THESIS
Hanna Ikonen 2012

PERCEPTIONS OF ECOTOURISM IN FINLAND

Rovaniemen ammattikorkeakoulu
University of Applied Sciences

DEGREE PROGRAMME IN TOURISM

ROVANIEMI UNIVERSITY OF APPLIED SCIENCES

SCHOOL OF TOURISM AND HOSPITALITY MANAGEMENT

Degree Programme in Tourism

Thesis

PERCEPTIONS OF ECOTOURISM IN FINLAND

Hanna Ikonen

2012

Commissioned by: Suomen Luomumatkailuyhdistys - ECEAT Suomi ry

Supervisor: Teija Tekoniemi-Selkälä

Approved _____ 2012_____

Thesis can/cannot be borrowed

The purpose of this thesis was to find out the current perceptions of ecotourism in Finland. The research topic derived from my personal interest in the subject and observations about the lack of ecotourism products and marketing in Finland. Ecotourism as a field of study is challenging because of the lack of a global definition.

Various global ecotourism concepts were examined in order to find the scope for the study, because there is no ecotourism organization in Finland nor has the term ecotourism been defined. Ecotourism best practices from abroad were searched, and the emergence of ecotourism and sustainable tourism in Finland to date was also examined.

The research method was mixed: content analysis, survey and semi-structured theme interviews together helped to reach a broader understanding of the current situation. In content analysis the certification criteria of Finland's three biggest sustainable tourism organizations ECEAT Finland, PAN Parks, and Green Tourism of Finland® were analyzed to see how well they fit to the global definitions of ecotourism. A survey was sent to Finnish nature-based tourism entrepreneurs to find out how they define ecotourism and what kind of relation they have with the branch. Furthermore, four sustainable tourism and ecotourism experts were interviewed.

From the three biggest sustainable tourism certificates, PAN Parks was the most ecotourism oriented. Green Tourism of Finland® and ECEAT need to deepen the socio-cultural sustainability and the economical aspect in their criteria in order to be called ecotourism certificates. In Finland ecotourism is understood as nature friendly tourism, which supports nature preservation, and where consumption of natural resources is minimized by recycling, saving energy, using non-motorized means of transportation such as skis and bicycles, and supporting local production. Finnish nature-based tourism entrepreneurs' understanding of ecotourism is limited to the environmental issues. Deeper understanding of the term, where the educational aspect and socio-cultural dimension in sustainable management are included, is missing.

Finland is seen to have great potential in ecotourism, but the lack of governmental support, value-conflicts that ecotourism might bring to the local community and Finns' incapability to see ecologicality as a competitive advantage in business have kept ecotourism very small-scale in the country. Concrete governmental support to ecotourism and more educational opportunities about sustainable tourism would help ecotourism to evolve and thus increase Finland's competitiveness on the field against Sweden and Norway.

Key words: Ecotourism, sustainable tourism, certification, definition, ECEAT Finland, PAN Parks, Green Tourism of Finland®

Opinnäytetyön tarkoituksena oli selvittää ekomatkailun tämänhetkiset näkemykset Suomessa. Työn aihe muotoutui henkilökohtaisesta kiinnostuksestani aiheeseen ja havaintoihin ekomatkailutuotteiden ja markkinoinnin puuttumisesta Suomessa. Ekomatkailu tieteenalana on haastava globaalin määritelmän puuttumisen vuoksi.

Erilaisia globaaleja ekomatkailun käsitteitä tutkimalla määriteltiin tutkimuksen laajuus, sillä Suomessa ei ole ekomatkailuorganisaatiota eikä ekomatkailua terminä ole määritelty. Ulkomaalaisia ekomatkailuesimerkkejä sekä ekomatkailun ja kestävän matkailun kehityskulkua tähän päivään saakka Suomessa kuvattiin myös.

Tutkimusmetodina käytettiin monimenetelmä-metodia: sisältöanalyysi, kysely ja teemahaastattelu mahdollistivat yhdessä mahdollisimman kattavan kokonaiskuvan muodostamisen. Sisältöanalyysissa maan kolmen suurimman kestävän matkailun organisaation ECEAT Suomen, PAN Parksin ja Green Tourism of Finlandin® kriteerit analysoitiin, jotta nähtäisiin, kuinka hyvin ne täyttävät globaalit ekomatkailun määritelmät. Suomalaisille luontomatkailuyrittäjille tehtiin kysely, jossa haettiin vastauksia siihen, kuinka yrittäjät ymmärtävät ekomatkailun ja miten he alaan suhtautuvat. Lisäksi haastateltiin neljää alan ammattilaista.

Maan kolmesta suurimmasta kestävän matkailun sertifikaatista PAN Parks täytti ekomatkailun määritteet parhaiten. Green Tourism of Finlandin® ja ECEAT Suomen tulisi syventää sosiokulttuuriseen ja taloudelliseen kestävyyteen liittyviä kriteereitään, jotta niitä voisi kutsua ekomatkailusertifikaateiksi. Suomessa ekomatkailu ymmärretään ympäristöystävällisenä matkailuna, joka tukee luonnonsuojelua ja jossa luonnonvaroja kulutetaan mahdollisimman vähän kierrättämällä, energiaa säästämällä, suosimalla ei-motorisoituja kulkuneuvoja (kuten suksia ja pyöriä) ja tukemalla paikallista tuotantoa. Suomalaisten luontomatkailuyrittäjien tuntemus ekomatkailusta rajoittuu ympäristöasioihin. Syvempi ymmärrys, jossa ympäristökasvatus ja sosiokulttuurinen kestävyys otetaan huomioon, puuttuu.

Suomella nähtiin olevan suurta potentiaalia ekomatkailuun. Suomalaiset luontomatkailuyrittäjät ovat luonnostaan hyvin ympäristötietoisia, mutta ekologisuutta pidetään ns. itsestäänselvyytenä eikä sitä siksi osata hyödyntää markkinoinnissa. Tämä itsestäänselvyys, valtion tuen puuttuminen ekomatkailulle, ekomatkailun mahdolliset arvokonfliktit paikallisyhteisön keskuudessa sekä termistön huono tuntemus ovat syitä siihen, miksi ekomatkailu Suomessa on vieläkin erittäin pienimuotoista. Valtion tuki ja kestävän matkailun opetuksen lisääminen edesauttaisivat ekomatkailun positiivista kehityskulkua Suomessa. Tämä lisäisi myös maan kilpailukykyä alalla Ruotsia ja Norjaa vastaan.

Avainsanat: ekomatkailu, kestävä matkailu, sertifikaatti, määritelmä, ECEAT, PAN Parks, Green Tourism of Finland

CONTENTS

LIST OF FIGURES AND TABLES

1 INTRODUCTION

Sustainability in tourism is a growing trend. Ecotourism is stated to be one of the fastest growing forms of tourism. However, ecotourism lacks one global definition. Therefore, each country, region or even a company can define ecotourism in their own terms. Certifications and organizations dedicated to promotion of ecotourism such as Nature's Best in Sweden and The ECO Certification Program of Australia have become essential in defining what ecotourism stands for in each area/country.

In Finland the term sustainable tourism can be spotted often today in tourism related documents and discussions. However, discussion about ecotourism seems to be non-existing. Neither is there an organization dedicated specifically to promotion of ecotourism. In a country where tourism is mostly nature-based, ecological issues are found important, and in times when competition is tighter than ever, it seems strange that ecotourism not taking a stand like it has in other countries worldwide.

In addition to non-existing discussion, neither has ecotourism been thoroughly researched. There are only few studies explicitly about ecotourism in Finland. Björk researched Finnish consumers' and travel agencies' knowledge about ecotourism in the late 90s and in the early 21st century. The studies showed that travel agencies and Finnish tourists had heard about ecotourism, but were missing a deeper understanding of the concept. (Björk 1997, 66; 2004, 35.) In the late 90s travel agencies saw no market for ecotourism in Finland, and before taking the initial to educate themselves about ecotourism, the agencies were expecting the markets to start asking about sustainable tourism practices. (Björk 1997, 66.)

The purpose of this thesis project is to find out about the current perceptions of ecotourism in Finland. This is done by examining the sustainable tourism certificates in Finland, interviewing stakeholders and sending a web-based survey to Finnish nature-based tourism companies. Based on a literary review of how ecotourism is defined on a global scale and introducing some best practices from abroad, a content analysis for certification criteria of

Finnish sustainable tourism organizations such as ECEAT, PAN Parks, and Green Tourism of Finland® is done in order to find out how well the certificates fit to ecotourism. Then Finnish nature-based companies', tourism professionals' and organizations' relation with ecotourism is examined by finding out how do they define ecotourism, what eco-related principles do the companies have, what kind of possibilities and challenges do they see in ecotourism based co-operation (e.g. networking, marketing, education), and finally what is their attitude towards ecotourism.

