms, country houses and cultural and tourist services for the promotion of the territory have arisen. In this way the depopulation that was taking place in the last 30-40 years is being countered. The Municipality is developing interesting policies for the development of tourism.

**The Monte Peglia and its ancient paths in the Municipality of San Venanzo**

The territory of the Municipality of San Venanzo is entirely included in the "Territorial System of Environmental Naturalistic Interest Monte Peglia and Selva di Meana", and also includes a volcanological area.

Unlike other mountain areas, penetrating into the valleys and hills of this Umbrian area, one realizes that paths are like real roads. The reduced altitude has always facilitated human presence; the abundant presence of woods and clearings favoured the breeding and use of the wood, and, until the advent of the motorization, the economy of the area was flourishing with numerous inhabitants. Traffic and travel were frequent, and a dense network of roads covered the entire territory.

During the Middle Ages here was created what today we could define as a highway: the Via Orvietana, between Orvieto and Perugia. A research carried out at the State Archives, in Terni, allowed the reconstruction of the existing route in the first half of the XIX century (Gregorian Cadastre of the Pontifical State, 1816 - 1835), for the part that crosses the territory of the Municipality of San Venanzo.

The work that the Municipality of San Venanzo is doing, with the collaboration of the Association Circolo Il Pozzo of Marsciano, consists in returning these paths to the collective memory, in giving meaning to those who pass on foot, by bike or on horseback, whether they are tourists or residents, without knowing the history of the places and the routes they are following.

All the routes are indicated on the website [http://www.visitsanvenanzo.it/](http://www.visitsanvenanzo.it/) and can be downloaded on the smartphone or GPS; it is therefore easy to follow them without the danger of getting lost.
The project “Monte Peglia per Unesco”

The area of Monte Peglia has been designated as Biosphere Reserve in 2018, July 25th.

The "Monte Peglia per Unesco" project started 3 years ago, with the aim of obtaining the international recognition "MAB Unesco", expressly dedicated to the care of biodiversity for a composite and varied environmental site, and last year it became candidacy of the Italian Republic, awaiting the evaluation of the International Coordinating Council of the Man and the Biosphere Programme.

The Italian Ministry of the Environment chose to focus on Umbria, already battered by the earthquake but anxious to restart, to obtain the prestigious MAB (acronym for Man and the biosphere), that can give the district a quality label, offering important opportunities for development and cohesion to the whole territory, starting from the themes of youth training, tourism development and sustainable agriculture, and make it easier to access European funds for development too.

The Umbrian peak of Monte Peglia is part of a group of reliefs that divide the territory of Orvieto from the Tiber valley. Thanks to its isolated position, it has turned into a shelter area for many rare and endangered biological species. The area is a natural reservoir of biodiversity and is state property. A public heritage surrounded by medieval villages of great historical value, such as Poggio Aquilone, Civitella dei Conti, and Rotecastello.

The area is also noted for an important prehistoric fossil deposit, seven hundred years old and one of the best known in Italy, and the three small extinct volcanoes of San Venanzo (a town born right on the ridge of one of them), where it is observed the association of very rare rocks present only in China, Uganda and Brazil.

In 2000 was established the regional park of Monte Peglia and Selva di Meana, that is included in the S.T.I.N.A. (Territorial System of Naturalistic Interest). A part of the area is also a SIC (Site of Community Interest) of the Natura 2000 network.

The nomination for the biodiversity reserve of Monte Peglia was born from below, thanks to the long work of a citizens' committee, starting from the establishment of the "Monte Peglia per Unesco" Association, by the lawyer Francesco Paola at the end of 2015.

It is the first time for Umbria that there is an application for such an important recognition: this is an example of participatory democracy, an experience promoted by a group of citizens who have gradually joined associations, public and private subjects, with the hope that their
action can trigger virtuous processes also in neighbouring areas, from Tuscany to Lazio.

The Association is supported by the Forestry Agency of the Umbria Region, the Arci Caccia, the Italian Association of hiking guides, the Municipalities of San Venanzo, Orvieto, Parrano and Ficulle, the Umbrò Cultural Association and the prestigious Association of truffle hunters from Siena. In addition, letters of support came from the Autonomous Province of Bolzano and the Dolomiti Unesco Foundation. Recently, local meetings were held in the presence of the local administration with the national leaders of the Carabinieri Forest Units (Comando Carabinieri per la Tutela dell’Ambiente), who expressed their positive considerations regarding the project.

The MAB program (Man and the Biosphere) was initiated by UNESCO in 1970 with the aim of improving, at world level, the relationships between the populations and the environment in which they live. It is an intergovernmental scientific program that proposes interdisciplinary research for demonstration and training in the management of natural resources. The MAB Program develops a basis in the natural and social sciences for rational and sustainable use and conservation of biosphere resources and for the improvement of general relationships between people and their environment. It foresees the consequences of today’s actions on the world of tomorrow and consequently increases the ability of people to efficiently manage natural resources for the well-being of the human population and the environment.

The global network comprising all the reserves (World Network of Biosphere Reserves - WNBR) is divided into five local networks: EuroMaB, U.S. MaB, Afrinet MaB, East Asia MaB and MaBnet Americas.

Today the MAB reserves are 651 (15 cross-border), distributed among 120 countries. Thirteen are those present in Italy.

By focusing on internationally recognized sites within the worldwide network of biosphere reserves, the MAB program commits to:

- identify and evaluate changes in the biosphere determined by human actions and natural events, and their effects on man and the environment, especially in the context of actions to combat climate change;
- study and compare the dynamic relationships between natural ecosystems and socio-economic processes, especially with reference to the progressive loss of biological and cultural diversity and to serious threats to ecosystems and their ability to provide essential services for human well-being;
- ensure eco-compatible development and a liveable environment in a global context characterized by processes of rapid urbanization and excessive energy consumption considered as triggering factors of climate change;
- promote the exchange and dissemination of knowledge on environmental problems and possible solutions, as well as environmental training in the field of management and sustainable development.

1.3.2. Romania

Tourism-related policies and programmes

Romania has engaged with a number of actions with other countries to develop
sustainable tourism products and make the most of cultural assets, in line with policy priorities. It works within the Carpathian Convention to encourage co-operation for the protection and sustainable development of the Carpathians, to improve local quality of life and preserve natural and cultural values. It also works with Bulgaria, Croatia and Serbia on a programme of cultural route development in the lower Danube.

Romania together with Bulgaria, co-ordinates the Priority Area 3 “Promotion of culture, tourism and people to people contacts” of the European Union Strategy for the Danube Region.

The NAT participates in a number of international projects and programmes:

- Cultural routes in the Middle and Lower Danube region. The main objective of the project is to contribute to the diversification of Europe’s tourism offer by promoting cultural tourism through two cultural routes – the Roman Emperors Route and the Danube Wine Route.

- Sagittarius. The NAT is strategic partner in the European Sagittarius project, aimed at stimulating local level heritage entrepreneurship – developing strategies and tools to unite forces, safeguard destination regions, mobilise cultural values and deliver experiences through Southeast Europe.

- Transdanube. The NAT is also a strategic partner in the Transdanube project – focusing on sustainable transport and tourism along the Danube.

There are several programmes for domestic tourists in Romania that are aimed at extending the season through low-price tour packages for holidays taken in spring and autumn. These include the “Seaside for Everybody”, the “Danube Delta for Everybody”, a “Holiday in the Countryside”, a “Week of Recovery in Spas”, the “Spa Decade”, a “Week at the Seaside” and a “Week in the Mountains”. The early-booking programmes offer discounts of up to 30% on summer season rates for travel, e.g. between 1 February and 31 March.

In order to encourage sustainable tourism product development, two labels are awarded to industry players – the European Ecologic Label awarded by the Ministry for Environment and Climate Change, and the Ecotourism Certification System developed by the Association of Ecotourism in Romania. To ensure that Romanian Black Sea Coast beaches achieve and maintain international standards, the “Blue Flag” Programme was launched in the country in 2002 and has been operational ever since.

The North-East Regional Development Plan 2014-2020 (PDR NE) was developed by the Planning and Programming Department of the North East Regional Development Agency in accordance with the joint methodology for regional development planning (developed by the Ministry of Regional Development and Regional Development Public Administration).
This methodology proposed a standardized approach to the regional development planning exercise, applicable to all development regions, by establishing common requirements for the development of regional planning documents, the approval of a standard structure of the plan, the process of planning, common research methods (analysis of some socio-economic standard indicators).

PDR NE provides the strategic framework and represents the instrument by which the region, starting from the regional socio-economic analysis and having as framework the thematic objectives, the investment priorities and the key actions provided by the draft European funds regulations, promotes its priorities and interests in the economic and social field, representing at the same time the region’s contribution to the elaboration of the National Regional Development Strategy 2014-2020. Developed in a broad partnership framework, PDR NE proposes a new approach, namely the transition to the new generation of integrated development policies with a strong territorial component. Thus, a better correlation with the European and national strategic documents, as well as with the actions included in the sectoral development policies, was envisaged. Based on a detailed diagnosis made through regional socio-economic analysis and SWOT analyses, PDR NE takes into account the major needs of the region and aims to capitalize on the real development potential.

In the drafting of the North-East Regional Development Plan 2014-2020 a number of fundamental principles were considered:

- Focus and prioritization of objectives, thus aiming at the efficiency of the use of allocated resources;
- Coordination and correlation between the different actions proposed, resulting in a greater coherence at regional level and a synergic effect of these actions;
- Quantification of the achievement of the proposed objectives through the use of performance indicators.

1.3.3. France

Martinique is an island with a large potential in the field of green tourism with protected natural areas and adapted to the reception of the public in respect of the environment.

The sporting and playful eco-responsible activities are very numerous:

- about thirty hiking trails;
- 50 canyoning sites;
- Equestrian hiking trails;
- climbing walls;
- kayak;
- scuba diving;
- the boat or simply swimming.

The north of the island offers a great diversity of landscapes with the Mount Pelee volcano and the rainforest. The South also has its charm despite a large tourist presence due to its beaches which can be extracted by visiting the many islands that surround it. Nature lovers can observe many plant and animal species in unspoilt nature.

The National Park of Martinique includes all the most beautiful natural sites including the peninsula of Caravelle, Salines or the Diamond region. Since 1976, this park aims
to combine the economic development of Martinique and the protection of the natural heritage.

A charter has been implemented with missions staggered between 2010 and 2022 in consultation with the inhabitants for sustainable development. The various points of the charter are oriented to frame, enhance and evolve the park with technical skills but also motivate Martinique to participate in the preservation of their culture and their territory by various actions. Training and information campaigns are conducted by the park to raise awareness among the population and tourists.

The characteristics of the Region

The climate and its tropical situation make Martinique a privileged land to shelter a great diversity of flora.

"Green" activities are therefore on the agenda:
- Discovery hikes,
- Walk in the heart of lush gardens,
- sports excursions,
- bird watching of the Martinique,
- discovery of the mangrove.

The main natural sites

- The observatory of the Salines pond
- The gorges of the Falaise River
- The mangrove
- The peninsula of Caravelle
- Pelee Mountain
- Trinité

Cultural sites

- The remains of the Dubuc castle, an old sugar plantation of the 18th century.
- The village of La Trinité has a pleasant waterfront for walking, facing the beautiful bay of Raisiniers. Formerly, its port was very active, participating in the export of cocoa, cotton and sugar to the metropolis. The two ancient guns, near the town hall, and the ruins of Fort St. Catherine, at the exit of the town, testify to the military past of La Trinité.
- An exceptional stroll through varied landscapes, ranging from herbaceous savanna to mangrove, through the rocky coast and the dry forest.
- The Galion factory is the last sugar unit on the island still in operation. Created in 1865 by Eugene Eustache, it is visited during the harvest period, from March to June. A unique experience, both informative and fragrant, where one discovers, in addition to the history of sugar cane, the facilities of the central steam plant in operation. Here, modernity reconciles perfectly with tradition.

Sports tourism activities

- Surfing
- hiking
- tennis
- kayak
- hunt.

Gastronomic tourism

- Ti Kafé coffee roasting unit
- a dozen restaurants
- a local ice cream production unit

Green (countryside) and blue (sea) tourism

- Charms of the picturesque fishing village
Study on Ecotourism Development of Tartane.

- The Cove Cosmy offers lovers of relaxation and swimming the attractions of a beautiful shaded beach overlooking the Atlantic Ocean.

1.3.4. Portugal

Regional Policies – Challenges and opportunities: explore and enjoy

The North region, in which we are inserted, has at its disposal a set of opportunities to explore, such as the diverse range of natural resources and patents, the existence of renowned products and brands and the investments that have been made in recent years.

Challenges include the competitiveness of competing destinations, the economic and financial crisis, the emergence of new destinations, the seasonality of tourist flows, desertification of the interior, the presence of low-skilled human resources, accessibility and regional concentration tourism.

North Region Marketing Policies

The product strategy of PNP (Porto Norte Portuga) aims to capture new segments and market niches through the organization of the current offer of the Region.

In addition to these objectives, the bet of fate in strategic and developing products will allow us to appeal to a more frequent, varied and intense consumption per visit, in so far as it places at the disposal of the visitor other products which, not corresponding to their initial motivations, may provoke, on the spot, an interest in experimentation.

One of the strategic products is nature tourism. Below we can analyse the demand for protected areas and natural parks and national park.

Central Elements: Nature (active tourism) + cultural and landscape touring

Markets Target: Portugal, Spain, France, Brazil, Germany, United Kingdom, Italy, Netherlands, USA, Belgium and Switzerland

Market segment

Contemplative:
- Young / newly married couples (between 25 and 35 years old)
- Families with young children (between 25 and 45 years)
- Seniors and / or retired (age over 60)

Active:
- Young people (between 20 and 35 years)
- Liberal professionals (between 25 and 50 years)
- Practitioners and adepts of sports, adventure and specific activities

**Ecotourism Policies in Arcos de Valdevez**

The municipal council of Arcos de Valdevez, as the maximum entity that ensures the management of the whole municipality, has carried out innumerable initiatives of promotion and valorisation of the territory with the cooperation of Peneda Gerês National Park, creation of pedestrian zones along the waterways (ECOVIAS), development of activities within the nature, in articulation with the entity Portas do Mezio and dissemination of this heritage through the most varied means of communication. To highlight the site of the municipality that functions as a real tourist route.

The city council has managed to capture the attention of numerous tourists, thanks to the promotion and valorisation policies of the territory.

The municipality has two tourist offices whose main function is to develop tourism and guide visitors, giving them information about what they can visit. The tourist office serves as a compass for guidance. This municipal service fulfils its informative and tourist promotion function.

The autarchy has alerted investors who own rural houses, for the granting of subsidies by the structural funds of the U.E to support the rehabilitation of homes that want to insert in the business model of rural tourism housing. This is a business on the rise, as evidenced by the national data of rural tourism lodges (In Nature).

**Ecovia**

The municipality of Arcos de Valdevez is part of the World Biosphere Reserve, declared by UNESCO, with unique natural values. The banks of the River Vez stage a stunning landscape with areas classified as protected, due to the importance and rarity of its fauna and flora. In order to appreciate this natural beauty more, an Ecovia that connects Jolda S. Paio to the village of Sistelo, was created. In an area of 32.711m, and duration of approximately 6 hours and 20 minutes, it is divided in three stages:

**1st stage**

Jolda S. Paio - Arcos de Valdevez, distance 12.586m, duration of approximately 2h30m.

**2nd stage**

Arcos de Valdevez - Vilela, distance 9.850m, duration of approximately 1h50m

**3rd stage**

Vilela - Sistelo, distance 10,266m, duration of approximately 2h00m.
During the course you can admire waterfalls, do bird watching, have picnics and even swim in the clear waters of the river.