The commissioner of the thesis is European Centre for Ecological and Agricultural Tourism (ECEAT Finland). ECEAT Finland develops and promotes tourism that supports organic agriculture and sustainable development. ECEAT hopes the thesis process brings out reasons why entrepreneurs' want to certify their companies or products and how the ECEAT certificate has been experienced in the companies.

2 ECOTOURISM CRITERIA AND CONTEXT

2.1 The Concept of Ecotourism

2.1.1 Definitions

The concept of ecotourism started emerging in the 1960s (Björk 2007, 24), and the first marketed educational "ecotour" was introduced by the Canadian Forestry Service in 1973 along the Trans-Canada Highway (Weaver 2008, 2). The greater emerge of ecotourism started in the beginning of the 1990s, as alternative forms of tourism that would bring more positive outcomes to destinations than mass tourism were sought. Ecotourism was perceived as tourism that is "small-scale, locally controlled type of nature-based tourism that complements the local economy and blends into the local cultural landscape". (Weaver 2008, 4.) Today ecotourism is regarded as one of the fastest growing forms of tourism (TIES 1990–2010) and according to some suggestions it can be mass tourism as well (Weaver 2008, 6).

What makes the whole industry of ecotourism and ecotourism research interesting is that the term "ecotourism" lacks one global definition. This allows tourism destinations to define ecotourism in their own terms, which tells about the complexity of the industry as well. Edwards *et al.* (cited in Björk 2007, 41) have concluded that a universal definition might not even be ideal, since ecotourism is practiced in different ways in different parts of the world, and is thereby applied to local conditions. Ecotourism has been defined as:

> responsible travel to natural areas that conserves the environment and improves the wellbeing of local people (The International Ecotourism Society 1990–2010.)

> all forms of tourism in which the main motivation of tourists is the observation and appreciation of nature, which contributes to its conservation, and which minimizes negative impacts on the natural and socio cultural environment where it takes place (World Tourism Organization 2002.)

> a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context. It is managed in accordance with industry best practice to attain environmentally

and socio-culturally sustainable outcomes as well as financial viability. (Weaver 2008, 17.)

a sustainable form of natural resource-based tourism that focuses on experiencing and learning about nature, and which is ethically managed to be low-impact, non-consumptive, and locally oriented (control, benefits, and scale). It typically occurs in natural areas, and should contribute to the conservation of preservation of such areas. (Fennell 2003, 25.)

It can be seen from these definitions, and also Blamey (2001, 6) points out that most academic and industry-based definitions include ecotourism to be at least nature-based, environmentally educating and sustainably managed. However, it is hard to determine to what extent sustainable actions, the learning component and relation to nature should be applied to tourism to be able to call it ecotourism. The establishment of ecotourism organizations and certification programs such as Nature's Best in Sweden and ECO Certification Program in Australia have helped to define this line at least in some regions. However, it is the industry's best practice that keeps determining what ecotourism is. Next these defining components of ecotourism are discussed in more detail.

2.1.2 Basis in Nature -Dimension

In nature-based tourism the attractions are based primarily on the natural environment or some element thereof (Weaver 2008, 10), and direct enjoyment of some relatively undisturbed phenomenon of nature takes place (Valentine 1992, according to Blamey 2001, 8). Based on this definition, in ecotourism the attractions are based on a particular ecosystem or habitat such as rainforest, but also on some specific component of it such as interesting species of flora and fauna (Weaver 2008, 10). For example wildlife observing can be regarded as ecotourism.

2.1.3 Educational Dimension

Nature-based tourism involves some degree of learning, but education and interpretation serve as key elements in defining characteristics of ecotourism experiences. While learning is a natural process, education is planned and systematic. In ecotourism the purpose is to provide information regarding

natural and cultural attractions and educate the tourists to take sustainable actions. (Blamey 2001, 8.) The education method can take various forms: credit courses, tours with expert commentary or guidebooks. The participant may be satisfied with superficial exposure and simple information that is entertaining, but several ecotourism definitions stress that broader and deeper understanding that goes beyond the focal ecosystem should be sought. (Weaver 2008, 11-12.)

2.1.3 Sustainable Management

'Sustainably managed tourism is economically viable but does not destroy the resources on which the future of tourism depends, notably the physical and social environment of the host community' (Swarbrooke 1999, 13). The three dimensions of sustainable tourism management are environmental, economic and socio-cultural.

Tourism generally has a negative impact on the natural environment, but at the same time it can be beneficial to it by providing motivation for environmental conservation. Swarbrooke (1999, 54–55) suggests the following principles that make tourism more environmentally friendly: holistic thinking of ecosystems rather than just components of it, regulation on the negative impacts such as land-use planning and building control, encouraging good practices such as energy-efficiency and recycling rather than just preventing bad practices, raising awareness among the industry in order to reduce negative environmental impacts, paying a price that covers the environmental costs of tourism, and maintaining a balance between conservation and development.

The economic sustainability of a destination involves economic benefits overcoming the economic costs. The benefits of tourism should spread as widely as possible throughout the community, and local businesses are supported over larger, externally owned businesses. The tourists should pay a fair compensation for their holiday experience while the money generated from tourism stays in the local community allowing no economic leakages. (Swarbrooke 1999, 61–66.)

The social dimension of sustainable tourism includes several players: the tourist, foreign tour operators, destination government, local tourism industry and the host community. Social sustainability requires fair treatment of all these stakeholders. Socially fair tourism has been suggested to consist of four Es: equity, equal opportunities, ethics, and tourists and hosts being equal partners. The host community should strongly be involved in participation, planning, education and employment, and long-term benefits should evolve. Especially the socio-cultural impacts of tourism and host-guest relations need to be addressed. (Swarbrooke 1999, 70–78, 323–324.) Abandonment of cultural traditions and values, significant life-style changes, temporality of tourism and little or no economic return to those being affected by tourism in the community are all impacts that should not result from sustainably managed tourism. The lack of authenticity, economic leakage and cultural exploitation that result from no support and/or involvement from the community, the policy decisions directed by outsiders and the lack of training and education opportunities offered for the community members leave tourism socio-culturally unsustainable.

2.2 Ecotourism and Other Forms of Tourism

2.2.1 Ecotourism vs. Nature-based Tourism

Nature-based tourism, sustainable tourism, wildlife tourism, adventure tourism and alternative tourism have all been used as synonyms for ecotourism which has led to confusion and misunderstanding of how ecotourism relates to other forms of tourism (Weaver 2008, 18). In nature-based tourism the attractions are based primarily on the natural environment or some element thereof and direct enjoyment of some relatively undisturbed phenomenon of nature takes place. Ecotourism is seen as a subset of nature-based tourism (Figure 1) (Blamey 2001, 27) along with adventure tourism and wildlife tourism, but it distinguishes itself with the requirement of an educational component and sustainable management. Some researchers suggest that urban tourism can also be qualified as ecotourism, but in this thesis ecotourism is treated purely as a subset of nature-based tourism.
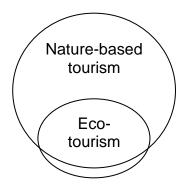
Figure 1. Ecotourism and Nature-based Tourism (Weaver 2008, 18)

2.2.2 Ecotourism vs. Sustainable Tourism

Although sustainably managed tourism is economically viable, it does not destroy the resources on which the future of tourism will depend, notably the physical and social environment of the host community. 'Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations' (UNWTO 2004, according to UNEP 2011), whereas ecotourism covers only nature-based tourism. Ecotourism is therefore a subset of sustainable tourism (Figure 2).

Figure 2. Ecotourism and Sustainable Tourism (applied from Weaver 2008, 23)

2.2.3 Ecotourism vs. Adventure Tourism

Adventure tourism generally consists of three components: an element of risk, high level of physical exertion, and use of specialized skills (Buckley 2006, Weaver 2001 according to Weaver 2008, 20). Ecotourism can meet these requirements in some cases and therefore qualify as adventure tourism (Figure 3). Adventure tourism, however, is not always nature-based, nor does it require sustainable management. Even if the activity were nature-based

and sustainably managed, the motivation of the tourist can lie more on the challenge and physical exertion than on the educational experience in nature which ecotourism stresses. (Weaver 2008, 20.)
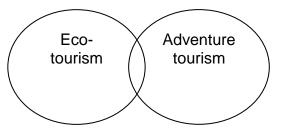
Figure 3. Ecotourism and Adventure Tourism (Weaver 2008, 21)

2.2.4 Ecotourism vs. Wildlife tourism

Wildlife tourism is based on 'encounters with non-domesticated animals in non-captive and captive settings' (Higginbottom according to Weaver 2008, 19). The captive and consumptive elements of wildlife tourism distinguish it from ecotourism (Figure 4), even though hunting remains a controversial issue in ecotourism. It can be argued that hunting and fishing do not promote conservation of nature and because humans are disturbing the natural environment directly they cannot be considered as ecotourism. On the other hand, hunting regulates the species population, and humans have controlled and will continue controlling the ecosystem. Controlling the population of some species may result in the recovery of other species populations. In trophy and sport hunting tourism, tourists travel long distances to kill animals for entertainment and their heads as trophies whereas locals could kill the same animals for money and food. In contrast hunting is a nature-based activity which is traditional for indigenous cultures. Locals benefit financially from this expensive tourism activity and if regulated and monitored right, it can bring long-term economic benefits for the community.