We could go on and on talking about this beautiful village that is located in the north of Portugal, which marvels those who live there and those who visit. This information represents a small part of what can be seen and appreciated in Portugal, with respect to nature and Ecotourism. Arcos de Valdevez has great potential to promote and develop Ecotourism. At a time when pollution and global warming are current themes, it is reassuring to say that we are part of a group of people who truly care about protecting, conserving and improving everything that nature gives us and above all, enjoy it.

Tourism at the national level represents one of the most important economic activities for the national GDP. This activity in addition to the wealth it creates in the national economy is a great generator of employment. Tourism is a rising activity, as evidenced by the awards that the country has been receiving as one of the most remarkable moments, whose "high point" occurred "in the WTA, with the achievement of seven world awards, among which the best destination of the world ".

In Oporto, the year of 2017 brought good results, also deserving a positive assessment by the Regional Tourism Authority of the PNP (Porto and North of Portugal), for whom "the sustainable growth of the tourism phenomenon in the region is undoubtedly the factor that the more it matters."

**Housing Houses**

There are many options to choose from, a great variety of places where tourists can enjoy, not only comfort, but also unique and breathtaking landscapes.
Nature tourism is undoubtedly a variable to explore as it has grown in recent years. The Portuguese government has carried out a set of policies in order to promote the tourist activity at national / international level, as examples are the various campaigns and promotional videos that have appeared in the most diverse media. Nature tourism is another form of tourism that has been explored at national level and has brought good results. The northern tourism region, PNP, also gives importance to nature tourism, it’s one of the variables to explore. At the local level, the municipality of Arcos de Valdevez has managed to evolve the numbers of tourists, mainly due to the impact of the award won by one of the villages of the municipality. It attributed the title "One of the seven wonders of Portugal", namely the village of Sistelo, through its magnificent landscapes on the splendour of nature that surrounds it. The ecovias that run through the time and the river have also been a point of attraction quite important, since they are virgin sources of nature. In parallel, the vast area that composes the National Park and its valorisation is an important focus of attraction. All these attractions are forms of tourism in nature, on the rise in our wonderful village.

Sites for consultation:
http://www.adere-pg.pt/Sobre-Nos-adere-peneda-geres
https://www.cmav.pt/
http://www.ardal.pt/modules/historia/
http://www.portadomezio.pt/
http://www2.icnf.pt/portal/ap/pnpg
http://lobo.fc.ul.pt/
http://www.toprural.pt/Turismo-rural-Arcos-de-Valdevez_0_58877_m.html
http://www.icnf.pt/

1.3.5. Greece

Historical retrospection - from the past till today

A significant progress has already been made, particularly in the field of building infrastructure, if one considers that only agritourism accommodation is estimated at over 1800. Ecotourism in our country is currently undergoing a transitional phase. Its meaning is in danger of being altered due to misunderstandings as to its content, the commercialization of the term and the lack of an appropriate institutional framework. But the big danger is the lack of organization. Ecotourism has begun to develop in Greece in the last twenty years. A protagonist in this direction was an “EOT” (National Tourism Agency) program that began in the 1980s and concerned the restoration of historic buildings for the purpose of their use as hotels/hostels. Of course, they were not built for ecotourism per se, but it was a first step. Subsequently, European funds began to be granted, which concerned mainly diversification, namely the strengthening of rural tourism activities to supplement agricultural income.
In 2001, the Tourism Development S.A. was created. A company of the Ministry of Tourism, which provided help and advice to entrepreneurs who wanted to try "agritourism", involving them in a projection system, and awarding them with a "rural tourism quality label". This company was in close cooperation with local development companies, and it helped to create more than 700 businesses. Unfortunately, in 2009 the company closed, re-letting the case of agritourism and, by extension, ecotourism without any organization at national level.

The Regions and Local Authorities now have the reins, which also present and advertise, but not very much, the "ecotourism enterprises" in their territory to diversify their tourist product.

In Greece, too many areas have been placed under the "legal protection" regime. National Parks, Ramsar wetlands, Natura 2000 sites, Special Nature Areas, etc. are the most important physical capital to support ecotourism activities. Apart from a few examples, most regions do not have local management bodies/entities, but when they exist, they are underfunded with management difficulties.

The ecotourism in Greece is going through a crisis, following the general situation of the last decade. EU Commission funds are reduced, organizing at national or even regional level is non-existent, there is a general ambiguity surrounding “what are the good eco-tourism practices” as well as a commercial and distorted use of the term. In addition, the state and tourism entrepreneurs in general show that they want to exclusively keep the “Sun and Sea model” as the cornerstone of the country’s tourism policy.

**Legal-Institutional Framework for Ecotourism**

The legal and regulatory framework for certification and labelling ecotourism is considered inadequate and is limited to a simple description and classification of tourist resorts without deepening into one complete and effective strategic planning for its development. As a result, there is no legal difference between one ecotourist accommodation or an ecotourist travel agency, from their equivalents of conventional tourism. Obviously, this situation reduces the potential for investment in ecotourism.

Given the lack of state initiative, local working groups have been established with representatives from the local tourism authorities, which they are trying to set some standards for ecotourism.

**Identifying gaps and proposing solutions**

We can identify some existing gaps that if covered, there will be a much better organizing and more opportunities in the field:

1) Establishment and operation of a special service for the supervision and promotion at national and international level of our ecotourism product as well as the training and support of the professionals in the area;
2) Establishment of an eco-tourism quality label for tourism enterprises that strictly adhere to specific criteria;
3) Emphasizing on the development of local ecotourism networks by entrepreneurs,
local authorities and protected area managers;

4) Enhancement of Protected Area Management Bodies/ Entities, and creation of new ones where there are none;

5) Creation of an appropriate legislative framework to distinguish and protect the specificities of ecotourism businesses, products and services.

1.4. Conclusions

Tourism sector is a pillar in the economies of countries, both developed and developing one’s particularly those countries in which tourism is the major source of income and foreign currencies, as well as, creating job vacancies. Since the tourism industry is gaining popularity in the 21st century, international tourist arrivals are expected to increase by 3.8% per year between 2010 and 2020. Furthermore, tourism is considered as a source of economic development especially, for the developing countries.

It is of importance to explore the role of government and other relevant stakeholders’ in formulating tourism policies since these policies affect all varieties of business pertaining to tourism sector. Furthermore, it is crucial to understand interactions and activities of the government and the pressure applied by main players in tourism industry during the policies making process. This reflects the high significance of the effect of these policies.

Tourism is regarded as one of the rapidest emergent industries in the world and it is a major contributor to economic growth, as well as, a foreign exchange earner to many economies. As a result, governments put much focus in coming up with sustainable strategies and policies that would help sustain high standards of tourism in those countries. The main objective of many governments is to formulate tourism policies to act as a guideline to all tourism development process, operations and management. These policies are often geared towards sustainability that is in line with international best practices, to allow for competitiveness of their national tourism industry regionally and globally.

However, governments often face various obstacles to policy implementation, and this tends to slow down the process of development of this dynamic industry. The most common barrier to sustainable tourism implementation in many countries is economic policy over environmental and social concerns. This barrier is strongly linked to the short-term concerns of political leaders who play a main role in tourism policy implementation and development.

Tourism in many countries across the world, mostly relies on government policies to operate. Funding is a government responsibility in most cases, with the private sector coming in with other necessities such as accommodation, transport and leisure facilities. As such, most barriers to policy implementation arise out of government influence.

Politicians give much focus to short-term economic objectives that prioritize economic factors such as job creation, and development that come up with immediate or short-terms results, as opposed to those policies that take longer time to achieve such a tourism policy.
Tourism sustainability policies often require more than ten years to be realized whereas, political sequence, flexible policies should be designed to cope with this speedy progress on all spheres of influence in tourism and travel world.
CHAPTER II

Trends on the (eco)tourism labour market

2.1 Italy - Umbria Region

Types of tourism practiced in Umbria Region

Umbria Region has a various landscape and the tourism offer could satisfy tourists with different interests.

Naturalistic and sport tourism - Starting from its landscape, Umbria is defined as the "Green Heart of Italy" and is home to many parks and protected natural areas ideal for an adventurous holiday of exploration and discovery, doing also sport activities like hiking, biking, rafting or extreme sports.

Umbria encompasses large part of the Monti Sibillini national park as well as seven regional parks: the park of Colfiorito, Monte Cucco, Monte Subasio, the Tiber river park, the park of Monte Peglia and Selva di Meana, the park of Lago Trasimeno and the Nera river park.

Each one has a different story to tell through its environmental and naturalistic features, the fascinating flora, fauna, streams and rivers, lakes and geological stratifications, the distinguishing aspects that are the essence of Umbrian parks, all of which are also home to historical and cultural remains linked to the great roads of the past.

A lot of tourists every year visit the Trasimeno Lake and the Marmore Waterfalls.

The plains of Castelluccio di Norcia in the Valnerina attract a lot of visitors during the period of the blossoming of lentils fields in July.

Religious tourism - Umbria is an important destination also for religious tourism, with the towns of Assisi, Orvieto, Cascia and Norcia, in particular. Isolated mountains that over the centuries have been home to hermits and monastic orders, in search of special places in which to dedicate their lives to God and meditation, are still frequented by hikers and pilgrims from all over the world.

Cultural tourism - The region offers a multitude of places of culture, starting from the largest towns of Perugia, Terni, Spoleto, Gubbio and Assisi, rich in museums, libraries, archives, archaeological areas and parks and monuments.

In Umbria, UNESCO, the United Nations Educational, Scientific and Cultural Organization, has recognised Assisi and other Franciscan sites as "World Heritage Sites" as well as two others belonging to the serial site "The Longobards in Italy. The places of Power (568-774 A.D.)" which includes some of the most important Longobard ruins found in Italy.

Food and wine tourism - The region offers a great variety of flavours and local products: from fish to cured meats, from chocolate to dairy products. It is famous also for the production of olive oil and wine, with several
important areas of production, like Montefalco, famous for the Sagrantino wine.

**Handicraft production** - There are some towns famous for their handicraft production, like Deruta, Gualdo Tadino, Orvieto and Gubbio, famous for the ceramic decoration, or Piegaro with its glassmakers.

**Wellness tourism** - Umbria is a sort of a natural oasis, where the riches of the landscape and the artistic ones come together inspiring the visitor a deep sense of balance and serenity. Wellness has become a classic in the holiday offers of beauty farms, wellness centres, hotels and thermal baths present in the Umbrian territory and whose number of structures is increasing.

**Congress tourism** - Umbria is also an ideal place for business meetings, congresses and conferences being able to take advantage of facilities that offer high quality services, and at the same time a pleasant stay, thus combining business with pleasure, as a suitable place to immerse yourself in history, in art, in nature and in the simple and genuine flavours of good Umbrian cuisine. In addition, the major facilities that can accommodate important events, are or are being organized to offer real-time assistance, with particular care of details, coordinating the event with a dedicated employee, providing the most advanced technological equipment, technical assistance, professional interpreters, secretarial services, and every other service needed.

**Events** - Numerous events take place, especially in summer, in many centres of Umbria. These events, some of which are also known internationally, like Umbria Jazz and Eurochocolate in Perugia or the Festival dei Due Mondi in Spoleto, bring tourists from all over the world to the region. The folklore provides the keys to decipher the fragments of the historical legacy handed down by the popular memory, and this past is expressed, today, also with events, exhibitions, theatrical performances, festivals and musical performances.

The most famous folklore manifestations are the Festa dei Ceri in Gubbio and the Calendimaggio in Assisi.

Then there are various historical re-enactments like the Quintana that takes place in Foligno, which recalls the costumes of the 1600s.

**Unemployment and its characteristics in Umbria**

Italy is confirmed as the country of the European Union with the largest number of young people without jobs and without hope of finding it. In Italy, as reported by data collected by Eurostat, in 2017 25.7% of boys between 18 and 24 years did not have a job, they were not looking for it and they were not even in a training period. The percentage is slightly lower than in 2016 (26%), but Italy holds first place in Europe, where the average is 14.3%.

In Umbria, among young people under 30, unemployment is 25.9% of the labour force, while the NEET phenomenon is present in 19.5% of residents, according to ISTAT data for the first quarter of 2018. The number of NEETs in 2017 rose to 24,000 (+2,000), a value even closer to the maximum reached in
2014 (29,000, equal to 23%) than to the pre-crisis one (17,000, or 12.9%).

The general Unemployment rate of Umbria Region is 10.8% according to the ISTAT data of the first quarter of 2018.

The number of unemployed in the strictest sense on average in the year, compared to 2016, in Umbria increases by 11.4% while at national level decreases of 3.5 %. Not only that, but all Italian regions show a decline in the number of unemployed and only Umbria (+ 11.4%) and Molise (+ 15.3%) show an increase. In other words, in terms of unemployment trends, Umbria is the second worst region in Italy and Molise is the worst.

In 2017 in Umbria there was a weak recovery in employment (+600 units), characterized by the widening of poor and precarious work. In fact, fixed-term work increased by 20.4%. According to ISTAT data, in 2017, compared to an overall increase in employment of 0.2%, agriculture saw an increase of 12.6%, services by 1.1%, while the decline continues in industry (-2.7%) and in construction (-7.5%).

The very recent 'Noi Italia' 2017 report focuses on the structural difficulties of our region. Some data highlight it particularly: part-time employees move from 12.7% in 2004 to 20.2% in 2017 (and we now know with certainty that part/time is largely induced). The unemployment rate that was 5.8% in 2004, in 2017 is 10.5% (almost doubled). Youth unemployment rose from 15.8% in 2004 to 30.8% (doubling again), while the absolute poor rose from 30 thousand and 400 in 2015 to 45 thousand in 2017.

These data demonstrate the persistence of a situation of extreme difficulty, which often is passed on to new generations.

Manufacturing, construction and transport companies have decreased, while those operating in traditional and innovative services have increased significantly. The most suffering sector was that of handicraft, but in percentage terms, bigger companies decreased more, registering a reduction of 6.8%. In fact, after this terrible decade, micro and small businesses continue to represent 95.4% of Umbrian entrepreneurship. The only sector in which GDP has grown steadily has been tourism, which recorded an increase of 8%, representing the leading force behind the increase in accommodation and catering services. Excellent results were also achieved in exports, which grew by 38%, especially in the Made in Italy sectors (mechanics, agri-food, fashion and home furnishings).

Despite the encouraging data about tourism we must point out that 2016 was an extremely negative year for tourist presence in Umbria, due to the earthquake. The decline in tourists’ number in Umbria depends above all on Italians. The new data published by the Umbria Region on the trend of flows between January and May show a decrease of -25% in arrivals and -15.4% in presences, compared to the same period of 2016. But it is clear that the decline concerns especially Italians, with -27.21% in arrivals compared to -16.22% for foreigners. This depends on the fact that in our European reference countries, Germany, the Netherlands and England, we no longer speak of an earthquake, explained the Regional Tourism Councillor, Fabio
Paparelli. "Umbria is perceived as a quiet region, in a context like Italy that has not had any security problems". The most significant losses are still recorded in the crater area: in the first 5 months of 2017, the Valnerina suffered a 78% drop in arrivals, followed by Spoletino, where they decreased by 39.5%.

**The labour market in tourism**

From the interesting VIII report of Federalberghi "Osservatorio sul mercato del lavoro nel turismo" published in December 2016, service sector represented in 2015 in Italy 69.6% of the national employment. Commerce and tourism employed over 4.5 million of people, more than the entire manufacturing industry.

In 2015 the tourism sector (hotels, campgrounds, bars, restaurants, bathing and thermal establishments, discotheques and travel agencies and amusement parks) on average, about 964 thousand employees and 171 thousand were employed in companies with at least one employee.

Seasonality is a feature of the sector that emerges clearly from the variability of companies and employment in the different months of the year. Tourism presents a productive structure characterized by enterprises of small size with a number of employees that, on average, is equal to 5.6 units. The strengthening of the employment base in the summer months, but also that of the number of operating companies, brings the average size to 6 employees per company. This refers only to the employees and not to the work performed by owners and family employees representing at least one third of the total work input in the sector.