Figure 4. Ecotourism and Wildlife Tourism (Weaver 2008, 19)

2.2.5 Ecotourism vs. Cultural Tourism

In cultural tourism the cultural component has the primary role in a product. Ecotourism also includes this cultural component, but it has a secondary role. However, for example in Indigenous tourism the boundary whether the cultural or the natural environment has the primary role is hazy. Therefore ecotourism and cultural tourism can be depicted as overlapping (Figure 5). Cultural tourism overlaps with ecotourism more than adventure tourism because only a small portion of ecotourism entails the characteristics of adventure tourism. (Weaver 2008, 19-20.)
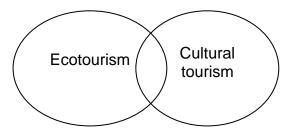
Figure 5. Ecotourism and cultural tourism (Weaver 2008, 19)

3 ECOTOURISM BEST PRACTICES ABROAD

3.1 Ecotourism Development in Australia

Australia is the world's leading ecotourism country. Ecotourism Australia Association was established in 1991, and its ECO Certification Program was the first ecotourism certificate worldwide (Ecotourism Australia 2011, Ecotourism Australia 2011b). It is no wonder that Australia is leading the way of ecotourism: the charismatic ecosystems that include the Great Barrier Reef, Fraser Island and the Kakadu National Park among others are like no other in the world but very fragile to changes. The country is also home to Indigenous cultures. Moreover, the biggest natural tourism attractions are located close to large population centers, and in addition to a number of domestic visitors the country maintains a high international profile in nature-based tourism. (Weaver 2008, 275.)

The well-developed ecotourism industry of Australia has been stimulated much by governmental support. In 1993 Australia's federal government created the National Ecotourism Strategy (NES), which guided the development and management of the industry and is still considered as the best-known example of ecotourism planning on a national level. (Weaver 2008, 231; 275.) The collaboration among stakeholders and the high level of concrete governmental support were crucial in creating the Australian ecotourism industry (Weaver 2008, 233), which today is estimated to generate a turnover of AUD 250 million annually (Downing 2001, 142). Ecotourism Australia's Mission Statement (see Table 1) is very business oriented, highlighting the maturity of the industry in the country even more. The ECO Certification Program of Ecotourism Australia was one concrete outcome of NES (Weaver 2008, 233). The ECO Certification has three levels (Nature Tourism, Ecotourism, Advanced Ecotourism) based on the operator's commitment to ecotourism practices. Today there are 550 certified tour operators. (Ecotourism Australia 2011.) According to Ecotourism Australia (2011c), the certification program is now being exported to the rest of the world as an International Ecotourism Standard.

Table 1. Ecotourism Australia's Mission Statement (Ecotourism Australia 2011b)

Ecotourism Australia's Mission is about growing, consolidating and promoting ecotourism and other committed tourism operations to become more sustainable, through approaches such as: - developing and adopting standards for sustainable practices - increasing the professionalism of those working within the tourism industry - streamlining policies and processes that have in the past complicated operating in protected areas - assisting operators to improve the quality of interpretation offered about the places they visit - improving positioning and financial viability for operators who adopt sustainable practices - contributing to conservation solutions and projects; involving and providing benefits to local communities - marketing the principles of sustainability to increase awareness across the tourism industry

An example of an ECO Australia certified company is Adventure Bay Charters which offers swimming with the tuna, sea lions and great white sharks at Eyre Peninsula, South Australia. The company's flagship product shark cage diving tour has been groundbreaking in the Australian shark cage diving industry. They have found a responsible way to attract sharks without using berley, and that way responding to the local community's concerns about berleying sharks. The innovative use of sound vibration has granted Adventure Bay Charters Ecotourism Australia's Advanced Ecotourism certificate, and they have won the Regional Tourism Award for Sustainability in three consecutive years. The company is a family run business owned by Matt Waller, a fourth generation fisherman. (Adventure Bay Charters 2012; Captain Adventure Bay Charters 2011)

3.2 Ecotourism Development in Sweden and Norway

Tourism in Sweden and Norway relies heavily on nature-based attractions. A competitor-analysis by the Finnish Tourist Board depicts Sweden and Norway as the biggest competitors in the markets for several nature-based tourism activities such as skiing, dog sledding, reindeer programs, fishing, ice

fishing, kayaking, rafting and wildlife observing (Visit Finland 2009). Moreover, Finland and Norway are seen as the most interesting Nordic countries for nature-based tourism in Central-European markets and Russia (MEK 2010, 32).

Unlike Finland, Sweden and Norway both have a segment of certified ecotourism which is supported by the national tourist boards. In Sweden Swedish Ecotourism Association (Svenska Ekoturismföreningen) introduced "Nature's Best" (Naturen's bästa) ecolabel to tourism operators in the International Year of Ecotourism 2002, making it the first ecotourism label in Europe. The label has six basic principles (see Table 2) that have to be fulfilled by every certified tour operator. Today the label includes over 180 certified tourism activities in Sweden. (Visit Sweden 2011; Ekoturismförening 2004.)

Table 2. The Six Principles of Sweden's Nature's Best Ecolabel (Ekoturismförening 2004b)

1. Respect the limitations of the destination – minimise the negative impacts on local nature and culture.

Ecotourism is about preserving what the visitor has come to experience. The ecological and cultural capacity of each area must be respected. This means tour operators must have a solid knowledge of the destination, a local presence and work closely with others present in the area.

2. Support the local economy.

Ecotourism is about community development. Conservation can easily fail if local people object to it. Tangible benefits from tourism are a positive force. Each visitor contributes economically to the well being of the destination by renting rooms, hiring local guides and purchasing goods and services. The more the better.

3. Make all the operators activities environmentally sustainable.

Ecotour operators must set a good example of sound environmental practice. Approved operators have policies to minimise environmental impact by prioritising e.g. collective transport, sustainable lodging, waste management etc…

4. Contribute actively to nature and cultural conservation.

Ecotourism assumes responsibility for the protection of biodiversity and special cultural values. This means supporting nature preservation in various ways. Our operators cooperate to find 'win-win' ways of doing business.

5. Promote knowledge and respect and the joy of discovery.

Ecotourism is about travelling with curiosity and a respectful mindset. Approved operators are competent hosts providing visitors with a good introduction to the area. Good advice and guidance are often the key to a memorable trip.

6. Quality and safety all the way.

Ecotourism is quality tourism. Approved tours must meet and even exceed our customers' high expectations. Safety issues are taken very seriously, and we have many satisfied customers. An approved tour operator is a trusted supplier and partner.

Nordic Discovery is a Nature's Best -certified nature-based tourism company located in Kloten, Central-Sweden. Malignsbo-Kloten Nature Reserve is known for its big elk population. Founded in 2003, the company offers guided beaver and moose safaris, wolf tracking, paddling, hiking, snowshoeing, ice-skating, and bicycle tours. Food products are locally produced and vary

according to the seasons. Nordic Discovery is actively involved in protecting the brown trout and rare fresh water mussel populations. They also network with other tour operators in the area to make the nature reserve a sustainable tourism destination. The company employs two people full-time and has been eco-certified since 2007. (Ekoturismförening 2004c; Naturarvskompaniet 2011.)

Ecotourism in Norway was according to Viken in 2006 'a non-existent phenomenon--, at least in terms of an intended business activity'. The most important reason for this has been Norwegians' traditionally close relationship to nature and therefore not regarding their businesses especially "eco". However, many of the tourism activities include characteristics of ecotourism which indicate the country to be an ecotourism destination. (Viken 2006, 50.) Norway introduced Ecotourism Norway (Norsk Økoturisme), a program for a national ecotourism certification, in 2008. The certification is developed to fit with the special features of Norwegian nature and cultural heritage and is in line with the criteria set by The International Ecotourism Society. Ecotourism Norway has seven basic principles of what ecotourism should be (see Table 3). The first companies have now been certified (Ecotourism Norway 2011), and it should be expected that Ecotourism Norway grows similarly to the Swedish Ecotourism Association.