**The professions of tourism: the companies in the tourism sector and the main professional figures**

**A brief overview of the market players:**

**Tour operator**

They take care of organizing trips and building travel packages distributed by travel agencies.

Some professional figures working within them are:

- **tourist programmer** - creates tourist packages based on the indications of marketing and market trends. His activity starts from the conception, planning and realization of the product up to their publication in the online and off-line catalogues.

- **responsible for booking** - manages booking flows. For its activity of managing scheduled services, it represents the operational interface between the network of agents and correspondents (air carriers, hotels, etc.).

- **communication and marketing officer** - studies the opportunities of the tourism market by identifying customer needs and analysing the competitive scenario to define winning proposals.

- **sales manager** - guarantees the distribution of tourism products through the travel agency network.

- **designer** - is a professional who collaborates through tourism consultancy for the development of projects dedicated to sustainability and local realities.
Travel agency

They deal with selling tourist packages offered by tour operators and identifying the most suitable travel solutions for the client. They also act as an intermediary for airlines, railways and shipping companies.

The following figures operate inside them:

- **counter sales** - ticket office and counter services.
- **technical consultant** - expert in the sale of tourist packages with strong impact.
- **technical director / technical manager** - must have passed a provincial examination to be qualified for the profession. It is a necessary figure to open a travel agency.

Hotel industry

Some figures:

- **director** - figure at the top of the hotel business: he is responsible for the organization, management and coordination of the entire structure regarding economic resources, services and personnel.
- **receptionist / head of reception** - It manages the relationship with the client from an administrative point of view (registration of arrival / departure, etc ...) and quality (responds to the needs of the clients by advising activities, services, etc.).
- **Room division manager**
- **Food & beverage manager**
- **Booking agent**

Conferences & Incentives

In the sector are working figures like:

- **PCO professional congress organizer** - is the person responsible for organizing events.
- **Meeting planner** - responsible for planning MICE (Meeting, Congress, Incentive and Events).
- **Congress and meeting manager** - works as a coordinating manager of congress events within Tour Operators, specialized travel agencies and hotels.
- **Hostesses and stewards** - they have a role that is increasingly shifting towards management and coordination, as well as being based on reception.

Tour guides

These are autonomous figures, who collaborate with tourism companies, to which today are required skills such as strong specialization in certain areas, narrative and mediation skills, the excellent knowledge of at least one foreign language.

The **tour leader** follows individuals or groups of people traveling through the national territory or abroad, assisting them at all stages of the journey. The **Tourist Assistant** is the trusted contact person of an agency or tour operator in a specific tourist destination.

The **tour guide** works as a professional and accompanies people or groups in visits to works of art, museums, galleries, archaeological excavations, illustrating the historical, artistic, monumental, landscape and natural attractions. The exercise of the tourist profession is normally carried out autonomously and is subject to the attainment of professional qualification.
Some emerging professional figures

- **Travel organizer** - Professional figure that has evolved with the advancement of new technologies, that takes care of the journey from construction to marketing to communication. It can operate within travel agencies in contact with the public or autonomously through the OLTAs.

- **Travel designer** - Figure that deals with meeting the traveller’s expectations and the characteristics of the territory by proposing a tailor-made tourist offer. He takes care of the entire cycle of the travel experience, focusing on his proposal the aspects that can make it memorable. In addition to the planning phase, it also promotes the promotion and distribution of the tourist package either independently or through agencies, including online.

- **Social Media Manager** - Professional who deals with web communication within tourism companies for the promotion of tourist services and products.

- The figures of sustainable tourism: **Promoter of sustainable tourism development**, **Technician in management of environmental tourism**, and the **Environmental tourism guide**.

The most sought-after skills in tourism sector

In such a growing and evolving sector, highly specialized figures are sought with adequate preparation and training.

Among the new profiles sought in the sector, stand out new skills related to the web and social networks / media and the knowledge of languages, especially those of new emerging countries, such as BRIC (Brazil, Russia, India, China).

Traditional figures are always needed, especially in hospitality sector, in luxury and business facilities. An emerging figure is the revenue/pricing, which has the task of changing the rates through the management of prices, through online booking channels too.

In addition to employee work, there are opportunities for new business ventures too: from booking services that offer tools to the consumer or to the operator, to apps that use geo-referencing to offer value-added content/services, or also startups specializing in social marketing and storytelling of places.

**Professional training in tourism**

In addition to the high secondary school related to tourism, such as: Professional institute for food and wine service and hotel hospitality, based in Assisi and Spoleto, there is in Umbria a University faculty dedicated to tourism, within the faculty of economics of the University of Perugia. The Master Degree Course in Tourism Economics aims to provide students with cultural, methodological and technical-professional skills in relation to the analysis and critical interpretation of the structures and dynamics of the company, through the acquisition of an adequate knowledge of the company disciplines, economic, legal, mathematical and statistical and, in particular, provide adequate skills in the management of tourism businesses and in the management of cultural events and the territory. The Department is based in Assisi,
one of the most important tourist sites in Umbria.

Moreover, the Region of Umbria selected the following professional profiles which are included in the regional catalogue of vocational training offer, which belong to the tourist sector and are available to be chosen by young unemployed or adult person, who want to get a professional qualification in the field of tourism. The courses are developed by certified vocational training agencies and recognised by the Umbria Region, issuing a professional qualification.

2.2. Romania

Types of tourism practised in Romania, North-East Region

Romania, given its geographical position, has a large variety of natural resources, which provide opportunities to diverse forms of tourism.

To develop this sector Romania has the advantage of various forms of relief – the Black Sea coast, the Danube River and the Danube Delta, richness of the mineral waters resources (1/3 of the European mineral water resources), as well as of the climate favourable to practising tourism activities during the entire year.

Due to its favourable conditions, the beauty of the places, the purity of the air, the waters, the mountain areas of Bacau, Neamt and Suceava counties, as well as the inexpensive cultural and religious heritage, the North-East Region has a relatively high tourist potential that can be compared with other famous tourist areas in the country and abroad. Along with the picturesque region, the well-known hospitality, the folk traditions, the customs, the Moldovan gastronomy, the traditional wine tasting in Cotnari and Husi vineyards give local colour to attract tourists.

The North-East Region is known for a number of defining touristic elements, which constitute the functional tourist base on which the development and diversification of tourist services is based:

- Cultural and religious heritage in the northern part of the region included in UNESCO World Heritage;
- Old centres and cultural heritage in Iasi and Botosani;
- The religious patrimony in the Neamt area;
- Resorts of national interest - Vatra Dornei, Gura Humorului, Slanic Moldova, Targu Ocna, Campulung Moldovenesc, Piatra Neamt, Tirgu Neamt;
- Mountain areas: Ceahlau, Rarau, Calimani;
- Gastronomy and Moldovan hospitality;
- Cotnari and Husi vineyards.

• Natural reservations and monuments of nature

In the North East Region there are numerous natural reservations and monuments, protected natural areas of national interest, including 3 of the 13 national parks of Romania: Calimani Mountains National Park, Bicazului - Hasmas National Park and Ceahlau National Park, as well as a natural park - Vanatori-Neamt.
**Situation of natural reservations and monuments in the North-East Region**

<table>
<thead>
<tr>
<th>County</th>
<th>No of reservations</th>
<th>Surface (ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bacau</td>
<td>26</td>
<td>9.884,7</td>
</tr>
<tr>
<td>Botosani</td>
<td>9</td>
<td>3.223,8</td>
</tr>
<tr>
<td>Iasi</td>
<td>27</td>
<td>5.036,4</td>
</tr>
<tr>
<td>Neamt</td>
<td>28</td>
<td>25.800,2</td>
</tr>
<tr>
<td>Suceava</td>
<td>28</td>
<td>4.959,2</td>
</tr>
<tr>
<td>Vaslui</td>
<td>9</td>
<td>276,3</td>
</tr>
<tr>
<td>Total (NE region)</td>
<td>126</td>
<td>49.183,6</td>
</tr>
</tbody>
</table>

- **Recreational tourism**

  The recreational infrastructure is vital in the context of tourism development in the North-East Region, its quality influencing, to a great extent, the length of stay of tourists. In this context, we note the efforts of the local authorities in the North East Region to initiate and develop projects dedicated to this purpose, out of which we mention only a few:

  ### Recreation facilities

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Recreation facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation Island</td>
<td>Bacau County</td>
<td>boat rides, swimming pool for children, tennis and volleyball court, entertainment area, etc</td>
</tr>
<tr>
<td>Regional Botanical Garden Cornisa</td>
<td>Botosani County</td>
<td>Indoor swimming pool, Olympic swimming pool, beach, ice rink, roller coasters, sports grounds, pond and artificial river, sauna, hydromassage pool, etc</td>
</tr>
<tr>
<td>Ciric Entertainment Area</td>
<td>Iasi County</td>
<td>Beach, swimming pools, climbing wall, walking in trees, minigolf courts, paintball,</td>
</tr>
<tr>
<td>Piatra Neamt Recreation Complex</td>
<td>Neamt County</td>
<td>Swimming pool, natural ice rink, football fields, tennis, basketball, volleyball, handball, roller skates and skateboards, Land Adventure, horseback riding, stage performance</td>
</tr>
</tbody>
</table>

- **Active tourism**

  In Romania mountain tourism has very good development conditions due to the potential offered by the three Carpathian mountain range.
Among the mountainous types of tourism, ski tourism has a high natural development potential.

In order to have Romania internationally recognised as a tourist destination for winter sports the improvement of the general infrastructure is necessary, of the winter sports supply, restructuring and development of the tourist infrastructure for mountain tourism (new slopes with the related cabled transport installations, equipment and devices for artificial snow and slope maintenance), as well as the development, modernisation and diversification of the reception structures.

In the North East Region, practicing active tourism has very good development conditions due to the potential offered by the Oriental Carpathians. You can practice mountain hiking, winter sports, as well as adventure and sports activities: climbing, mountain biking, paragliding.

Now, the most important component of mountain tourism is winter sports. In the North East Region, most of the skiing area is concentrated in an area belonging to Suceava County.

The infrastructure for winter sports has been constantly evolving in the North-East region in recent years, being inaugurated in Malini (2008), Gura Humorului, Piatra Neamt and Sucevita (2010), Vatra Dornei (2011), Durau (2012) Slanic Moldova (2014). This indicates that there is interest both from local authorities to develop this tourism segment, as well as from winter sports fans.

Currently, in the North-East Region, the mountain resorts where these winter sports can be practiced are Vatra-Dornei, Gura Humorului, Piatra Neamt, Durau, Sucevita, Malini, Campulung Moldovenesc and Carlibaba.

Hiking is a form of tourism for recreation with tradition in the studied territory. The need for rest and recreation becomes increasingly important in the context of the stressful contemporary life rhythm. Its practice is accessible to a large population of different income levels that belongs to almost all age groups.

Any form of relief allows hiking, in our country the most popular type of hiking is the one practiced in the mountainous perimeter.

The situation at national level reveals that of the 60 mountain massifs, about 20 have a certain technical equipment and only 13 have a better endowment, including a massif in the North East - Ceahlau Region.

High mountain hiking trails are very important for hiking. The routes for mountain trips are carried out by local authorities, and their release and marking are done with SALVAMONT assistance. SALVAMONT also provides information on the difficulty of the routes and the equipment that excursionists need. Local authorities are responsible for marking, indicating the starting points of the routes, as well as their maintenance.

Mountain trails in parks and nature reserves, according to Romsilva, are found in:

Calimani Mountains National Park - 25 mountain trails;
Bicaz Gorges National Park - Hasmas - 18 mountain trails;
Ceahlau National Park - 7 mountain trails; Vanatorii Neamț Natural Park - 9 mountain trails.

There are other marked mountain trails (according to www.carpati.org):
Rarau-Giumalău Mountains - 20 routes;
Ciuc Mountains - 20 routes;
Suhard Mountains - 21 routes;
Tarcau Mountains - 16 routes;
But also, in the Gosman Mountains, Bistrița, Stanioara, Bargau, Nemira or Bucovina Obchin.

Active tourism activities show very good prerequisites for practicing in the North-East Region, being an extremely viable alternative for tourism development in mountain areas in all seasons, thus reducing the importance of winter sports due to inadequate climatic conditions and insufficient equipment with specific equipment mountain resorts.

Climbing is practiced, empirically, in the most important mountain areas. There are 5 marked climbing areas, arranged and included on the list of the Romanian Mountaineering and Climbing Federation:
the Rarau Massif, the Bicaz Gorges, the Suga, Sihla and Oituz Gorges.

Mountain-Biking on mountain and forest paths
Downhill in Piatra Neamț, Vatra Dornei

• Balneary tourism

Romania has a high natural potential for balneary treatment of certain diseases, given its available resources. Romanian subsoil currently holds over 1/3 of the European mineral waters and a whole range of unique or rare across Europe mineral resources: mofette gases from Oriental Carpathian Mountains area, sapropelic mud from the Salty Lake (Lacul Sărat) or Techirghiol.

Romania’s climate is particularly adequate for therapeutic treatments, including years with tonic, sedative, marine and salty mines bio-climate.

The physical-chemical quality and the therapeutic value of the curative natural factors are similar or even superior to those existing in the balneary resorts recognised world-wide, in all the 14 categories of affections included on the World Health Organisation List.

The extensive development of the balneary tourism segment by 1989 was aimed at providing both internal social mass-tourism and international access. Thus, in Romania, out of 160 balneary resorts, with mineral factors resources, only 24 are of national interest, the others having a diminished role on the internal and European tourist market.

The biggest resorts included in the international circuit, with a total number of beds between 2,500 and 8,500 are, listed in
order: Băile Felix, Călimănești-Căciulata, Băile Herculane, Sovata, Slănic Moldova, Băile Olănești, Băile Govora, Vatra Dornei, Covasna, Buziaș. Many of them have modernised their accommodation base, built cure hotels and modern sanatorium complexes, where accommodation, meals, diagnosis and treatment services are provided in the same location. The biggest balneary resort in terms of accommodation capacity is Băile Felix, followed by Băile Herculane.

Although the Romanian balneary resorts enjoy themselves of an international incontestable fame regarding the cure of a wide range of affections and diseases, many of the treatment places are in a precarious operational state, mainly due to moral depreciation.

Given the quality of the accommodation infrastructure and the services that are provided the number of foreign tourists in balneary resorts decreased. 95% of the tourists registered in the balneary facilities are Romanian and over 97% of the nights spend within such facilities. This large number of Romanian tourists is due mainly to the social and trade unions programmes.

The North-East region has a good spa potential and can be an important tourist destination given the available resources. The climate is suitable for therapeutic treatments, including areas with a tonic, sedative, and saline bio-climate.

The potential for the development of balneo-therapeutic tourism is evidenced by the rich mineral springs, which could develop wellness and balneary tourism, but integrated into the territory through a wide range of activities specific to each area, taking into account the high value of the average length of stay in these resorts.

Although the North-East Region offers many possibilities for the development of balneary tourism, only a small part of the natural curative potential is capitalized on a satisfactory level. Thus, according to the Decision 1072/2013, the localities of the North-East region which have been granted the status of balneoclimatic resort are:

- **The area corresponding to Nicolina**
  recreation-treatment area in Iasi, Iasi county

- **Municipality of Vatra Dornei, Suceava County**

- **Slanic Moldova, Bacau County**
  The Slanic Moldova balneoclimatic resort is located at an altitude of 530 m, on the eastern slope of the Eastern Carpathians. The predominant profile of spa treatment is that of digestive, hepatobiliary, metabolic and nutritional diseases, rheumatic, cardiovascular, respiratory diseases. The resort has an accommodation capacity of approximately 1741 places. The treatment center of Venus Hotel with a surface of 452 square meters, providing a total of 1192 daily procedures, is designed to treat digestive, hepatobiliary, respiratory, metabolic and nutritional disorders associated diseases. Treatments are performed under the supervision of medical staff.