Table 3. The Seven Principles of Ecotourism Norway (Ecotourism Norway 2011b)

An ecotourism business:
1. is nature and culture based and has ecotourism as an underlying philosophy for all its business activities.
2. contributes actively to nature and culture conservation, is aware of its own effect on the environment and always practices a precautionary attitude.
3. is run as sustainably as possible, constantly balancing ecological, cultural, social and economic considerations.
4. contributes positively in the local community, uses the local workforce, local products and services, works for increased collaboration and shows a general responsibility towards the community.
5. contributes to preserving listed buildings and has local adaptation, local architectural style and distinctiveness as a general goal in its choice of materials and solutions.
6. places particularly high demands on hosts and guides, and communications and interpretation is a central part of the product.
7. offers memorable experiences and creates meeting places that give employees and guests insight into local culture, community and environment.

Svalbard Vilmarkssenter on the Island of Svalbard was one of the first Ecotourism Norway certified companies. Located at the Arctic Sea and known for its polar bears, nearly 65 percent of the Svalbard island consists of protected areas. The product range of Svalbard Vilmarkssenter consists of winter and summer dogsledding tours, and wilderness experiences such as hikes to see the northern lights. The changes in the environment and local species populations that are taking place in the Svalbard island as a result of human actions such as mining brought about the concern for sustainable development in the company. SVAS 'strives to a resource-friendly utilisation of the natural environment and tries to take all lifeforms into consideration in their work'. The company has been awarded with the *WWF Award for Linking tourism and Conservation* in 2002. In addition to Ecotourism Norway criteria, SVAS follows the Ten Principles of Arctic Tourism and the Code of Conduct for tourism operators in the Arctic. (Innovation Norway 2008-2011, Svalbard Vilmarkssenter 2011.)

4 ECOTOURISM DEVELOPMENT IN FINLAND

4.1 The Emergence of Ecotourism in Finland

The global emergence of ecotourism in the beginning of the 90s resulted in Finland like in other Nordic countries as discussion about what ecotourism stands for. Interpretations varied until in 1993 the Finnish Tourist Board published the document "Sustainable tourism – the challenge of the 1990s for Finnish Tourism". The document finds ecotourism as 'a source of misunderstandings', 'not a solution to environmental problems in the tourist field', and recommends the term "sustainable tourism" as more suitable to use in Finland. This statement derived according to Björk from misinterpretations of ecotourism. The Finnish legislation of national and natural parks and everyman's rights was seen problematic too: incomes generated from ecotourism should be directed to conservation of the natural area, but the legislation does not allow entrance fees for tourists. (Björk 2000, 197-198; 2004, 27-28.)

The definition of the policy by the Finnish Tourist Board has had a major influence in ecotourism development and discussion in the country (Björk 2004, 28; Entrepreneur 2 2011). In many tourism related documents the term "sustainable tourism" is used instead of ecotourism, and there seems to be little information available on ecotourism in Finnish. The only book that discusses ecotourism in Finland explicitly is from 1997 by Björk, where he studies Finnish consumers' and travel agencies' knowledge about ecotourism and lodging companies' sustainable principles in management (Björk 1997; 2000, 198.) Björk has also published a study on how Finnish tourists travelling to Sweden understand ecotourism (see Björk 2004). The studies showed that travel agencies and Finnish tourists have heard about ecotourism, but were missing a deeper understanding of the concept. Only 8 out of 29 tourists were able to name some central dimensions of ecotourism. (Björk 2004, 35.) Before taking the initial to educate themselves about ecotourism, the travel agencies were expecting the markets to start asking about sustainable tourism practices: they did not see a market for ecotourism in Finland (Björk 1997, 66).

In spite of ignorance of ecotourism development, sustainability in tourism management has been discussed in the country and quality programs led by the Finnish Tourist Board have been introduced. The biggest projects include the YSMEK project (Ympäristöä säästävän matkailun edistämis- ja kehittämishanke), Green Destination Quality Net (Green DQN®) and Green Destination Management Net (Green DQN™) programs. The YSMEK project resulted as an environmental management system for hotels and restaurants in the late 90s (MEK 1997), whereas Green DQN® and Green DQN™ are environmental quality programs for tourism resorts areas created by the Finnish Tourist Board together with Metsähallitus Natural Heritage Services and Haaga Institute Foundation. So far the Pyhä-Luosto, Ylläs, Syöte and Kalajoki National Parks have taken part in Green DQN™ (Tapaninen 2010, 1; Haaga-Perho 2010).

According to the annual tourism development report published by the Ministry of Employment and the Economy, tourism companies in Finland find environmental issues important and there is an urge to create an image of environmentally sustainable tourism. The national legislation maintains tourism products sustainable relatively well. Whereas recycling, energy and water savings have been easy to take in to consideration in operation management, social sustainability and responsibility remain untouched. Ecotourism can be regarded small-scale. (Harju-Autti 2009, 36; 2010, 34.) Today the Finnish Tourist Board states ecotourism to be 'a part of sustainable tourism which is a part of sustainable development. This is why it is seen in Finland more as a special group of products rather than as a quality name'. (Finnish Tourist Board 2011.)

There is no association in Finland dedicated strictly to the promotion of ecotourism like the one in Sweden and in Norway. The three most visible organizations that promote sustainable tourism and have introduced a certification program are ECEAT Finland, PAN Parks and Green Tourism of Finland®, all of which are non-governmental organizations. In addition to these, the Nordic Swan Ecolabel can be used in the tourism sector by hotels and restaurants (Joutsenmerkki 2011), and the EU flower Ecolabel in camp

sites and tourism accommodations (European Commission Environment 2010). Neither of these, however, are ecolabels exclusively for tourism.

4.2 Sustainable Tourism Organizations in Finland

4.2.1 ECEAT Finland

European Centre for Ecological and Agricultural Tourism (ECEAT) promotes and develops environmentally sustainable tourism that supports organic farming, environmental preservation, sustainable land use, preservation of cultural heritage, ecological business opportunities, and environmental education in rural areas. (ECEAT Suomi 2011.) The ECEAT network consists of 'hundreds of small-scale accommodation and tourist services all over Europe' (ECEAT International 2011). Suomen Luomumatkailuverkosto, a project of Luomu-liitto, joined ECEAT in 2003. In 2005 the organization became Suomen Luomumatkailuyhdistys –ECEAT Suomi ry. In 2010 ECEAT Finland had 36 tourism company members, the number has stayed somewhat the same during the past few years. (Entrepreneur 1 2011.)

As ECEAT promotes environmentally responsible tourism, it has introduced quality criteria for ecological and cultural sustainability to its members. In addition to this each tourism company member has to fulfill technical quality requirements for security and accommodation in order to be able to use the ECEAT quality label. The criteria are universal, but each member country can have its own additional requirements. (ECEAT Finland 2011.) In 2011 the annually paid membership fee for ECEAT Finland was 70€ for a tourism company, plus additional 30€ for a new membership. In addition to membership fees ECEAT Finland receives financial aid annually from the Ministry of the Environment. (Entrepreneur 1 2011.)

4.2.2 PAN Parks

Protected Area Network (PAN) Parks is a network of national parks in Europe combining wilderness protection and sustainable tourism (PAN Parks 2011a). The concept was developed by a Dutch tour operator and WWF in 1999 (PAN Parks 2011b). The goals of the organization include creating a network

among the protected European wilderness areas, promote nature conservation through sustainable tourism, and develop a quality trademark for nature conservation and sustainable tourism (WWF Suomi 2011). The PAN Parks quality trademark is admitted by a third-party inspection for parks that are 'large protected areas and prime examples of Europe's natural heritage' (PAN Parks 2008) and where nature-based tourism is managed sustainably with respect to nature. PAN Parks certification can also be admitted to tour operators that operate in a PAN park according to the sustainable tourism criteria. In June 2011 there were 10 certified PAN Parks in Europe. In Finland the Oulanka National Park and Archipelago (Saaristomeri) National Park are certified PAN Parks. (WWF Suomi 2011.)

Oulanka National Park became a PAN Park in 2002 and creates together with the Paananjärvi National Park in Russia the first transboarder PAN Park. In Oulanka eight tour operators have been granted the PAN Park certificate for their commitment to sustainable tourism development. (WWF Suomi 2011; Metsähallitus 2011.) There is also sustainably built and operated PAN Holiday Village next to the Oulanka National Park (PAN Village 2010). The Archipelago National Park was granted the PAN Park certificate in 2007, making it the first sea biosphere in the park network. The park consists of the core area of the Archipelago Sea Biosphere, established by UNESCO in 1994 to promote sustainable development. Eight tour operators work under the PAN certificate in the Archipelago National Park. (WWF Suomi 2011; Metsähallitus 2011b, c.)