- **Targu Ocna, Bacau County**
  The balneo-climatic resort of Targu Ocna has a climate of hills with moderate temperatures and rainfall of 700 mm annually. The mineral springs in Targu Ocna, used in internal and external cures, are recommended for gastrointestinal disorders, hepatobiliary, respiratory, metabolic and nutritional disorders associated diseases. The resort is designed to treat digestive, hepatobiliary, respiratory, metabolic and nutritional disorders associated diseases. Treatments are performed under the supervision of medical staff.
biliary diseases, nutritional diseases, allergic states, metal intoxication, kidney and urinary diseases, locomotor system diseases. The resort has two treatment bases: the Magura Hotel, whose capacity is 230 seats and the Targu Ocna sanatorium, including for the tourists accommodated in the tourist reception facilities of the spa resort Slanic Moldova. The sanatorium, located on an area of 6,400 sqm, has a medical cabinet, 10 beds, a gym, leisure facilities. Targu Ocna has tourist value from two points of view. Firstly, it attracts visitors who want to receive medical treatment in the salt-specific environment.

- Secondly, it is an attraction for visitors who want to know salines, the way they work in salt mines and underground caves. Both forms of tourism attract visitors to the mining area and generate demand for accommodation and other services offered to visitors. The services offered by the salt mining company within the salt mine are: saline transport, aerosolatural halini treatment, saline and recreation: sports fields (basketball, mini football, tennis, table tennis), playgrounds children equipped with swings, slides, participation in religious services in the church "Sfanta Varvara", arranged in the salt mine.

Besides these tourist resorts, there are other settlements that have benefited in the past from the status of a resort, such as Sarata Bai and Moinesti in Bacau County, Strunga baths in Iasi County, Negulesti in Neamt County, Ghermanesti-Drance in Vaslui County, or Cacica and Solca from Suceava County.

- **Cultural tourism**

Romania has a cultural-historic and ethnic-folklore patrimony highly attractive and valuable. There are over 680 values of cultural patrimony of national and international interest, among which: churches, monasteries, monuments, art and architecture piles, urban architectural piles, historical centres and archaeological sites, part of which have become values of the Universal Patrimony under UNESCO (fortified churches, churches with exterior frescos, Dacian walled cities, Sighișoara fortified town, etc.).

Romanian ethnographic and folklore thesaurus is also very original, represented by: architecture specific to villages from Romanian historic provinces; wooden churches from Maramureș and Salaj; wood processing; national costume; decoration art; traditional ethnic-cultural shows and religious developments; outdoor or pavilion-indoor museum ethnographic fairs and exhibitions, etc.

This form of tourism is supported by an accommodation capacity representing 12.9% of the total beds existing in the
country, however it decreased in the past years due to changes in the destination of certain accommodation units. The number of foreign tourists in the cultural & religious tourism increased by 28.5%.

The issues this type of tourism faces are related to the access infrastructure in case of archaeological sites, architecture monuments, which is old and insufficient in capacity, lack of parking places having information and promotion points for the respective cultural objective, lack of belle-view points for fortresses, medieval walled cities, churches, historical monuments and monasteries, lack of special camping places for the pilgrimage tourism.

Among the advantages of cultural tourism development is the independence of a certain season and the quality of the infrastructure. Disadvantages are related to the fact that it targets a well-educated, highly educated and cultured audience.

By its nature, cultural tourism interferes with all other forms of tourism, the cultural component, whether linked to monuments or festivals and other events, contributes to creating a specific atmosphere for the area of Moldova.

The North-East region benefits from a valuable anthropic tourist heritage, represented by numerous historical monuments, architecture and art, religious buildings, museums and memorial houses, ethnography, important cultural and science institutions.

Of great interest in practicing tourism in the North East Region are the cultural edifices, so that the Moldavian itineraries are not only attractive but also profoundly educational.

It is here where Mihai Eminescu, George Enescu, Nicolae Iorga, Mihail Sadoveanu, Mihail Kogalniceanu, Ion Creanga, Ciprian Porumbescu, Stefan Luchian, George Bacovia, George Apostu, Tristan Tzara, Octav Onicescu, Costache Negri, Calistrat Hogas, Nicolae Labis, Emil Racovita and Vasile Parvan. Their memory is preserved in museums, memorial houses, and their memory is celebrated by monuments and statues.
The North East Region holds 3,995 monuments of international, national and local interest, according to the patrimony list of the Ministry of Culture and Religious Affairs in 2010. These include archaeological sites, buildings of historical and archaeological interest, memorial houses.

- **Religious tourism**

In the North East Region there are many monasteries, churches and fortresses, which are always of great interest for tourist circuits.

There are remarkable religious edifices in the counties of Iasi, Neamt and Suceava, with museums that hold patrimony values. Bucovina is the most well-known tourist area in the North-East Region, with its churches and monasteries famous for the exterior and interior paintings, unique edifices in the world. The large number of churches and monasteries throughout the region contribute to the development of ecumenical tourism.

Among the most famous monasteries in the country is Voronet, founded by Stefan cel Mare in 1488. It has an interior painting dating back to the time of Stefan cel Mare. Its fame is due to the exterior painting made on a blue background known throughout the world by the name "Blue by Voronet".

The Humor Church, also known as the Adormirea Maicii Domnului, is highly appreciated for its exterior painting showing the Last Judgment.

Moldovita Monastery, built by Petru Rares in 1532, is surrounded by strong 6 m high walls, also famous for exterior painting.

- **Rural tourism and agritourism**

Rural tourism provides to the foreign tourists the possibility to directly learn Romanian people’s traditions, hospitality and authentic cooking of each area.

The beauty of the natural environment and the historical monuments of national and international value create the background for obtaining an important economic contribution from the rural tourism.

As of 1995, according to the Law no. 145/1994 approving EGO no.62/1994 regarding the establishment of facilities for mountainous rural tourism development, in Romania private initiative is promoted, in the sense that peasant households may be authorised to provide tourist services as pensions or agri-tourist farms.

Romanian rural tourism is developed and promoted by the National Agency for Ecological and Cultural Rural Tourism (National Association for Ecological and Cultural Rural Tourism – ANTREC), non-
governmental organisation established in 1994, member of the European Federation of Rural Tourism – EUROGITES. ANTREC has 31 county-level branches (out of the 41 counties in the country) covering almost the entire Romanian territory, 2,500 members, and tourist and agri-tourist pensions in 770 Romanian villages.

Although rural tourism offers good accommodation and food services, from the chalets and rustic pensions to the three-star facilities, this type of tourism is not very well developed yet; considering that it is at high demand on the tourist market, it implies low investments and low risk and it also represents an opportunity for the rural labour force.

Rural tourism may be practised during the entire year and it could also be better developed by facilitating the eco-tourism.

“Life in the countryside” Programme recently launched by the Ministry of Transport, Construction and Tourism aims at promoting rural tourism and attracting foreign tourists in the Romanian agri-tourist pensions.

This form of tourism is motivated by the desire to return to nature, to life and to the traditional customs. In the rural area of the North East Region there are numerous churches, monasteries (Varatec, Putna, Voronet, Agapia, Moldovita, Sucevita etc.), museums, memorial houses, mansions, inns and royal courts. Many of these cult places are unique in the world through their beauty.

Artistic performances and traditional folk celebrations throughout the year bring into the attention of the general public the living, authentic spirit of the Moldavian lands, through the songs and dances, ancient customs. Through its cultural, historical, ethnographic, natural and socio-economic values, the Moldovan village can become a tourist product of great originality and brand for tourism in the North-East Region.

A favourable factor in the development of this form of tourism is the beauty of the area, the existence of a rich fauna and flora, many endangered species, natural parks and protected areas. Also, eating fresh food, tasting wines and other alcoholic beverages, and traditional cuisine are serious arguments for practicing rural tourism.

• **Ecotourism**

One of the competitive advantages of our country, compared to the famous tourist destinations, is having natural environment unaltered by man's presence and activities. Thus, species of plants and animals declared endemic or nature's monuments can be found within natural reservations. Likewise, Romania still maintains the natural environment unaltered by man’s presence,
one can find flora and fauna that disappeared in other countries or can only be seen in captivity. The poor development in certain areas of classical forms of tourism led to an important premise for eco-tourism development, which could make Romania an important destination of such type of tourism, especially being located in the Centre of Europe.

In Romania, Vanatori Neamt Natural Park has implemented one of the first ecotourism programs around 2000, benefiting from a Global Environment Facility (GEF) grant.

The majority of ecotourism promoters are found in the Ecotourism Association of Romania (A.E.R.). A.E.R. is a partnership for nature conservation and tourism in Romania between tourism associations, non-governmental organizations for local development and nature conservation, nature preservation projects and travel agencies.

• **Oenological tourism (wine-vineyards)**

![Wine cellar](image)

Wine-viticulture tourism is a form of tourism that can be practiced in the North-East Region due to the existence of a recognized wine-growing tradition, tasting centres, wine-shops in famous vineyards: Cotnari, Bucium - Iasi, Husi - Vaslui.

Cotnari has an impressive and valuable wine cellar, with wines dated between 1956 and 2000. From the 1956 production, the Cotnari wine shop has 1,793 bottles of the Grasa de Cotnari variety, and 343 bottles will be preserved as national values in the National Bank of Romania Treasury.

Selected wines specific to the Husi vineyard (Busuioaca de Bohotin - Husi, Zghihrara, Feteasca Alba, Feteasca Regala, Aligote, Muscat otonel, Black Feteasca) can be tasted in a special environment surrounded by vineyards at the Dimitrie Cantemir Agricultural High school. Very close to Husi, in the village of Averesti, you can visit the old wine cellar, where you can taste wines specific to the area.

**Unemployment and its characteristics in your town/region**

At present the contribution of the Romanian tourism to the national economy is still insignificant compared to other competitive countries’ achievements, including Central and Eastern European countries. Tourist sector has a direct contribution to the GDP of 2.6%, an insignificant value if considering the weights of the other countries.

In Romania, the number of employees in the tourism industry amounted to 48,000 in 2016, representing a decrease by 44% compared to 2010. The decrease was mainly due to the demand of highly qualified manpower, but also to non-motivating
earnings. Although efforts were made to ensure a high professionalism of employees in the tourism industry, deficiencies exist in tourism manpower training level and in employees’ attitude towards visitors. Attracting highly qualified experienced manpower by tourism providers from competitive countries represents a threat for the Romanian tourism labour market. Therefore, encouragement is needed for employees to attend related training courses in order to be able to work at international standards, and also for employers for adopting a motivating elements system for keeping the high-qualified personnel, in order to acknowledge the importance of this type of staff.

The unemployment rate registered in the North-East Region during the period 2015-2017 tends to be reduced yearly. Although, we must emphasize the significant discrepancy between the values of the activity rate registered in Romania, respectively in the North-East Region. If in the North-East Region the percent of the activity rate registered values of even 10,5% in 2016, reported to the level of the national average that didn’t overcome the value of 7,5% during the whole analyzed period, though it is far from the registered value in Europe (UE-28 countries) that, even if it is on a slightly descendant line, it didn’t diminish under the percent of 32% during the analyzed period.

As regards tourist activities in the SMEs sector, only 1% of the SMEs turnover comes from tourist activities. Medium units represent 3.23% of the total SMEs, showing that the most important tourist units remain big hotels and restaurants or big hotel chains and companies.

One can notice the same situation with regard to investments in tourism sector. Only 1% of the total investments in enterprises are oriented towards tourism activities. A relatively significant percentage of investments in tourism are recorded in enterprises having 10-49 employees. It must be mentioned that 50% of investments in tourism represents the re-investment of profit earned from other businesses.

### Evolution of the unemployment rate, the unemployment structure, the labour market at Bacau-Vaslui County level

<table>
<thead>
<tr>
<th></th>
<th>Number of unemployed</th>
<th>Unemployment rate (%)</th>
<th>Number of unemployed</th>
<th>Unemployment rate (%)</th>
<th>Number of unemployed</th>
<th>Unemployment rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>14.978</td>
<td>6,67</td>
<td>15.267</td>
<td>6,97</td>
<td>14.920</td>
<td>6,92</td>
</tr>
<tr>
<td>February</td>
<td>15.309</td>
<td>6,82</td>
<td>14.189</td>
<td>6,48</td>
<td>14.220</td>
<td>6,60</td>
</tr>
<tr>
<td>March</td>
<td>14.867</td>
<td>6,63</td>
<td>13.466</td>
<td>6,15</td>
<td>13.300</td>
<td>6,17</td>
</tr>
<tr>
<td>April</td>
<td>13.894</td>
<td>6,19</td>
<td>14.476</td>
<td>6,61</td>
<td>12.720</td>
<td>5,90</td>
</tr>
</tbody>
</table>
### Study on Ecotourism Development

By gender, on 31.12.2017, males had a higher share in the total number of unemployed, 61.89% at county level.

Depending on the age, the distribution of the unemployed registered as of 31.12.2017 is as follows:

- 11.45% - unemployed aged up to 25 years;
- 5.20% - unemployed aged 25-29;
- 17.23% - unemployed aged between 30-39;
- 28.79% - unemployed aged 40-49;
- 37.33% - unemployed aged over 50.

Depending on the level of training, on 31.12.2017, most of the unemployed registered have a low level of training:

- 87.41% - low level (primary, gymnasium and vocational education);
- 8.88% - average level (high school education);
- 3.81% - upper level (university).

At Bacau County level, most of the registered unemployed come from the field of mechanical processing (mechanical locksmith - constructor of metal structures, electrician, Mechanical Engineer, Transport and Auto Repair, Commerce (Seller, Commercial Agent, Manager), Woodworking (carpentry, sorting products), constructions (mason, carpenter; (agricultural engineer, unskilled worker in agriculture), food industry, restaurants and other food services (baker, chef, waiter).

Following the evaluation of the local labour market and the unemployment structure, the following problems were identified:

<table>
<thead>
<tr>
<th>Month</th>
<th>Average number of unemployed</th>
<th>Average unemployment rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>13.671</td>
<td>6.09</td>
</tr>
<tr>
<td>June</td>
<td>13.722</td>
<td>6.11</td>
</tr>
<tr>
<td>July</td>
<td>13.980</td>
<td>6.23</td>
</tr>
<tr>
<td>August</td>
<td>14.127</td>
<td>6.30</td>
</tr>
<tr>
<td>October</td>
<td>14.009</td>
<td>6.40</td>
</tr>
</tbody>
</table>

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Following the evaluation of the local labour market and the unemployment structure, the following problems were identified:
- the high share of employed population in agriculture;
- the inability to meet the demand for skilled labour in certain sectors (industry, construction);
- the relatively large number of young unemployed and long-term unemployed (especially those from rural areas);
- low level of training for people aged 15 and over;
- low interest from adults to participate in education and continuous training;
- low employment among Roma and disabled people;
- the high proportion of the population living in rural areas;
- low level of education of the unemployed;
- migration of the labour force.

2.3. France

In Martinique, in 2014, the participation rate remains slightly lower than that of metropolitan France (66.6% against 71.4%), while the unemployment rate is almost twice as high (19.4%). % vs. 10.3%). Nevertheless, Martinique is the only overseas department with an unemployment rate of less than 20%.

In addition, the differences in the participation rate between men and women (4.1 points) are low, far from the differences observed in Guyana (14.6 points) or Guadeloupe (6.6 points). Martinique has 31,300 unemployed for an active population of 159,600 people. The youngest are the most affected with an unemployment rate approaching 51% among those under 25 years of age. If Martinique’s employment rate is lower than that of the metropolis (64%), it is higher than that of other French departments in America.

Finally, the activity rate in Martinique has been increasing for almost 10 years: from 60% in 2005, today it reaches 66.6%.

Economy: Structures and Dynamics

An economy penalized by Martinique’s geographical situation

The Martinican territory suffers from three major difficulties:

- remoteness;
- insularity;
- the topography and the high density of the population which limit the extension of local agriculture.

In addition, the Martinican economy can be weakened because of the small size of its economic units: more than 96% of its establishments have fewer than 10 employees and less than 1% have 50 or more employees.

Advantages to value

Martinique has some advantages:

- A geographical position within the Caribbean zone that makes it a platform for the exchange of goods and services that is not sufficiently exploited. Martinique thus counts the 4th French container port and the 11th national airport (for large air carriers - the 13th in number of passengers);
- it is the second richest territory in the Lesser Antilles after Barbados;
• a purchasing power among the highest in the area;
• a demanding internal market in terms of quality and availability of services;
a set of public facilities and infrastructures, supported by the European Union.

A tertiary economy

The sectoral distribution of jobs in Martinique is particularly unbalanced. Martinique’s economy is marked by the domination of the tertiary sector, which includes 75.3% of the region’s salaried workforce, on the one hand, and by the significant weight of the public sector, which represents 42% of local employees, on the other hand.

It is also worth noting the decisive influence of two economic sectors:
- trade: at the origin of a third of the value added of the territory and which gathers half of the Martinican enterprises;
- services which account for one-third of the value added of the territory and which concerns one out of every five Martinican enterprises. Services represent 50% of the territory's investments. Finally, it should be noted that the agricultural sector is dominated by banana cultivation, which accounts for one quarter of cultivated area.

2.4. Portugal

Tourism in Portugal is currently one of the main sectors of profit for the national economy. In 2017, the country was voted "Best Destination of the World" at the World Travel Awards. Lisbon was considered the "Best Destination for City Break" and the island of Madeira "the Best Insular Destination". In all, Portugal has achieved six prizes of enormous international prestige in the tourism sector.

According to the World Tourism Organization, according to data from 2016, Portugal was already one of the 20 biggest destinations in the world. In 2017, more than 12 million tourists visited Portugal. Interestingly, a higher value to the resident population in the country (currently 11 million).

The largest numbers of people traveling in Portugal are individuals residing in this country while the fewest traveling are from foreign countries.

Portugal is widely recognized in Europe for the sun, beaches, gastronomy, cultural heritage and religious heritage. The country is increasingly affirmed in the world context as one of the top destinations for golfers, with their resorts and historic villages.

Types of tourism in the region

Tourism of sun and beach - this type of tourism is part of Leisure Tourism/relax at beach destinations that exclude, however, water sports. In Europe, consumers are mostly families and couples on honeymoon.

Residential tourism - in relation to this type of tourism, it can be defined as the choice of a tourist to acquire a second or third habitation in another destination outside their habitual residence. As a rule, this type of tourism is practiced by a consumer with a high income and a high social and cultural level.

Sports tourism - this type of tourism is defined by the World Tourism Organization
as "active or passive participation in a competitive or recreational sport". When a tourist chooses this type of Tourism, its main motivation is the quality that the chosen destination has for the practice of sports activities. These activities can be cycling, golf, water sports, hiking, tennis, hunting and fishing, water sports and underwater sports and winter sports. The type of consumer will depend on the type of sport that is practiced, but most of them are tourists with high income.

**Business tourism** - the main objective of this tourist is to attend a conference or meeting, which is part of what is now called the MICE segment (Meetings, Incentives, Conferences and Exhibitions). Tourists who do this type of travel generally have high educational/cultural levels and high income as well.

**Urban tourism** - these trips are made to places or cities of great population density, the duration of these trips being generally short. Consumers can be diverse: DINKS, who are attracted by the sights and nightlife and families by the attractions of the cities.

**Cultural tourism** - The term Cultural Tourism designates a type of tourism whose motivation of the displacement is given for the purpose of artistic, scientific, training and information meetings. The type of consumer is a high-income tourist with a high educational level, between the ages of 45 and 60.

**Rural tourism** - This type of tourism is a modality that aims to present as an attraction the plantations and cultures in areas where they may serve as an international reference in the so-called agribusiness. The consumer of this type of tourism has a high cultural and educational level, belonging to the middle and upper classes.

**Ecotourism and nature** - Ecotourism is a form of tourism geared towards the appreciation of ecosystems in their natural state, with their wildlife and their native population intact. There is no specific consumer for this type of tourism.

**Adventure tourism** - This type of tourism is defined as the participation of tourists in activities that usually involve physical effort. For this type of tourism, the consumer has to have a high income because these activities require a large amount of money.

**Tourism of health** - can be defined as the set of trips to places oriented to the physical and emotional well-being that the tourist needs. The traditional travellers are seniors of low economic and cultural level.

**Religious tourism** - in this type of tourism, the motivations are faith, worship and visit to places directly related or spiritual. Consumers are of all ages, sex and all socioeconomic classes.

**Theme tourism** - includes trips to theme parks or other attractions related to amusements and experiences. Consumers are generally families with children between the ages of 5 and 15, groups and also couples without children.

These are the forms of tourism existing in the region, a special highlight for the growth of ecotourism, as this region is characterized by its vast green landscape. There are many visitors who seek their landscapes inserted in the middle of nature.
Available jobs (in the Region)

The total population in the North region is 3,566 thousand people (Employment Survey, INE, 3rd quarter 2017), of which 47.3% are men and 52.7% are women.

According to the INE’s Employment Survey in the quarter under analysis, the employed population was around 1,662.8 thousand, corresponding to a growth of 57 thousand jobs in a year.

The unemployment rate, which has declined since the first quarter of 2013, now stands at 9.3% (2.5 percentage points lower than its previous figure) and is still one of the highest in the country. It should be noted that long-term unemployment represents 60.4% of total unemployment in this region, being the highest in the continent.

At the end of September 2017, 176,992 unemployed persons (43.1% of the national total) were enrolled in the Employment Services of the region, of which 54.6% had been registered for more than 1 year.

The north region is characterized by an agriculture with some importance in the total employment (5.9%), although it is losing importance, and by a high degree of industrial specialization (it is the most industrialized Portuguese region, with employment in industry representing around 26% of employment), particularly in traditional areas.

The structure of employment in the North region, however, presents some differentiation, identifying 3 subregions with specific characteristics:

- the Porto Metropolitan Area, with a high incidence of services (mainly commerce) and some industrial centres;
- a surrounding border (Cávado, Ave, Tâmega and Entre Douro and Vouga), where industrial employment takes values higher than the national average;
- predominantly rural areas (Minho-Lima, Trás-os-Montes and Alto Douro), where more than half of the work is concentrated in agriculture or non-commercial services.

Agriculture is mainly family based. The vineyard is a very relevant crop in the region (Douro, Minho-Lima and Cávado) that produces one of the most famous liqueur wines in the world: Port wine. It should be noted that employment in this sector has been decreasing, registering a drop of 28 thousand jobs within a year.

The region’s industrial base, with a strong export focus, specializes in the following areas:

- the textile industry, and in particular the clothing industry;
- the footwear industry, the 'leader' in the growth of exports among the traditional sectors returned to a small gain in the employment index;
- the forestry sector, namely: high-quality cork agglomerates, wood products and a strong representation of the manufacture of furniture;
- manufacture of materials and accessories for the automotive industry, in decline;
- Agri-food industry, in particular dairy products and wines.

The sector of Industry, construction, energy and water, which represents 33% of the total employment in the region, recorded the
highest year-on-year employment growth with 20,100 jobs.

Almost 60% of the North’s employment is in the services sector, and within this sector, Trade and repair of vehicles, Accommodation and Catering and transport and warehousing represent 25% of the region’s employment. This group of activities recorded the highest annual increase in employment with more than 30 thousand jobs. The region’s tourism activity has diversified, accompanied by the growth of the sector’s representation in the country’s economy.

Public administration and defence; social Security; education; health and social support activities, which have a relative weight of 19% in relation to total employment in services, decreased by 7,800 jobs compared to the same quarter last year. On the contrary, in Transport and storage and in information and communication activities, employment grew by 15.6 thousand. Only in financial and insurance activities was there a year-on-year decline in employment compared to the previous year.

Local Job Creation (Ecotourism sector)

At the local level, employment in the area of ecotourism is included in tourism companies (NATURE4), rural tourism houses, associations (ADERE, ARDAL and PNPG) and in hotels and restaurants. There has been a strong wave of investment in rural tourism and the number of units has led to an increase in available jobs.

Professional training

In Portugal, there is the School Tourism Network of Portugal, which includes 12 schools with specialized courses at different levels of education, attended by thousands of young people, with a common goal: to make tourism their future.

Algarve Tourism School - Faro - "in the center of development", operating since 1996, has contributed to the profitability of the tourism potential of the region, by qualifying to the extent of its needs.

School of Hospitality and Tourism of Coimbra - "placing tourism in the center of the country", seeks to guarantee an offer adapted to the diversity of the demanding sector in the region, assuming a role in its strategic development.

School of Hospitality and Tourism of the Douro - Lamego - "the secret is in perfection", responds to the need for skilled labour that was born from the tourist development of the region.

The Estoril School of Hospitality and Tourism - "tourism par excellence", which has been active since the 1970s, has played an active role in consolidating the role of this region in the national tourist panorama.

School of Hospitality and Tourism of Lisbon - "open doors to the world", created in 1957, bets on post-secondary education, with a strong international dimension, and in recent years has directed its objectives to specialization and internationalization, was the first school in the network to integrate the training offered exclusively in English.

School of Hospitality and Tourism of the West - "in connection with its region", with presence in two locations, Caldas da Rainha
and Óbidos, is characterized by its specialization in the pastry area.

School of Hospitality and Tourism of Portalegre - within the world of tourism, operating since 2008, qualifies human resources in the area of catering, kitchen/pastry and outdoor tourism, increasing tourism development in the region.

School of Hospitality and Tourism of Portimão - "Tornado Practical Tourism", inserted in the region of Barlavento Algarvio, responds to the qualification needs of one of the areas of the country with more intense tourist activity.

School of Hospitality and Tourism of Porto - "Art of Tourism", one of the oldest schools in the network, has become, since 1969, a place where creative expression and professional rigor meet.

School of Hospitality and Tourism of Setúbal - "When Tourism open pathways", with courses in the area of hotel, kitchen, catering and outdoor tourism, accompanies the evolution of the sector, ensuring a training of excellence.

Tourism and Hospitality School of Viana do Castelo - "Tourism without Borders", founded in 2007, has evolved to offer specialized training for the catering and hospitality sectors. The project for the creation of the school includes the restoration of the Fort of Santiago da Barra ("Forte de Santiago da Barra", also referred to as "Castelo de Viana", is located in the parish of União de Freguesias de Viana do Castelo with the fortifications of Caminha, Valença and Monção, is one of the four great fortresses on which the defence of the Portuguese Northwest was based, which was complemented by a network of small forts. In a dominant position on the right bank of the river Lima, it had the function of defence of the anchorage and settlement of Viana da Foz, present Viana do Castelo, the space has a restaurant and bar of application, a technical amphitheater of kitchen and bar and also a pedagogical kitchen. The renovated space of the Santiago Fort of Barra often hosts events organized by very different entities, where the School of Viana do Castelo provides external services. "This is also an opportunity that is put to the students to contact with different professional areas". One of Viana do Castelo´s Schools bets is the "teaching of proximity", that is, the personalized accompaniment to each student. This approach has results in levels of motivation and in strengthening the bonds of the school community. The School also maintains a strong relationship with the region of Galicia (Spain), in particular through partnerships with local educational institutions. For this reason, there are a significant number of Galician (Spanish) students, in the school community, of the School of Viana do Castelo.

Vila Real de Santo António Hotel and Tourism School - "Tourism in Proximity", has been in existence since 2006, seeks to respond to the growing need for skilled labour in the tourism sector in the region.
In addition to this training offer, there are several professional schools throughout the country, which include, in its professional offer several courses in the area of tourism, namely EPRALIMA, which operates in three municipalities: Arcos de Valdevez, Ponte da Barca and Ponte de Lima. EPRALIMA is located in the center of Alto Minho and in the heart of P.N.P.G. (Peneda Gerês National Park), the largest national park in the country, the school is aware of the importance of vocational training in the area of tourism, since it is the sector that creates the most wealth in the country and is in exponential growth.

Young people who decide on for this professional area, and leave our school, have an employability rate above 90%.

From the range of courses already offered, throughout the years of existence of this School, we welcome the levels of performance of our students, in the labour market, of which we can highlight the following courses: Environmental Management Technician, Environmental Tourism and Rural Tourism, Golf Course Maintenance Operators, Tourism Animation Technician, Reception Technician, Tourism Technician / Tourism Information Professionals, Catering Technician / Pastry Kitchen and Restoration Technician / Restaurant Bar.

**Conclusion**

Portugal is news for the positive image that tourism has transmitted. This is an activity on the rise, to mention that ecotourism, similar to what has happened in the world, also follows this trajectory of growth.

At the Regional level there are several forms of tourism, in which ecotourism is especially important, because it is a region with many protected areas and the only national park.

The northern region has more than 3 million inhabitants, where a significant part of the employment in the region, comes from the area of the restaurant.

Ecotourism still does not assume significant numbers in job creation.

The professional schools have made a great contribution in the training of young people in the area of catering and hospitality, as well as the training of specialized technicians in the area of ecotourism, such as the tourist animation technician and environmental management technician.

At national level, there is a large network of schools, as referred to above.

**2.5. Greece**

Greece is potentially a country that can offer a great contribution to the global development of ecotourism: its beautiful
coastlines, islands, mountains, its history and culture make this country a flagship of the Mediterranean.

With the 80% of mountainous or semi-mountainous terrain and approximately 16,000km of coastline in length, Greece presents a rare geomorphological singularity of beauty and diversity. The different ecosystems host approximately 50,000 species of animals, included 700 species of animals and 900 species of plants that are protected for their rarity and crucial role in the environmental system.²

From the important wet lands protected by the Ramsar Convention, to the fifteen areas listed as Preserved Natural Monuments, many of which protected by the Barcelona Convention: Greece is a natural paradise where ecotourism can really make a difference.

Greece is a very coveted destination for holidays from all around Europe and beyond, and many of the websites on tourism in Greece also dedicate a specific section to ecotourism, proving the increasing importance of ecotourism within the country. As a good practice in support to ecotourism development, a partnership made up of civil society organisations and local authorities joined forces to provide an online platform designed to inspire and help users in orientate themselves while looking for activities related to ecotourism in Greece (www.ecotourism-greece.com). With the possibility of sorting results by destination or activity, this website offers hints on a wide range of eco-activities available in the country, from natural to historical attractions, from extreme sport adventures to cultural events, with hints on food and wine tourism, tours and trips.

There are also other efforts that try to gather and create databases of ecotourism activities such as mytraveler.gr which offer ecotourism databases such as Natural places, Traditional Settlements, Walking routes around Greece.

**General Characteristics of Greek Ecotourism**

According to EOT (National Tourism Agency) and some touristic agencies, we can identify the following characteristics:²

Winter and spring holidays in mountainous, mainly, areas.

The duration for ecotourism holidays ranges from 1-8 days.

Visitor categories are school pupils, adults participating in organized tours through agencies, mountaineering-nature lovers clubs, people who travel individually and are interested in nature as well as people related to the institution of camping and voluntary work in nature.

The Greek Ecotourist community originates mainly from urban areas

Higher-quality requirements. They come from wealthier backgrounds and social environments

Aged between 30 and 50 years old.

Have higher education as well as economic level.

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²http://www.visitgreece.gr/en/in_the_mood_for/ecotourism

²“Strategic Development of Ecotourism in Greece”
Zapatitis Dimitrios, 2015
Ecotourism activities in Greece

There is a variety of ecotourism activities – organized or not for someone to undertake – and initiatives in Greece. Here, we highlight some of the most important, well-known and well organized:

Rafting in Venetiko, Aliakmonas’ affluent and a lure for climbers and walkers.