4.2.3 Green Tourism of Finland®

Unlike ECEAT Finland and PAN Parks, Green Tourism of Finland® (GTF) is a Finnish network of nature tourism companies committed to sustainable tourism development. Originally the Green Tourism of Finland® certificate was a result of YSMEK project (Hemmi 1995, 346), but by 2007 only the registered name was left of the project when it was bought by the current owners of the trademark (Entrepreneur 2 2011). The Green Tourism of Finland® certificate is admitted to accommodation and food services, conference packages, and program services that use elements of Finnish nature and local culture, minimize environmental impacts and support local

employment. The goal of the products is to increase customers' spiritual and physical wellbeing and enhance their relationship with nature. The certificate is divided into three categories: nature experience products, culture and wellness products, and accommodation, food and meeting products. (Green Tourism of Finland® 2010; 2011.) Once the company has fulfilled the certification criteria, the membership is valid for five years. GTF markets the products in the internet, mostly in social media networks. In June 2011 GTF-certificate was used in 72 companies. (Entrepreneur 2 2011.)

5 THE CURRENT PERCEPTIONS OF ECOTOURISM IN FINLAND

5.1 Thesis Process and Used Research Methods

5.1.1 Thesis process

The purpose of the project was to find out the current perceptions of ecotourism in Finland. The biggest challenge of the project was to find the focus of the study since there is no ecotourism definition or an organization in Finland which could have limited the study. I was able to study much of the theory in an ecotourism course during my study exchange in Canada. The interviews were executed before the survey, which together with the theory analysis enabled better understanding of what to focus on in the survey. Very positive throughout the project was the wide support to the thesis topic among all the stakeholders who were contacted: there seemed to be a real interest in the study results in the field and also in the Finnish Tourist Board. Table 4 describes the thesis process in more detail. The timetable for the thesis was flexible, but all in all the entire project was executed within the given timeframe.

Table 4. Thesis Process

Period of Time	Task	Used Research Methods
December 2010	Idea paper submitted Project plan drawn	
January-April 2011	Finding the commissioner Familiarizing oneself with the concept of ecotourism and case studies in an ecotourism course	Literature analysis
June-July 2011	Executing interviews Analysing the certificate criteria	Semi-structured theme interviews Content analysis
August 2011	Writing the theory	
September-October 2011	Developing and conducting survey to entrepreneurs	Webropol survey
October-January 2011	Analyzing the results, finalizing the project	

5.1.2 The Mixed Method Approach

A mixed method approach, where both qualitative and quantitative methods are used, was chosen as the research method. Mixed method as a research strategy is less well known than qualitative and quantitative approaches, it was only in the early 1990s when researchers began integrating the qualitative and quantitative data. In a mixed method strategy qualitative and quantitative data can be merged into one large database or the results can be used to support each other, e.g. qualitative quotes are used to support statistical results. (Creswell 2009, 14.)

'A mixed methods design is useful when either the quantitative or qualitative approach by itself is inadequate to best understand a research problem or the strengths of both quantitative and qualitative research can provide the best understanding.' (Creswell 2009, 18.) In this thesis case, by conducting only a survey the results would have remained superficial without any explanation to the findings, deriving from the lack of previous research on ecotourism in Finland. On the other hand interviews alone would have not enabled generalizing the results of how ecotourism is defined in the country, which is the key issue when talking about ecotourism as a business. Finally, as there is no ecotourism organization in the country, content analysis of the certificates enabled defining how close the sustainable tourism industry is to ecotourism at the moment.

5.2. Realization of the Research

5.2.1 Content Analysis of the Certificate Criteria

Organizations dedicated to promoting ecotourism are the defining institutions for the whole branch. As Finland does not currently have an organization that is dedicated strictly to ecotourism promotion, the biggest sustainable tourism organizations needed to be studied in order to find out how close they are to ecotourism and if they actually could be called ecotourism organizations.

'Content analysis is an observational research method that is used to systematically evaluate the actual and symbolic content of … recorded

communication' (Kaplan 1943, Berelson 1952, Holsti 1969, Krippendorf 1980, Weber 1985, Neuendorf 2002 according to Hall–Valentin 2005, 191). It is often used as a companion research instrument in multi-method studies (Hall–Valentin 2005, 191). Deductive concept analysis is used when the existing data is tested in a new context (Catanzaro 1998 according to Elo–Kyngäs 2007, 111). In deductive analysis method, a categorization matrix is first developed, and then the data is coded according to the categories. In a structured matrix only the aspects that fit to one of the categories are chosen from the data (Patton 1990, Sandelowski 1993, 1995 according to Elo–Kyngäs 2007, 111-112). The reliability of a content analysis depends much on how well the categories are formed both empirically and conceptually. The room left for researcher's interpretation is much based on the categories' abstractness: specific words as a category are easier to code than subjects or themes. (Dey 1993 according to Elo–Kyngäs 2007, 112.)

The content analysis method was used to see how well the certification criteria for the biggest sustainable tourism organizations ECEAT Finland, PAN Parks, and Green Tourism of Finland® are in accordance with the widely agreed ecotourism concept. Originally Reilun Matkailun Yhdistys was in the list as well, but during the research project it came into notice that the organization provides guidelines for travelers rather than certification to entrepreneurs and was therefore dropped out. The criteria of each certificate were collected from the organization websites. Then each criterion and possible indicators were carefully examined, and when applicable the criterion was placed under one or more of the following categories based on literature review of how ecotourism is defined and what the different dimensions include (see Chapter 2):

- basis in nature (Table 5)
- educational component (Table 6)
- environmental management (Table 7)
- economic management (Table 8)
- socio-cultural management (Table 9)

From the analysis it could be identified which components of ecotourism definitions and to what extent are present in the certificates, and if the certificates fulfill enough components to be called ecotourism certificates.

5.2.2 Survey to Finnish Nature-Based Tourism Entrepreneurs

In order to fulfill the purpose of the project it was also necessary to conduct a survey to find out how ecotourism is generally perceived and defined in the country when there is no official definition for it. Survey is a quantitative research tool that 'provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population… with the intent of generalizing from a sample of population' (Creswell 2009, 12). A web-based survey (Appendix 5) enabled gathering of a large data all over Finland in a short and efficient period of time.

Because there is no ecotourism organization that would define the participating companies, the population of the study had to be formed from companies that could be the most sustainably oriented in the field. The search was done on the web. All ECEAT members and PAN Park entrepreneur partners were included as potential participants, which formed the majority population of the survey. Because Green Tourism of Finland did not have a comprehensive list of the certified companies on the web, only few companies under the certificate were found for the survey. In addition to certified nature-based companies, non-certified nature-based tourism companies were also searched. These companies were randomly chosen from the lists of companies that offer program services in some Finnish national park according to Luontoon.fi-webpage. Also, few companies that have nature-based program services but are not operating in a national park were included. The companies were qualified also geographically: each province of Finland excluding Åland had to have at least ten potential companies to take part in the survey.

The webropol survey (Appendix 5) was sent by email to in total 102 nature-based tourism companies across Finland in September 2011. In the email with a link to the survey it was requested that only manager or owner of the company would take part in the survey. After one week of the first email, a

reminder email of the survey was sent. In total 30 answers were received, of which two had to be disqualified, adding the response rate to 27,4 percent. The raw data was then analyzed by drawing Excel graphs. Answers to open-ended questions were analyzed by grouping them based on the similarities in the content.

Of the participants 71 percent reported having a sustainable tourism certificate, with ECEAT dominating the variation. All 28 accepted participants resulted to be owners (93 percent) or managers (7 percent) of the companies. The age of the participants varied from 25 up to 71 years. The companies were small or medium sized: the annual turnover was less than EUR 100 000 in 75 percent of the companies, and the rest 25 percent had their annual turnover between EUR 100 000-499 000. Of the companies 50 percent were less than six years old, the oldest being 30 years old. Each province of Finland was represented.

5.2.3 Theme Interviews with Stakeholders

To reach a deeper understanding of the current situation on the field, support for the survey findings was sought by conducting semi-structured theme interviews with four stakeholders. Semi-structured interviews 'have a flexible agenda or a list of themes to focus on the interview' (Jennings 2005, 104). An interview is a good research method when the area of study is quite unknown, the results are difficult to forecast, and a deeper understanding of the area of study is sought (Hirsjärvi–Hurme 2009, 35). Instead of choosing the answer from a list of possible answers, in semi-structured interviews the interviewees will reply the questions freely and as extensively as they wish. To maximize the reliability of the data, the questions should allow room for the specific personal views of the interviewees and avoid influencing them. Such open questions should be combined with more focused questions if the interviewee does not spontaneously go beyond superficial and general answers. (Flick 2011, 112-113.)