Rafting, mountain climbing and environmental education in Grevena and Kastoria.

Trip to the Lake settlement of Dispilio - with an Eco-museum and a landscaped park.

Enagron Ecotourism Village in Axos, Rethimno, Crete.

There are some well-known festivals that promote the ideas, spirit and education on ecotourism:

Ecotourism Feasts in Aetos, Florina: Every year, the Ecotourism Company of Vitsi organizes the Two-Day Ecotourism in Aetos village, near Florina, an area that is part of the NATURA 2000 network, which attracts visitors due to the mountainous area of Vitsi, the lakes of Zazaris and Chimaritida and the Arktouros ecological organization. Visit trips to the cellars of wineries and wine tasting, local culinary specialties, traditional music and dance and alternative activities to the unique nature of the region.

Festivals of the Earth in Vlasti, Kozani: The Vlasti Community and Society for Environmental Research and Information “ECOTOPIA” with the initial support of the European Commission’s Directorate for the Environment, managed from the very first year, in 2001, to "catch the eyes” of all those who seek something different. The aim is to operate an "ecological city" with its market, culture, entertainment and food, where the citizen experiences a different logic, in harmony with the environment, participating in a great festival, including concerts, children's playgrounds, Karagiozis street theatres and art exhibitions, visual arts and art exhibitions, visual interventions, seminars and discussions, organic products and handicrafts bazaar, presentation of environmental organizations, environmental games, mountain sports.

Agritourism Festival in Chios: It takes place in the Municipal Garden of Chios, at the end of July - beginning of August. This is a report of agritourism products, where there are food products, mastic products and local citrus fruits, jams, sweets, soft drinks, pastries, pasta, tourist services, publications. Throughout the exhibition, there are events: music and dancing evenings, concerts, cinema screenings.

Agritourism Festival of Lesvos: Traditionally, the " Agritourism Festival" is organized every summer at the Natural History Museum of Lesvos Petrified Forest. The main goal of the festivities is to meet the visitor of this distinct land, with its unique natural beauty, the Petrified Forest, the many cultural monuments and the rich tradition, the contemporary production and the products of its’ inhabitants.
Types of ecotourism practiced in our town/region

At the very local level, the region of Achaia, in the Peloponnese, represents a pleasurable handful for alternative travellers, combining city, nature and beach in a marvellous way, and offering many different activities when it comes to ecotourism. For those who enjoy relaxing and discovery, the region offers an amazing natural heritage of beaches, mountains, caves, forests, olive groves and kilometres of greenery, but also an important spot for aquatic ecosystem and a lagoon in Kotychi, where it is possible to practice bird-watching and observe the hundreds bird species inhabiting the area. From rock and mountain climbing to hiking, skiing, snowboarding, sailing, canoeing, kayaking and paragliding – many are the sport attractions that can be done in the open air, enjoying natural landscapes. Furthermore, Achaia region is an important spot for cultural travels, offering a rich historical heritage of ruins, castles, forts, museums, churches and monasteries.

An important trend that exists to our region is the effort to combine the different attractions, trademarks and culture to “one package”, offering an overall and unique experience of the region. This is achieved by specific festivals where the ecotourism aspect consists the major or one of the major parts. Examples:

“Oinoxeneia” festival

A multiday cultural and gastronomic journey to the landscapes and flavours of Aigialeia area in Peloponnese, to the rich wine culture, to the culture and hospitality of the region, with many sophisticated events and gastronomic happenings. Music and gastronomy nights, concerts, horseback riding tours, games in the vineyards, movie nights, local tastes and exceptional wines tasting, artistic events and guided tours at the local wineries make up a great program for oenophiles and not only.

More information: https://oinoxeneia.gr

“EnSirmo” Festivities

Artists find inspiration by the train route between the towns of Diakopto & Kalavrita through the Vouraikos canyon, where nature is art and history unfold, where technology makes miracles and soul is at peace. This is Vouraikos canyon, the place where contemporary artists find their inspiration. With its many attributes, it creates a spectacular narrative: The beautiful gorge of Vouraikos (Area of Outstanding Natural Beauty), with a protected and especially valuable flora and fauna (Natura 2000 area), part of the National Park of Helmos - Vouraikos, part of Geopark of Helmos-Vouraikos (recently integrated into the European list and the UNESCO Geopark international directory), part of the production areas of the finest products PDO “Vostitsa raisin” and PDO “Roditis wine”, ascends from the distant past (1896) the unique “Odontotos” train in parallel with the European Path E4 (major hiking trails), offering a double crossing adventurous experience, either on foot or by rail.

More information: https://ensirmo.gr
Unemployment in your region/town

Having a look to the national statistics on unemployment in the last three years\(^\text{10}\), we can witness a slight improvement of the percentages presented: the unemployment rate reaches today 20.2% of the population – with a disadvantage for women employment– compared to the 20.8% in 2017 and 23.4% in 2016. Year by year, the unemployment rate is decreasing, the unemployment rate for people under 25 is today 42.3%, which is not a reassuring data, but compared to 43.6% in 2017 and 46.4% in 2016 makes Greece a country investing every year more on its young talents.

The city of Patras, located in Achaia region, has been protagonist of large demonstrations and protests\(^\text{11}\) in the last years against unemployment. With the support of the municipal authorities, the city took part to a local mobilisation in the spring 2017, supported by dozens of trade unions in the region, that had an impact on all main national media in order to advocate for measures to protect the unemployed and their families. And until today, new demonstrations took place in the spring 2018.

Labour market in Ecotourism

There is no specifics statistics on the people working on the field of Ecotourism or relevant branches in Greece. Moreover, there isn’t a specific database/portal for interested people to search and find relevant ads and opportunities.

The Greek State through the Ministry of Tourism and the Ministry of Development has elaborated a series of financial support and education/training programs for individuals as well as businesses on the development of alternatives forms of tourism. One of the major programs running the last few years is LEADER+, funded by the Community Support Framework and its main goal is the funding of local and rural development initiatives. At the regional level, the Regional Operational Programs deal with the project funding and the collection and control of applications\(^\text{12}\).

2.6. Conclusions

Tourism is a phenomenon that can generate effects on the labour market, both for visited the state and the state of origin of tourists. However, tourism is contributing to employment growth, business development, social development (the ties between nations), the cultural, environmental quality, development and economic growth. Therefore, tourism can have both positive and negative effects on the labour market in partner countries. However, to determine the effects of tourism on the labour market, we must take into account the factors that determine the evolution of tourism, factors that also will be analysed in our paper. With the help of tourism, a state can create new jobs, thus helping to attract surplus labour from other sectors and also contributing to

\(^{10}\)https://countryeconomy.com/unemployment/greece

\(^{11}\)https://inter.kke.gr/en/articles/Patras-Large-demonstration-against-unemployment/

\(^{12}\)Ecotourism - the alternative proposal for sustainable development, Antonios Balkanis, 2013
decrease unemployment. Surplus labour force growth and youthful not only determines supply on the labour market, but also increased consumption, so the general supply, resulting in GDP growth and, as a consequence, improve living standards. We believe that tourism helps greatly to economic growth and economic development of our country, so take this as a particularly important topic. Therefore, tourism can be a catalyst for improvement of living standards of our country and the quality of life and social welfare.
CHAPTER III

(Eco) tourism development analysis in partner countries (based on the survey)

3.1. Italy

Questionnaire for adults’ analysis

The sample analyzed is composed by 127 people, the 71.7% are females and the average age is 41.39. The jobs are various, there are some employees and some teachers.

When speaking about environment, they first think about pollution, protecting nature by stopping biodiversity loss and climate changes.

The most important environment aspects which concern them the most are the problem of waste, the climate changes, the impact on health of chemicals used in food, the natural disasters and air pollution.

The impact of tourism on environment in their region is considered low or average. The touristic/entertainment activities in their region influence the quality of their life in a low or average extent.

Almost all the people indicated that they think the protected natural areas are important for preserving ecosystems.

In their opinion, the most effective way of solving the loss of biodiversity is making sure the legislation concerning biodiversity is respected, involving polluting economic agents in projects on the subject of biogeographic reconstruction, introducing a stricter legislation or offering more information about biodiversity.

The 88.2% of respondents consider that their region has the potential to develop ecotourism and the 70.1% first hear the word “ecotourism” from the mass media.

The 41.6% of the respondents think that the ecotourism will be present in their future actions at an average/great extent.
Most of the respondents described ecotourism as a type of tourism sustainable and respectful of the environment.

**Questionnaire for students’ analysis**

The sample analyzed is composed by 117 people, between 15 and 20 years, the average age is 16.66 and the 58,1% are females. Most of them are students of the Scientific High School Luigi Salvatorelli of Marsciano, that is a local partner of the project.

The 91,5% of the respondents would practice tourism in the nature, but the 59% of them don’t know different typologies of tourism and the 63,2% don’t know ecotourism.

Despite this the 73,5% think that there is a tourism offer concerning ecotourism and that their region could have the potential to improve ecotourism (81,2%).

**Do you consider that your region has the potential to develop ecotourism?**

- Yes: 88,20%
- No: 9,40%
- I don't know: 2,40%

**To what extent do you see ecotourism present in your future actions?**

- very low: 22,00%
- low: 40,90%
- average: 18,10%
- great: 16,50%
- very great: 2,40%

Furthermore, most of them think that people are sensitive to the promotion of the legislation in environmental protection and that ecotourism could be a sustainable tourism offer.

Most of the respondents described ecotourism as a type of tourism respectful of the environment and in contact with the nature, some of them as a type of tourism that looks to the future.

**Questionnaire for local authorities’ analysis**

The sample analyzed is composed by 7 people, corresponding to the respective local organizations of our territory: Municipality of Marsciano, Municipal Cultural Department, Municipal Economic Development Department, Municipality of San Venanzo, Regional Forest Agency, Mountain Community Association of the Municipalities of Trasimeno and Medio-
Study on Ecotourism Development

Tevere, Comprehensive Institute Salvatorelli of Marsciano. The average age is 57.86 and 4 are females.

Most of them consider information and awareness raising environmental programmes very important but think that citizens have a sufficient or low degree of awareness regarding the connection existing among ecologic educational programmes, the state of the environment and their health.

Most of them assert that there is a low demand from citizens for the development of ecologic education, health and environmental programmes.

The respondents think that ecologic education, health and environmental programmes are very important in their community.

In their region there are very few projects on the subject of ecotourism, there is a low/average availability from the part of the citizens to be actively involved in ecosystem reconstruction and the citizens are not very familiar with the concept of sustainable/durable development.

Their community could be more interested in joint actions with schools on the subject of ecotourism, but the respondents suggest also the creation of ecologic paths, the use of ecologic means of transport and agritourism for a tourism respectful of the local environment and traditions.

Concerning the protection of biodiversity, they all assert that it must have priority compared to the economic development of the area.

Final remarks

As a result, referring to the students’ survey, we can notice that a high percentage of them doesn’t know what ecotourism is. Most of the adults assert they first heard the term “ecotourism” from the mass media, rather than at school.

Furthermore, the local authorities think that the citizens of their community are not very familiar with the concept of sustainable/durable development.

As a starting point we could suggest a better diffusion of the concept in the school activities but also organizing more events or activities for an awareness raising of the population in the matter of sustainable development/ecotourism.

Despite this, both students and adults assert that Umbria region has the potential and the resources to develop activities in the subject of ecotourism, but, always according to the local authorities’ survey, currently there are only few projects in Umbria concerning this sector.

3.2. Romania

Questionnaire for adults’ analysis – Cedra Tour

The study aims to evaluate the degree of understanding and knowledge of the concept of ecotourism among potential tourists from Romania in order to identify methods and strategies popular among the population of the benefits of this form of tourism.
The Romanian project team of SC CEDRA TOUR SRL Bacău applied the questionnaire to a group of 50 adults.

As the situation the respondent, emerged the following conclusions:

of the respondents, 56% were women and 44% male, this structure proceeding chance of the survey, there are no any strategy of choice of respondents by gender;

in terms of age distribution, the respondents age is between 30 and 54 years;

in terms of field of activity 30% of the respondents work in engineering, 28% in education, 10% in medical sector, 10% in agriculture, 8% in sales, 6% in economics, 4% in construction, 2% in environment protection and 2% in childcare.

Using natural resources -14,4%

To the question Please check the most important environment aspects which concern you the most the responses were:

Climate changes -16,8%
Biodiversity loss (extinction of wild species and of habitats) 6,9%
Natural disasters (earthquakes, floods etc.) 9,2%
Human intervention/disasters (e.g. industrial accidents) 5,7%
Water pollution 14,4%
Air pollution 11,5%
Noise pollution 3,4%
Agro pollution (using fertilizers, pesticides etc.) 5,7%
Using genetically modified organisms 5,7%
Impact on health of chemicals used in food 8,6%
Problems of urbanization (traffic, noise, lack of green spaces) 6,9%
Impact of transport (more cars, more highways, more air pollution) 2,9%
Problem of wastes 2,3%

These responses show a good degree of knowledge of environment concept.

40% of the respondents consider the impact of tourism on environment in their region as being low, while 42% of the respondents consider that touristic/entertainment activities in their region have a low influence the quality of their life.

To the question When speaking about environment, which of the following aspects do you first think about? the responses were:

Pollution, in general -32,7%
Green spaces -11,9%
Disasters provoked by people / industrial accidents -12,2%
Climate changes -16,4%
Protecting nature, by stopping biodiversity loss-10,5%
State of the environment inherited by our children-1,9%
To the question regarding the importance of the protected natural areas 42% of the respondents consider it to be low.

Also, the respondents consider that the protected natural area is important for: preserving ecosystems (38%), developing local community (22%), developing agro-touristic projects (10%).

Most of the respondents consider that the most effective way of solving the loss of biodiversity is related to legislation: introducing a stricter legislation (24%), making sure the legislation concerning biodiversity is respected (24%).

The term ecotourism has been associated by interviewees with nature tourism, flora and fauna, ecological tourism, environmental protection, clean air, health, natural, green another kind of tourism, protection nature tourism, tourism-oriented on knowledge of nature, environmentally friendly tourism. There is a general tendency towards aspects of leisure. There are, however, answers for characteristics of curative tourism (treatment, health, a better life).

Although 56% of the respondents consider that their region has the potential to develop ecotourism, 75% of them see ecotourism present in their future actions in an average or small extent.
Characteristics of the target group:
- Number of respondents: 99 in total, 24 men and 75 women
- Fields of activity: Education (10), homemakers (10), public administration (5), accounting (6), other types of employees / didn’t specify the field of activity (68)
- Age: 22 - 73 years old

When talking about “the environment”, which of the following aspects do you think of firstly?

Pollution in general: 45 (9 men, 36 women)
Green areas: 38 (8 men, 30 women)
Disasters caused by humans / industrial accidents: 13 (2 men, 11 women)
Climate change: 24 (4 men, 20 women)
Protecting nature by putting a stop to the loss of biodiversity: 30 (5 men, 25 women)
The condition of the environment that our children will inherit: 39 (5 men, 34 women)
The use of natural resources: 14 (1 man, 13 women)
Others (please specify): 0
I don’t know / No opinion: 0

Please check the most important aspects of the environment that worry you the most:

- Climate change: 58 (15 men, 43 women)
- The loss of biodiversity (the extinction of wild species and the disappearance of habitats): 32 (7 men, 25 women)
- Natural disasters (earthquakes, floods etc.): 50 (11 men, 39 women)
- Human intervention/disasters (i.e: industrial accidents): 30 (4 men, 26 women)
- Pollution of the water: 63 (9 men, 54 women)
- Pollution of the air: 66 (12 men, 54 women)
- Noise: 6 (6 women)
- Agricultural pollution (the use of fertilizers, of pesticides etc.): 48 (10 women)
• The use of GMOs: 27 (5 men, 22 women)
• The impact on our health of the chemicals in the food: 65 (12 men, 53 women)
• The problems of urbanisation (traffic, noise, lack of green areas): 25 (4 men, 21 women)
• The impact of transportation (more cars, more motorways, more air pollution): 20 (9 men, 11 women)
• Domestic use: 5 (2 men, 3 women)
• The problem of waste: 10 (4 men, 6 women)
• Others (Please specify): 0
• I don’t know/ I won’t answer: 0
What is the impact of tourism on the environment in your region? (only check one answer)

- Insignificant: 36 (10 men, 26 women)
- Low: 47 (8 men, 39 women)
- Average: 15 (4 men, 11 women)
- High: 3 (2 men, 1 woman)
- I don’t know / I won’t answer: 1 (0 men, 1 woman)

In your opinion, what is the influence of touristic/recreational activities in your area on your “quality of life”?

- Insignificant: 29 (8 men, 21 women)
- Low: 37 (11 men, 26 women)
- Average: 25 (4 men, 21 women)
- High: 5 (1 man, 4 women)
- I don’t know / I won’t answer: 3

Protected natural areas are important for:

- The preservation of ecosystems: 61%
- The improvement of the local community: 14%
- Development of agrotouristical projects: 13%
- Extracurricular activities with students: 11%
- I don’t know / I won’t answer: 1%
In your opinion, what is the most efficient way of putting a stop to the degradation of biodiversity? (Only check one answer)

Supplying more information about biodiversity: 19 (7 men, 12 women)
Ensuring the respect of the current laws regarding biodiversity: 28 (5 men, 23 women)
The introduction of harsher laws: 42 (13 men, 29 women)
The introduction of optional classes on the topic of biodiversity in schools: 11 (2 men, 9 women)
The involvement of polluting economic agents in biogeographic reconstructive programmes: 11 (3 men, 8 women)
I don’t know / I won’t answer: 4 (2 men, 2 women)

62% of the respondents believe that their region has potential for the development of ecotourism, but they think that it will be barely (42%) or decently (43%) present in their future activities.
The 69% of them assert they first heard the term “ecotourism” from the mass media.

What is ecotourism to you? Describe it in 4 words.

Appreciation: 5
Preservation: 26
Protection: 33
Development: 14
Education: 12
Nature: 25
Ecology: 6
Knowledge: 6
Discovery: 6
Environment: 13
New: 5
Health: 11
Custom: 10
Salvation: 6
Promotion: 5
Tourism: 15

Conclusions

Analysis and survey results lead to the conclusion that much of the respondents are interested in ecotourism, knowing of its basic principles. Under these circumstances, efforts, to popularize ecotourism should not be great.

Survey shows a large heterogeneity of responses: from the completely unauthorized to precise answers which show a good documentary and a sustained interest for environmental issues.

Good information together with a great interest in environmental issues creates eco-quality conditions of tourism. Awareness of this field is still relatively brief, but the existence of modern information may lead to a correct image of the phenomenon of ecotourism.

Questionnaire for students’ analysis - Cedra Tour

The Romanian project team of SC CEDRA TOUR SRL Bacău applied the questionnaire to a group of 50 students (XI and XII grade), with 50% girls (25) and 50% boys (25) from different profiles (fields): natural sciences (25), mathematics-informatics (21), economics (4); the age of the students is 17 to 18 years.

Many of the young respondents have information about ecotourism, different forms of ecotourism.
When they were asked to define ecotourism using 4 words most of them used words like: tourism, resources, nature, environment, sustainability, biodiversity, business, development, life, respect.

Although is an important component of ecotourism, cognitive activity, education and understanding of the natural aspects was not included in the responses of those questioned.

Most of them 90% (45) said that they would practice tourism promoting environment protection/preservation and that in Romania there are tourism offers that contemplates this form of tourism.

Although 56% of the respondents consider that the Romanian citizens are not aware of the promotion of environmental preservation rules, declare ecotourism to be a sustainable activity in the future.

**Questionnaire for students’ analysis - Emil Racovita Youth Association**

The characteristics of the target group:
99 respondents: 39 boys and 60 girls
Age: 16-18 years old

1 – Are you interested in practising tourism which promotes the protection of the environment?

   YES – 86%   NO – 13%

2 – Have you heard of any forms of tourism different from the usual ones?

   YES – 41%   NO – 58%
3 – Are you familiar with the concept of ecotourism?

YES – 66%   NO – 32%

4 – If your answer was affirmative, do you believe that the region in which you live has the potential of developing this concept?

YES – 54%   NO – 29%

5 – Are there any touristic offers in Romania that involve ecotourism?

YES – 55%   NO – 44%

6 – Are Romanians aware of the promotion of the rules regarding the protection of the environment?

YES – 48%   NO – 51%

7 – Do you believe that ecotourism is a sustainable activity for the future?

YES – 91%   NO – 8%

8 – What is ecotourism to you? (Please write 4 words that describe this concept.)

Concept: 5

Protection : 29
As the situation the respondent, emerged the following conclusions:

of the respondents, 26,7% were women and 73,3% men, this structure proceeding chance of the survey, there are no any strategy of choice of respondents by gender;

in terms of age distribution, the respondents age is between 28 and 56 years.

93,3% of the respondents consider the information and awareness raising, environmental programmes as being very important for the people and their actions towards their environment and 93,3% of the respondents consider that the ecologic education programmes, health programmes and environment programmes in their community is very important for the community.

Analysis and survey results lead to the conclusion that much of the respondents are interested in ecotourism, knowing of its basic principles. Under these circumstances, efforts, to popularize ecotourism should not be great.

Questionnaire for local authorities’ analysis – CEDRA TOUR

The Romanian project team of SC CEDRA TOUR SRL Bacău applied the questionnaire to a group of 15 people working in the public sector (Town Hall, County Council, Chamber of Commerce).
To the question regarding ongoing projects on the subject of ecotourism the respondents consider that there are few or very few and the implication of the citizens in ecosystem reconstruction programmes is average.

When asked about the actions that are of interest in the community the respondents consider elaborating and implementing new measures regarding the protection of the environment as being important as well as elaborating ecological reconstruction measures and joint actions with schools on the subject of ecotourism.

Also, the protection of biodiversity must have priority compared to the economic development of the area.

Questionnaire for local authorities’ analysis – Emil Racovita Youth Association

Characteristics of the target group:
Ages between 29 and 58 years old
sex: F (5); M (5)
Field of activity: engineering, (5), education (1), public administration (4), economy (1)

Answers of the target group:
Do you believe that the information programmes with the purpose of raising awareness among the citizens about the impact upon the environment and about the actions they carry on are important?

It makes no difference to me: 0
Of no importance: 0
Of little importance: 0
Important: 1
Very important: 9

How would you rate the level of awareness among the citizens about the existing connection between the ecological education programs, the condition of the environment and the condition of health?

Very low: 0
Low: 1
Sufficient: 1
High: 1
Very high: 7

How would you rate the interest of the citizens for the development of ecological, health and environmental education programs?

Very low: 1
Low: 0
Sufficient: 2
High: 2
Very high: 5
How would you evaluate the importance of ecological, health and environmental education programs in the area in which you carry out your activity?

Very low: 0  
Low: 0  
Sufficient: 3  
High: 2  
Very high: 5

Are there any ongoing programs on the topic of ecotourism in your region?

I don’t know: 1  
Very few: 0  
Few: 5  
Sufficient: 4  
More than necessary: 0

Is there a willingness shown by the citizens to actively participate in programs of restoring the ecosystems implemented by / in your institution?

None: 0  
Low: 1  
Average: 5  
High: 3  
Very high: 1

How familiar are your citizens with the concept of long-lasting development from

- Very high: 10%  
- High: 30%  
- Average: 50%  
- Few: 10%
the perspectives of ecological actions and protecting the environment?

Not familiar at all: 0
Barely familiar: 8
Decently familiar: 1
Familiar: 0
Very familiar: 1

Please check the actions presented below that are of interest for your community:

- The elaboration and implementation of new actions regarding the protection of the environment: 3
- The elaboration of actions of ecological reconstruction: 2
- The elaboration and transfer of specific new technologies with the purpose of taking care of and regenerating the environment: 3
- The elaboration of a strategy on the topic of ecotourism, keeping in mind the natural potential of the region: 1
- Actions together with educational institutions on the topic of ecotourism: 1

In which other actions with ecotourism profile do you believe the citizens in your community could be involved in?

The distribution of flyers in the city parks at international festivals: 1
The greening of natural reservations on the county's territory: 1
Popularizing the region for having ecotourism potential: 2
The greening of parks: 2
The greening of forests: 1
Growing forests in the suburbia: 1

Regarding the protection of biodiversity, with which of the following statements do you agree?

It must be of higher importance than the economic development of the area: 5
It mustn't be of higher importance than the economic development of the area: 1
I don't know/ I won't answer: 4
Conclusions

Analysis and survey results lead to the conclusion that the situation is progressive but not satisfactory. Local authorities and other environment-concerned organizations have brought different programs to educate the locals and bring awareness regarding ecotourism and its importance.

However, it was insufficient, the local authorities need to bring new strategies into the implementation to make the citizens aware of the importance of conservation the biodiversity through ecotourism.

3.3. France

Questionnaire for students’ analysis

The characteristics of the target group: 64 respondents between 15 and 20 years old.
Q3: Do you know what ecotourism is?

Q4: In your opinion is there a tourism offer that contemplates this form of tourism?

Q5: Do you consider that your region has the potential to develop this concept?

Q6: Are citizens aware of promotion of environmental preservation rules?

Q7: Do you consider that ecotourism is a sustainable and future activity?

Q8: What is ecotourism for you?
**Questionnaire for adults’ analysis**

**Questionnaire for parents / adults – analysis - 57 Answers**

When you talk about the environment, which aspects do you think most about?

| Aspect                                                          | Percentage |
|                                                                |            |
| Pollution in general                                           | 61%        |
| Green areas                                                    | 22%        |
| Catastrophes caused by people / industrial accidents           | 17%        |
| Climate change                                                 | 44%        |
| Protecting nature by halting the loss of biodiversity           | 42%        |
| State of the environment inherited by our children             | 24%        |
| Use natural resources                                          | 17%        |
| Other: specify                                                 |            |
| I do not know / no opinion                                    |            |

2. Please check the most important environmental aspects that concern you most:

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climate change</td>
<td>44%</td>
</tr>
<tr>
<td>Loss of biodiversity (extinction of wildlife and habitats)</td>
<td>35%</td>
</tr>
<tr>
<td>Natural disasters (earthquakes, floods, etc.)</td>
<td>33%</td>
</tr>
<tr>
<td>Human intervention / disasters (e.g. industrial accidents)</td>
<td>10%</td>
</tr>
<tr>
<td>Water pollution • Air pollution • Noise pollution</td>
<td>47%</td>
</tr>
<tr>
<td>Agricultural pollution (use of fertilizers, pesticides, etc.)</td>
<td>42%</td>
</tr>
<tr>
<td>Use genetically modified organisms</td>
<td>16%</td>
</tr>
<tr>
<td>Impact of transport (more cars, more highways, more air pollution)</td>
<td>10%</td>
</tr>
<tr>
<td>Household consumption</td>
<td>5%</td>
</tr>
</tbody>
</table>
3. How do you consider the impact of tourism on the environment in your area?

Insignificant •
Low • 16%
Medium • 53%
Strong • 5%
I do not know / No opinion

4. In your opinion, to what extent do tourism / entertainment activities in your area affect the quality of your life?

Insignificant • 12%
Low • 31%
Medium • 7%
Strong •
I do not know / No opinion

5. Protected natural areas are important for:

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preserving ecosystems</td>
<td>86%</td>
</tr>
<tr>
<td>Develop the local community</td>
<td>11%</td>
</tr>
<tr>
<td>Extracurricular activities with students</td>
<td>4%</td>
</tr>
<tr>
<td>Develop agri-tourism projects</td>
<td>24%</td>
</tr>
<tr>
<td>I do not know / No opinion</td>
<td>2%</td>
</tr>
</tbody>
</table>

6. What do you think is the most effective way to solve biodiversity loss? (Please check only one answer)

<table>
<thead>
<tr>
<th>Approach</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer more information on biodiversity</td>
<td>16%</td>
</tr>
<tr>
<td>Ensure that biodiversity legislation is respected</td>
<td>33%</td>
</tr>
</tbody>
</table>

7. Do you consider that your region has the potential to develop ecotourism?

Yes • 70%
No • 10%
I do not know / No opinion

8. Where did you hear the word "ecotourism" for the first time?

- Mass media 67%
- School • 2%
- Family • 3%
- Buddies • 7%
- Local community • 9%

9. What is ecotourism for you? Describe it in 4 words.

……………………..
……………………..
……………………..
……………………..

10. To what extent do you see ecotourism in your future actions?

Not at all • 5%
Lowly • 16%
Medium • 31%
Good • 24%
Very good •
3.4. Portugal

Analysis of the questionnaires

Introduction

The growing process of industrialization has contributed to the environmental degradation and the decrease in the quality of life of the population worldwide. The intensification of production has had profound environmental consequences, which are increasingly being felt with greater intensity. Environmental education was proposed as a tool for the formation of environmentally responsible societies, and it is necessary to incorporate the social, political, economic, cultural, ecological and ethical dimensions. EPRALIMA is a green school that appeals to the highest values of sustainable development, as evidenced by its participation in the eco-school project (international environmental education program, promoting sustainability and citizenship) and in the "ECOTOURISM" project. There is a new concept that manages to create a balance between man and nature, ecotourism or nature tourism. Ecotourism or nature tourism is a segment of tourism activity that uses, in a sustainable way, the natural and cultural heritage, encourages its conservation and seeks the formation of an environmental conscience through the interpretation of the environment, promoting the well-being of the populations involved. In this sense, as a way of assessing society's opinion on the main environmental problems and realizing if they know this new concept, questionnaires were applied to three target audiences: students of EPRALIMA, population in general and to local entities. We compiled the information into graphs to express more fully the results obtained by the questionnaires.

Methodology

For the ERAMUS + "ecotourism" project, three questionnaires were developed for different target segments (students, parents/adults and local entities). The sample consisted of 50 questionnaires for students, 50 questionnaires for parents / adults and 5 questionnaires for local entities.

The objective was to assess the sensitivity of environmental issues to each target segment (students, community and tour operators), to understand if they know the concept and to understand if the area where they live has the potential to develop ecotourism.

Analysis - Parent/Adult Questionnaire

This survey was applied to a sample of 51 individuals (31 females and 20 males), parents of our students and general population, aged between 21 years and 55 years old. From the analysis of the questionnaire, parents / adults, we collected the following data:
Question 1

Respondents, when confronted with the first question, a significant percentage relates to environment with green spaces, then general pollution, disasters caused by people/industrial accidents, and protect nature, preventing the loss of biodiversity.

Question 2

The environmental aspects that most concern the respondents in descending order of responses are: climate change (13% of the respondents), water pollution (13%), air pollution (12%), and biodiversity loss (12%). These were the aspects that obtained the most responses from respondents.

Question 3

Tourism in the environment, in our region, according to the respondents, has an impact on our low to medium economy (63%).

How do you consider is the impact of tourism on environment in your region?

- Strong: 21%
- Average: 38%
- Low: 25%
- Insufficient: 14%
- I don't know/No opinion: 2%

Question 4

The impact that entertainment activities in our region have on the citizens’ quality of life is insignificant and low (51%), according to the listeners.
Question 5
Most respondents (51%) say that the most important objective of protected areas is to preserve systems.

Question 6
Most parents / adults who responded to this survey report that legislation (compliance with stricter laws and regulations) is the most effective way to address biodiversity loss (41%).

Question 7
Almost all respondents feel that our region has the potential to develop ecotourism (92%)

Question 8
Most respondents (51%) report that it was through the media that they heard about ecotourism.