The interviews were executed between June and September 2011. The interviewees were selected from organizations and tourism companies that

promote sustainable tourism or ecotourism in Finland. Entrepreneur representatives from both ECEAT Finland and PAN Parks were conducted. In addition, a representative from Green Tourism of Finland® and a project manager of an ecotourism business development project in Eastern Finland were interviewed. A representative from METLA and a university level tourism professor was also contacted, but due to time conflicts the interviews were not able to take place. As one of the interviewees requested for anonymity, it was decided that all the interviewees will be treated anonymously in the study. The interview questions consisted of four themes, which were given to the interviewees by phone when contacting them or by email prior to the interview:

- how the interviewee defines ecotourism
- how he/she depicts ecotourism development in Finland
- what eco-related principles the company he/she represents have
- what kind of possibilities/challenges the interviewee sees in ecotourism in Finland

The questions were modified to fit each interviewee's profession and status. Average length of an interview was 50 minutes. The interviews were then transcribed and the written data was analyzed.

5.3 Analysis of the Ecological Certification Criteria of ECEAT Finland, PAN PARKS, and Green Tourism of Finland®

5.3.1 Certification Criteria of the Organizations

From ECEAT the Guidelines for Ecological and Cultural Sustainability (Appendix 1) and Technical Requirements for ECEAT Finland destinations (Appendix 2) were analyzed. The guidelines are based on ECEAT International's requirements, to which ECEAT Finland has added some own country-based recommendations. The Guidelines for Ecological and Cultural Sustainability are divided into ten numbered headings and the criteria are then listed. To clarify which listed criteria were applicable during the analysis, I took the liberty to number the criteria as well (see Appendix 1 in English). The technical requirements by ECEAT International are developed for those

countries that do not have their own official countrywide technical quality requirement, which is the case also in Finland.

From PAN Parks the PAN Park Verification Manual (Appendix 3) was analyzed. The manual consists of five principles, which have one or more criteria. The criteria can have one or more indicators. The manual is the same for PAN Park candidates across Europe, and it also includes a glossary which explains some terms used in the documents.

From Green Tourism of Finland® the product criteria (Appendix 4) were analyzed. The product criteria consist of general criteria and content criteria for program services. The document was available both in Finnish and in English, with the Finnish document being a bit more extensive. Primarily the English document was analyzed, and the Finnish document is used as supporting document.

5.3.2 Basis in Nature –Dimension in the Criteria

All certificates require the companies to have elements of nature in their operations (Table 5), and the way nature serves as an element differs. ECEAT members are organic and biodynamic farms and companies offering ecologically responsible accommodation and program services. Green Tourism Finland® has divided the certified program services into three categories: nature experience products, wellness, and culture products. In nature experience products direct enjoyment of nature takes place. Wellness products use natural ingredients, and some parts of the product can be executed outside in nature. Cultural products can happen both out and indoors, but the trademark recommends that elements of Finnish nature are used when applicable. PAN Parks is the most nature-based of the certificated because of the ultimate criteria of the park being a protected natural area with extraordinary wildlife and ecosystems. PAN partner members use the park for recreational purposes.

Table 5. Nature-element in the Certificates (ECEAT Suomi 2011; PAN Parks 2008, see Appendix 3; Green Tourism of Finland® 2011b, see Appendix 4)

	The network includes: ▪ Organic and biodynamic **farms** ▪ Ecologically responsible guest-houses, B&Bs and **eco-villages** ▪ Other places offering accommodation or programmes of interest, **promoting the protection of nature** and local culture
	Principle 1: **PAN Parks are large protected areas** and prime examples of Europe's natural heritage that **conserve international important wildlife and ecosystems** Principle 3: Visitor management safeguards the natural values of the PAN Park and aims to provide visitors with a **high-quality experience based on the appreciation of nature** Criterion 4.4 Planned tourism development and existing tourism activities are based on **sustainable use of the natural resources of the PAN Park region**
	1. General information about GTF (in Finnish): Certified products use **Finnish nature as a resource** 3. Classification of GTF-products (in Finnish): Cultural products can take place outdoors… It is recommended that cultural products **include some elements of Finnish nature** 9. Principle of experiential environmental education: In wellness products **nature should be present as central element**. Treatments and exercises are **located in nature when applicable**.

5.3.3 Educational Dimension in the Criteria

An educational component for the consumer's part is present in each certificate. However, ECEAT and GTF have no requirements for educating and training the staff about environmental and cultural issues. Whereas GTF requires environmental education to be included in the products when possible and lists learning about the local culture increasing the customer's interest, attachment and respect towards nature as a goal, no systematic education for the staff about these issues is mentioned. Likewise in ECEAT's criteria, companies are to inform and discuss with travelers about sustainable and unsustainable ways of traveling, local ecosystems, culture, and benefits of organic farming in order to increase respect towards them, but no requirements for educating the staff about the same issues is included.

Table 6. Educational Component in the Certificates (ECEAT Suomi 2011b, see Appendix 1; PAN Parks 2008 see Appendix 3; Green Tourism of Finland® 2011b, see Appendix 4)

ECEAT Suomi	Criteria 1 **providing environmental information**: 1.2 Information about the local nature, organic farming and culture is available 1.3 Information about what kind of activity is ecologically unsustainable is available 1.5 The resort is willing to discuss about ecological sustainability with tourists Criterion 3.4 There is information about sustainable use of water, energy and other natural resources Criterion 8.3 Travelers are informed about local cultural sights and events
panparks PROTECTING EUROPE'S WILDERNESS	Criterion 2.9 The nature management plan includes **training programmes for staff** and others involved in managing species, the ecological process and biodiversity 3.3 Visitor management plan **creates understanding** and support of for the conservation goals of the protected area Criterion 5.5 The PAN Park business partner provides **special training to its staff** Criterion 5.9 The PAN Park business partner **promotes the joy of local discovery, knowledge and respect**
GTF Green Tourism of Finland	9. Principle of experiential environmental education: Products should use methods of **environmental education** when applicable…The guide will convey **respectful attitude towards nature**… The goal should be that **customer's awareness and knowledge of nature will increase**. 10. Local culture: [The product] is aiming at **increasing awareness of** the customer of **local culture**

The Visitor Management for PAN Parks requires creating understanding and support for the conservation goals of the park, and that the code of conduct for visitors is communicated. PAN Parks also requires training programs for staff and other stakeholders, and that PAN Park business partners need to have good knowledge about the destination's natural and cultural values and promote those values. Educating the customers is seen important in each certificate, but it seems rather peculiar that ECEAT and GTF are lacking the criteria for ensuring professionalism of the staff. Qualified staff should be considered as the key strategic tool for educating the customers.

5.3.4 Sustainable Management in the Criteria

Environmental sustainability is addressed well in each certificate (Table 7). ECEAT has a document for technical requirements and GTF requires an environmental programme from the companies with the exception of program services because of their intangibility. Sustainable Tourism Development Strategy (STDS) is a mandatory tool for achieving a symbiosis between the conservation goals and the sustainable tourism development in a PAN park region.

In the general criteria ECEAT and Green tourism of Finland® do not have actions involving the increase of protection of natural areas by supporting other environmental programs or organizations. On the contrary, in Sweden's Nature's Best –certificate one of the principles is contributing actively to nature and cultural conservation, which includes supporting nature preservation in various ways. Noteworthy is that GTF and PAN Parks certificate forbid the use of motorized vehicles such as snowmobiles when moving about in the nature. ECEAT and GTF support public and ecological transportation by offering discounts for travelers arriving by these methods of transport.

Table 7. Environmental Sustainability in the Certificates (ECEAT Suomi 2011b, see Appendix 1; PAN Parks 2008 see Appendix 3; Green Tourism of Finland 2011b, see Appendix 4)

ECEAT Suomi	Criteria 2: Supporting ecological farming
	Criteria 3: Responsible water and energy usage
	Criteria 4: Ecological construction
	Criteria 5: Decrease of waste
	Criteria 6: Ecological transportation
	Criteria 7: The resort works towards wellbeing of the local landscape, habitat and biodiversity
panparks	Principle 1 Natural values: **PAN Parks … conserve international important wildlife and ecosystems**
	Principle 2 Habitat management: Design and management of the PAN Park aims to **maintain and,** if necessary, **restore the area's natural ecological processes and biodiversity**
	Principle 3 Visitor Management: Visitor management **safeguards the natural values of the PAN Park** and aims to provide visitors with a high quality experience based on the appreciation of nature
	Principle 4 Sustainable Tourism Development Strategy (STDS): The Protected Area administration and its … partners in the PAN Parks **region aim at achieving a synergy between the conservation of natural values and sustainable tourism** by jointly developing and implementing STDS
	Criterion 5.6 The PAN Park **business partner respects the limitations of the destination and minimizes the negative impact of its business** on nature and culture
	Criterion 5.8 The PAN Park business partner make **all company operations environmentally sustainable**
	Criterion 5.11 The PAN Park business partner is using the services of or **subcontracting only those partners whose practices do not cause environmental damage**
GTF Green Tourism of Finland	**1. Environmental quality programme and standards:** Environmental quality programme is required from all providers of hospitality services
	6. Support and use of public transportation
	7. Non-motorized local transport in activities
	8. Minimization of environmental impact and respect of nature

On the economical aspect (Table 8), each certificate requires use of local production, suppliers and workers when applicable. Financial stability of a

tourism company has not been brought out. This is alarming because financial viability should be considered as one of the most important aspects in sustainable management: if a company is not financially viable it cannot contribute to other aspects of sustainability.

Table 8. Economic Sustainability in the Certificates (ECEAT Suomi 2011b, see Appendix 1; PAN Parks 2008 see Appendix 3; Green Tourism of Finland® 2011b, see Appendix 4)

	Criteria 9 Active influence to the local economy and cooperation: 9.1 The resort hosts are willing to do **shopping in local stores** and/or have **cooperation with local product/service producers** 9.2 If the resort sells food, souvenirs, agricultural products etc., they are **primarily locally produced** 9.3 The resort **prefers local work force, products and suppliers**
	Criterion 4.3 The PAN Park region has **sufficient tourism potential** and environmental capacity for sustainable tourism Criterion 5.7 The PAN Parks business partner **supports the local economy**
	3. Exploitation of local resources: The service provider **must prioritize use of local products, services** and aim to **employ local people** when applicable

In ecotourism best practices (Chapter 3) the financial viability is seen as key issue: Ecotourism Australia's Mission Statement includes improving positioning and financial viability for operators who adopt sustainable practices, Nature's Best considers 'tangible benefits from tourism are a positive force', and in Ecotourism Norway's principles an ecotourism business is 'run as sustainably as possible, constantly balancing ecological, cultural, social and economic considerations'. On the other hand, financial sustainability cannot be required from a PAN Park because national parks are usually free to use for recreational purposes. Partner companies who are using the park as a recreational resource in tourism, however, could be asked for financial stability.

When it comes to maintaining tourism small-scale, a PAN Park has to have 'a sufficient tourism potential and environmental carrying capacity for

sustainable tourism', ECEAT accommodation member 'should not accept more guests than they can serve' (Technical Requirements, Appendix 2), and GTF limits the group size on tours to a maximum of 15 persons.

Socio-cultural dimension (Table 9) is the least discussed factor with ECEAT and GTF. The STDS for PAN Parks includes an assessment of how the tourism development is compatible with the local and regional economy and social structure. It also suggests tourism development to be based on the sustainable use of socio-economic resources, and issues of minorities and indigenous people to be taken into account.

Table 9. Socio-cultural Sustainability in the Certificates (ECEAT Suomi 2011b, see Appendix 1; PAN Parks 2008 see Appendix 3; Green Tourism of Finland ®2011b, see Appendix 4)

ECEAT Suomi	Criteria 4.2 "The buildings are kept in good condition" Criteria 4.3 "**Traditional work methods** and material (such as wood, clay, straw, brick) are used in building construction and maintenance" Criteria 4.4 "**New buildings are built according to tradition** and capabilities of the environment" Criteria 8 **Active participation in fostering cultural heritage:** 8.1 New buildings and maintenance work respects traditional building techniques and style 8.2 Culturally significant buildings are restored 8.3 Travelers are informed about local cultural sights and events
panparks	Criterion 4.5 Tourism development and existing tourism activities are based on the **sustainable use of socio-economic resources** in the PAN Parks region, including issues of minority and indigenous people Criterion 4.6 Planned tourism development and existing tourism activities are based on the sustainable use of cultural resources of the PAN Parks region
GTF Green Tourism of Finland	3. Exploitation of local culture: The service provider must prioritize the use of local products, services and **aim to employ local people when applicable** 10. Local culture: **Local knowledge, elements of local culture and stories are intelligent parts of the product** … Wellness treatments may utilize element of local culture.

Criterion 4.6 includes STDS to ensure local communities maintain control over their culture and cultural heritage. Training and education for

stakeholders of the PAN Park region need to occur, too. As mentioned in chapter 5.2.3, GTF and ECEAT Finland do not have criteria for educating the workforce or increasing the well-being of locals even though both require education of the customer to happen during the services. In Ecotourism Australia's Mission Statement 'increasing the professionalism of those working within the tourism industry' is mentioned as one approach in sustainable tourism practices. ECEAT and GTF are also lacking requirements for a sustainable use of the cultural elements in the products. Addressing issues of the minorities and Indigenous people is missing too. This is interesting since the tourism products with elements of the Indigenous Sami culture can be found in Finland. However, in the principles of Sweden's and Norway's ecotourism organizations, both countries with Indigenous culture, consideration of the Indigenous cultures in tourism is missing as well. ECEAT's socio-cultural sustainability focuses much on the traditional way of building.

5.3.5 Conclusions

The certification criteria of ECEAT Finland, PAN Parks and Green Tourism of Finland® address contribution to conservation, active involvement of local people and responsible action on the part of tourists and tourism industry. Each of the certification program has issued environmental management principles well. From these certificates the PAN Parks is the most ecotourism oriented, because of the tourism taking directly place in nature, and also because the certificate takes into consideration the socio-cultural dimensions of tourism development. The educational dimension and environmental sustainability are addressed in each certificate for the part of tourists. However, education of the staff is not required by ECEAT and GTF, which is rather peculiar as both certificates stress the importance of educating the customers. Both certificates need to deepen the socio-cultural sustainability in the criteria.

Criteria on how to increase the wellbeing of local people and have the local community included in the companies' development planning is missing, too. Especially treatment of minorities and Indigenous cultures is lacking. ECEAT

and GTF do not have criteria involving the increase of protection of natural areas by supporting other environmental programs or organizations. The preservation activities can take place in the companies if some of the turnover is used in restoration and preservation work locally, ECEAT and GTF however do not require this. Financial stability of the products is not seen essential, even though financial stability enables the other sustainable aspects to take place in the company operations. Use of public transportation is actively supported with discounts at the resort in both certificates.

5.4 Nature-based Tourism Entrepreneurs' and Experts' Views about Ecotourism

5.4.1 Survey Participants

The web-based survey about ecotourism (Appendix 5) was conducted to 102 nature-based tourism entrepreneurs in Finland, of which 28 eligibly participated bringing the respondent rate to 27,4 percent. All 28 accepted participants resulted to be owners (93 percent) or managers (7 percent) of the companies, which were the target groups of the survey. The age of the participants varied from 25 up to 71 years. The companies were small or medium sized: the annual turnover was less than EUR 100 000 in 75 percent of the companies, and the rest 25 percent had their annual turnover between EUR 100 000-499 000. Of the companies 50 percent were less than six years old, the oldest being 30 years old. Moreover, 71 percent of the companies that took part in the survey reported having a sustainable tourism certificate. Each province of Finland was represented (Figure 6).
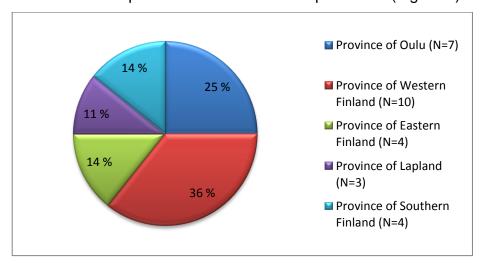

Figure 6. Geographical Location of the Survey Participants (N=28)

5.4.2 Defining Sustainable Tourism and Ecotourism

Nature-based tourism entrepreneurs found the term "sustainable tourism" familiar. On a scale 1-5, 1 being not familiar at all and 5 very familiar, the average was 4,5. The term was found very familiar for 60 percent. The term "ecotourism" was a slightly less familiar, with the average of 4,0. The term was found very familiar for 43 percent. Certified companies are more familiar with the term "ecotourism" than non-certified, the average familiarity for certified companies was 4,4 whereas among non-certified it was only 3,3.