Question 9
The words that obtained the most responses from the respondents, to qualify ecotourism, were: nature, preservation, tourism and environment.
Question 10

The auscultated population predicts that ecotourism has a medium / high impact on their future actions.

According to the respondents, tourist activity has a medium / low impact in the region, although there is potential to develop it. Respondents identify some of the current dangers that negatively influence the environment and state that only with tighter legislation will we be able to solve the problem of biodiversity loss.

Almost all respondents say that the region has the potential to develop ecotourism and that it could have a medium / high impact on the life of the region. The media was a very important means of spreading the concept in the region.

Analysis - Questionnaire for Local Entities

This survey was applied to a sample of 5 individuals (1 female and 4 male), mayors and tourist entrepreneurs, aged between 45 and 50 years old.

From the analysis to the questionnaire, local entities group, we collect the following data:

Local authorities consider it important / very important to have environmental awareness programs because citizens have a low level of awareness.

Respondents report that citizens have a low involvement / commitment in the development of eco-education programs, health programs and environmental programs.

They also point out that ecological education programs, health programs and environmental programs have been incipient so far.

Another important and evaluated data in question 6 is the availability of the community to be actively involved in ecosystem reconstruction programs, according to the results it is classified with the medium / low parameters. This issue reflects that the community is also unfamiliar with the concept of sustainable development.

Respondents say that joint actions with schools on the theme of ecotourism and the development and transfer of specific new technologies, preservation, management and regeneration of the environment are of the greatest interest to the community.
They consider that public debate in the form of environmental issues and promoting the involvement of citizens in nature-based activities respecting environmental rules are the best way to promote ecotourism. Tour operators and political representatives who responded to the questionnaire consider that biodiversity protection should be a priority in the economic development of the region.

**Analysis - Student Questionnaire**

This survey was applied to a sample of 50 individuals (26 females and 24 males), vocational students, attending the Cookery, Sports, Health and Legal services courses, aged between 16 and 22 years old. From the questionnaire analysis, we collect the following data:

**Question 1**

We found that 60% of respondents practice tourism, promoting environmental protection and preservation.

**Question 2**

Almost all respondents, 90%, have heard of different forms of tourism.

**Question 3**

Most respondents, 58%, do not know what ecotourism is.

**Question 4**

From above, the respondents who answered affirmatively to the previous question, 90% consider that our region has potential to develop ecotourism.

**Question 5**

90% of those who answered affirmatively to question 3, consider that in Portugal there is a tourist offer, which contemplates this concept.
Question 6

56% of the respondents are aware that the Portuguese are sensitized to environmental preservation.

Question 7

64% of respondents consider ecotourism to be a sustainable and future-oriented activity.

Question 8

Respondents defined ecotourism using mostly the words “nature” (37%), “preservation” (25%), “environment” (19%), and “environmental tourism” (19%).

Conclusions

After analysing the surveys, we found that most of the respondents, when practicing tourism inserted in the environment, do so according to environmental rules. We find that they are aware of the new forms of tourism, although only a small part know what ecotourism is (42%). It should be noted that the students who know this concept consider that the region has the potential to develop the concept, and that the country has a tourist panoply that follows the dehydrate of ecotourism.

One positive aspect, pointed out in this survey, is that the respondents reflect the sensitivity to the promotion of environmental preservation rules. A significant percentage of the sample considers ecotourism a sustainable and future activity and our region has the potential to develop this concept, which presumes that this new activity can contribute to local development.

3.5. Greece

Young people being the majority of the respondents, probably identifies the generation of people who is more interested in environmental justice. One could argue that the reason behind this is
the electronic form of the questionnaire, meaning young people have probably more access and better skills on technology and the internet. We do accept all limitations of this survey and try to link it to other studies which have shown that environment sensitivity is slightly higher among younger generations.\(^{13}\)

Even so, many of our respondents, did not have a clear idea of the subject matter, which underlines the lack of official information on ecotourism in Greece, as shown by our desk research.

At regional and national level there is no comprehensive strategic framework for the development of ecotourism practices. The lack of a single unified definition, which includes all aspects of ecotourism, contributes to this confusion. In our experiential encounters, we found out many people did not associate agritourism with ecotourism, which exemplifies the distorted public knowledge on the topic.

Another theme which emerges, even though it’s not fully analysed, is the controversy ecotourism may bring. It is sometimes argued that, since ecotourism involves practices of traditional tourism (bio-diesel fuelled vehicles for transportation, air-travel, distortion of natural habitats with the creation of hiking or observation paths etc.), it may then lead to a form of exploitation under the masquerade of sustainability.

To these concerns, we would answer that ecotourism should not be viewed as the complete annihilation of any human activity on nature. Apart from not being sensible, it removes the very basics of human existence, which depend on us interacting with nature.

Rather ecotourism suggests a more sensitive, rigid and ethical approach to the-always sustainable use- of resources. This could subsequently contribute to the creation and/or perseverance of job positions, around ecotourism and sustainable development.

Also, what is important is legislations, we now know that laws do exist to protect the environment and biodiversity in various areas. What’s more important than law though, is law enforcement. Alack of data and transparency prevented us from obtaining any kind of knowledge on the enforcement of laws.

Going back to the objectives of this project, we do invite young people to be educated with us on ecotourism. We also encourage them to get involved in any kind of ecotourism activities in their region and try to contribute to awareness-raising and influence of policy-making. Most of all, we do support active citizenship and considerate behaviour for the improvement of every society.

The figures below show the results of a survey undertaken by InterMediaKT to explore the attitudes of local youth towards ecotourism. The questionnaire was distributed online, and they gathered 48 respondents:

\(^{13}\)The Millennials, A Generation Invested in Health and the Environment, Glass Packaging Institute (GPI), November 2014
Field of Activity 48 replies

Student (4)
Education (2)
Student at Ceid
Undergraduate student
University Student E.C.E.
Youth Mobilities Consultant
Communication for NGO
Volunteer
Social sciences
Sales
Student of Geology
College student
Business Information Technology
Phd candidate
Student of History
University Student
Student at Athens university of economics and business
University of Patras
Computer science
Educational institute student
Retail Trade
University Student (physics)
education
9. What is ecotourism for you? Describe it in 4 words. 48 responses

Discover a different way of improving your life.
Environment, development, biodiversity
Bike Travelling & Environmental Volunteer
Protection of Environment in general
Tourism in natural areas, with the aim of environmental protection
learn to respect and enjoy nature
Sustainable tourism, Preservation, Controversy
Future, life, knowledge, nature respect, nature, tourists, improvement
Development improvement creation necessity
Natural, diverse, low-impact
Tourism in nature
Tourism that respects life
Protecting and promoting the environment
Experience, Life, Nature, Jolly
Relaxing, different, educational, needful
A good idea for environment.
recycling, energy efficiency, water conservation, ecosystem
Alternative way of tourism, as a matter of fact, a bit more environmental and essential, comparing to the other sorts of tourism
Tourists who protect environment
Fulfilling, respectful, pure, self-improving
Environment, life, breath, responsibility
Travelling, education, environmental, sustainability
Respect, knowledge, experience, entertainment
Future for a better world
-
A way of giving people the chance to get to know and learn to love natural environments and protect them.
Developing sustainable environmental practices
local development, preserving nature
Nature, Adventure, Impact, Experience
Protect and enjoy nature
local culture cultural heritage promote greater appreciation for nature, local society, and culture.
Environment, respect, enjoy, knowledge
Combination of pleasure and consciousness!
Cheapest-company-home-abroad
Environmentally responsible travel to natural areas
Economic grow, protection of the environment
Positive alternative to mass tourism.
Do activities and protect the environment
Benefits for the planet and also for the community
tourist activity in nature
Better way to destroy ecosystems.

future
Development
local, sustainability, growth, jobs
Something new
Nature contact biodiversity life
Protection in environment

3.6. Conclusions

Ecotourism is an alternative way of approaching the inherently driven human will of exploring. It goes hand in hand with the greater environmental awareness of our century and the realization that human activity has/may have a potential impact on nature.

While it is true that nowadays the mobility of people around the world is easier and far more accessible than previous decades, this movement does not come without ramifications, mass tourism being one of them. Mass tourism is the reason behind massive development of accommodation infrastructure, which should accommodate these people.

This in turn brings investment, capital and business development, which in itself is a positive effect. However, when this
development is not regulated it often results to the disruption of life in local communities. As market competitiveness grows, local SMEs will inevitably not be able to hold up to big corporate investors, which diverts the economy away from the locality.

Also, experience has shown that mass tourism is rather interested in growth and profit at the expense of natural resources. Other potential problems brought by potential troublemakers, include pollution, noise pollution, inconsiderate behaviour and total disregard for what will become of the place after their departure.

For these and many more reasons, mass tourism has come to the spotlight of criticism, as a hazardous activity which impedes local economy and exploits nature.

Ecotourism standing on the other edge of the spectrum, tries to amplify these consequences, by the creation of a model which raises awareness on natural habitats and respects biological resources, advocates for their preservation and all these by contributing to the local economy.

EEFect project is an attempt to contribute to this positive development, via education. This study was an attempt to record existing policies, practices and ideas and align them with opinions and thoughts of local people. Even though the sample is small, the findings may still be considered as a preliminary analysis of local tendencies, ready to be used by in-depth researches.
CHAPTER IV

Final conclusions

At this point, “Ecotourism” activities have particularly recently become sectors which can create great changes both in socio-cultural and economic aspects. Main purpose is not only ensuring the socio-economic development but also the protection of natural and cultural landscape values to ensure awareness of nature conservation on the other hand.

Ecotourism should be seen in direct relation to nature conservation (protected areas), with preservation of the authentic and involving local communities in all stages of the process. Development process is a lengthy process, which requires a sustained effort from all those involved but can bring major benefits in the long term, contribute directly to the creation of sustainable existing.

After research we can draw the main conclusions of this work, as it follows:

➢ Ecotourism is a form of tourism developed in natural areas, whose goal is to acknowledge and to appreciate nature and local culture, which includes conservation measures and ensures an active involvement, generating benefits for the local population;

➢ Ecotourism clothes the sustainable tourism principles, but differs from it by aspects related to local community issues, interpretation for visitors to a particular destination, the number of visitors;

➢ Tourism has a complex impact on the environment, but it is also generating both cost and benefits;

➢ The interest of tourists for travel in natural areas (land or water) has increased recently;

➢ Ecotourism contributes to increased revenues from tourism, but also to the positive social effects;

➢ Worldwide, there are a large number of natural areas associated with a specific cultural diversity, resulting in particular through the perpetuation of the long traditions and customs;

➢ Tourists have a certain responsibility towards the destination visited and the environment by their choice itself, behaviour and activities performed in that space, and therefore it is important to be informed about the quality and sensitivity of destinations.

These principles should be envisaged both for lovers of this form of tourism and service providers of such eco-touristic products.
ANNEXES

Questionnaire for local authorities

1. How important are the informing programmes, the raising awareness programmes for people regarding the impact on environment of the actions they do?
   - Not so important
   - Very important
   - They want to participate actively in the informing and raising awareness programmes
   - They are not interested

2. How do you appreciate the degree of awareness among citizens regarding the connection which exists among the ecologic educational programmes, the state of the environment and their health?
   - Low
   - Average
   - High

3. How do you appreciate the citizens’ demand for developing ecologic education programmes, health programmes and environment programmes?
   - Very important
   - Not so important
   - Not at all
   - They are not interested

4. How do you evaluate the importance of ecologic education programmes, health programmes and environment programmes in your community?
   - Very important
   - Not so important
   - Not at all important

5. Are the citizens available to get involved actively in ecosystem rebuilding programmes implemented by/in your institution?
   - Very available
   - Average availability
   - Increased availability

They are not interested
They are not interested

6. To what extent are your citizens familiar with the concept of durable development when it comes to ecological actions and environment protection actions?

Not at all familiar
Not so familiar
Very familiar
They are not interested

7. Check the products/services presented below which are of interest for your community.

Elaborating and implementing new measures regarding the protection of the environment
Elaborating ecological reconstruction measures
Elaborating and transfer of new, specific technologies, of preserving, managing and regeneration of the environment

8. What other products/services not mentioned above would the people in your community be interested in?

………………………………………………………
………………………………………………………
………………………………………………………
………………………………………………………

9. Regarding the protection of biodiversity, which of the following opinions is convenient to you?

It must have priority compared to the economic development of the area
It should not have priority compared to the economic development of the area
I don’t know/I don’t answer

10. Do you consider that your region has the potential to develop ecotourism?

Yes
No

Your age:
Gender: M  F

Field of activity:

Thank you!
Questionnaire for adults/parents

1. When speaking about environment, which of the following aspects do you first think about?
   - Pollution, in general
   - Green landscapes
   - Disasters provoked by people / industrial accidents
   - Climatic changes
   - Protecting nature, by stopping losing biodiversity
   - State of the environment inherited by our children
   - Using natural resources
   - Others (please, mention)
   - I don't know / I don't answer

2. Please check the most important environment aspects which concern you the most:
   - Climatic changes
   - Losing biodiversity (extinction of wild species and of habitats)
   - Natural disasters (earthquakes, floods etc.)
   - Anthropic disasters (e.g. industrial accidents)
   - Water pollution
   - Air pollution
   - Phonic pollution
   - Agro pollution (using fertilizers, pesticides etc.)
   - Using genetically modified organisms
   - Impact of chemicals on health
   - Problems of urbanization (traffic, noise, lack of green spaces)
   - Impact of transport (more cars, more highways, more air pollution)
   - Household consumption
   - Problem of wastes
   - Others (please, offer details)
   - I don't know / I don't answer

3. How informed, concerning the environment issues, do you consider you are?
   - very informed
   - informed
   - not so informed
   - not at all informed
   - I don't know / I don't answer

4. In your opinion, to what extent do the following factors influence the quality of your life?
   - The state of the environment
   - The economic factors
   - The social factors
5. The protected natural area is important for:
   Preserving ecosystems
   Developing local community
   Educational activities (students)
   Developing agro-touristic projects
   I don’t know/I don’t answer

6. In your opinion, which is the most effective way of solving the loss of biodiversity?
   (please, check only one answer)
   Offering more information about biodiversity
   Making sure the legislation concerning biodiversity is respected
   Introducing a stricter legislation
   Giving fines to those who do not respect biodiversity
   I don’t know/I don’t answer

7. Do you consider that your region has the potential to develop ecotourism?
   Yes
   No

8. Are you aware of the rules of the preservation of the environment?
   Yes
   No

9. What is ecotourism for you? Describe it in 4 words.
   ........................................
   ........................................
   ........................................
   ........................................

10. Do you consider that ecotourism is a sustainable activity?
    Yes
    No

   Your age:

   Gender: M □ F □

   Field of activity:

   Thank you!
**Questionnaire for students**

This survey, which emerges under the Ecotourism project, promoted by the Erasmus + program, aims to understand the knowledge about this concept of tourism, which involves a new mentality about the environment.

| Age: |  
| Field: |  
| Gender: | Female | Male |

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<thead>
<tr>
<th></th>
<th>yes</th>
<th>no</th>
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<tbody>
<tr>
<td>1 – Would you practice tourism promoting environmental protection / preservation?</td>
<td></td>
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<td>2 – Have you heard of different forms of tourism than the usual ones?</td>
<td></td>
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<tr>
<td>3 – Do you know what ecotourism is?</td>
<td></td>
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<tr>
<td>4 – If your answer was Yes, do you consider that your region has the potential to develop this concept?</td>
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<tr>
<td>5 – In your country is there a tourism offer that contemplates this form of tourism?</td>
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<tr>
<td>6 – In your country are the citizens aware of the promotion of environmental preservation rules?</td>
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<tr>
<td>7 – Do you consider that ecotourism is a sustainable and future activity?</td>
<td></td>
<td></td>
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<tr>
<td>8 – What is ecotourism for you? (please describe it in 4 words.)</td>
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Comments:
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