Next the participants were asked to define the terms "sustainable tourism" and "ecotourism" in their own words. The answers were grouped based on the different topics that came out in them. One answer could be therefore included in several topics. When asked to define the term "sustainable tourism", almost 90 percent found sustainable tourism as nature friendly tourism where consumption of natural resources is minimized. Of these answers 37,5 percent included socio-cultural sustainability, and 20 percent economic sustainability (support of local production). Only two answers (8,3 percent) included all three aspects (ecological, economical, socio-cultural) of sustainable tourism. Other answers included as follows:

> Effort to make tourism ecologically acceptable, which it can never be! (Participant #27)
>
> Energy, recycling and common sense are taken into account in operation. (Participant #15)
>
> Sustainable development is taken into account for example in logistics, accommodations etc. (Participant #13)

When asked to define the term "ecotourism", the answers had great variations and no one typical answer could be identified. A little over 50 percent included ecotourism to be nature friendly where consumption of natural resources is minimized. Of the entrepreneurs 18 percent found ecotourism something where nature preservation activities take place, or money is donated for nature preservation. The aim to travel with a small carbon footprint was mentioned in 14 percent of the answers. In 25 percent of the answers ecotourism included using non-motorized vehicles, such as

skis and bicycles. Recycling and energy saving actions came out in 25 percent of the answers. Of the entrepreneurs 14 percent found ecotourism also as travelling according to green values. Use of local products or supporting locality came out likewise in 14 percent of the answers. Only 7 percent included learning about the natural environment or the local culture in their answer. One recipient, 3 percent, found ecotourism in domestic tourism meaning differentiating from regular products by focusing on the ecological process of the service elements.

Of the participants 40 percent found no difference between ecotourism and sustainable tourism. A half found ecotourism more concrete in actions or narrower as a term than sustainable tourism. Interestingly 3 answers, 10 percent included sustainable tourism to be more sustainable than ecotourism:

> Ecotourism does not take human rights into consideration, unlike sustainable tourism (Participant #22)

> Sustainable [tourism] goes even further. Ecotourism can be done by using ecocars whereas a sustainable tourist uses public transportation. (Participant #17)

> Some aspects of ecotourism do not fulfill the aspects of sustainable tourism, which come about in planning, building and products (Participant #4)

Next the entrepreneurs were asked to scale the accuracy of some statements based on their perceptions of ecotourism (Figure 7). Based on the given statements in the survey, nature-based tourism entrepreneurs found ecotourism nature-based where environmental education for both tourists and employees take place. Ecotourism is based on sustainable development and it should promote it as well. They partly disagreed on ecotourism not needing to contribute to nature preservation, but also could not say whether part of the revenue gained from ecotourism should go to nature preservation. Disagreements were also found in whether ecotourism should be for small groups of less than fifteen persons; a slight majority partly disagreed with the statement.
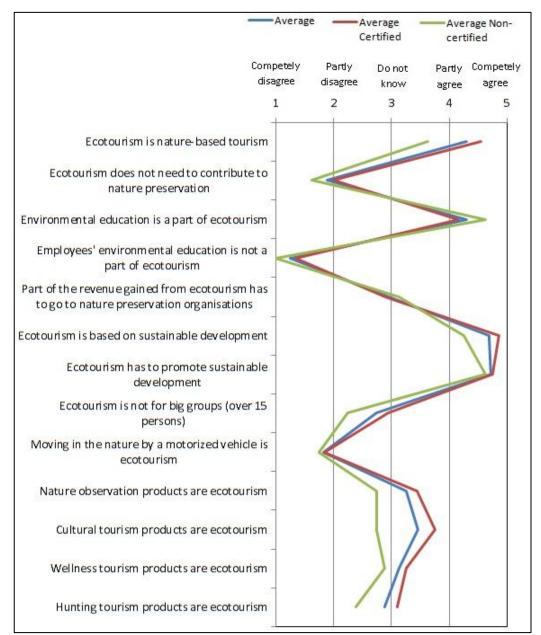
Figure 7. Entrepreneurs' Views of the Context of Ecotourism (N=28, certified N=20, non-certified N=8)

Nature observation, cultural and wellness tourism products were found to be ecotourism to some extent. Non-certified companies found nature observation, cultural and wellness tourism products less ecotourism than certified entrepreneurs. There was a stronger agreement over cultural tourism products being ecotourism than nature observation products among certified entrepreneurs. Of all different types of tourism introduced, hunting tourism was regarded least ecotourism but at the same time there was no clear agreement on whether it is ecotourism or not.

As Figure 8 depicts, entrepreneurs thought ecotourism should be financially profitable, and partly agreed that the money gained from ecotourism should remain in the local community. They did not think ecotourism should use only authentic cultural elements, but at the same time it was unacceptable for ecotourism to change the local culture and lifestyle. Permission for using cultural elements was somewhat agreed on. Ecotourism was seen to help the revival of traditions. Entrepreneurs strongly agreed that ecotourism should use local production as much as possible and aim to increase the wellbeing of locals. Ecotourism should employ locals and they should be involved in ecotourism planning as well.
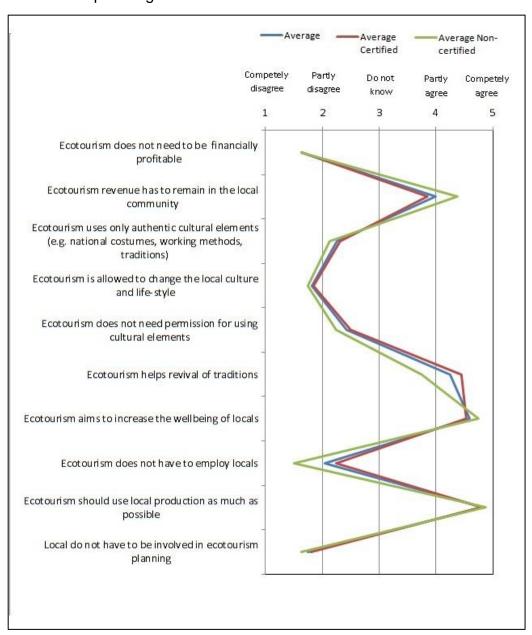
Figure 8. Entrepreneurs' Views on the Socio-cultural Aspect of Ecotourism (N=28, certified N=20, non-certified N=8)

Based on the results, Finnish nature-based tourism companies seem to be missing a deeper understanding of what ecotourism stands for. According to Entrepreneur 2 the term 'is not understood at all'. Interviewee 1 believes that the concept of ecotourism is unfamiliar to entrepreneurs because of the lack of education:

> Nowadays ecotourism entrepreneurs are educated and ecotourism is promoted, but at least the entrepreneurs in our network have not received the information through education, the definitions have not been taught systematically. Then there are some who have started to promote themselves environmentally sustainable, but do not know the theory. (Interviewee 1 2011)

According to Tanskanen (2011), usually the missing aspects in ecotourism in Finland are co-operation with locals and support to nature preservation.

> The support to nature preservation does not have to go to some big organization or to somebody else. It can be on your own farm and done so that the customer comes and does harvesting of traditional landscape, or then a small part of the turnover is put to destination development. This is how it should be done, I do not see any point in giving the money somewhere where it does not benefit the locals. (Interviewee 1 2011)

5.4.3 Ecotourism as a Business

Finnish entrepreneurs found ecotourism alternative tourism that is one of the fastest growing forms of tourism and does not take place only in developing countries (see Figure 9). They did not know whether Sweden is a well-known ecotourism country. To some extent the entrepreneurs agreed that there is not enough information available on ecotourism as business opportunity. Ecotourism was found to bring more value to company operations. Entrepreneurs saw there are ecotourism products in Finland and ecotours to Finland are taking place, and believed there is a market for Finnish ecotourism products. Entrepreneurs strongly agreed that ecotourism will increase Finland's competitiveness, there is potential for Finland to be an ecotourism country and that ecotourism in Finland should be developed.
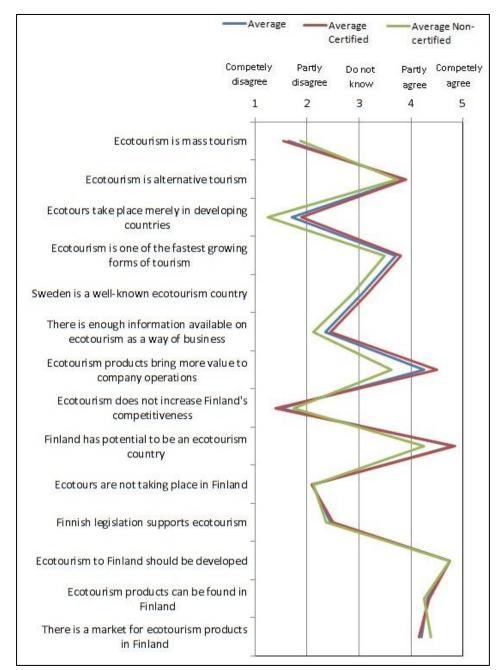
Figure 9. Entrepreneurs' Views of Ecotourism as a Business (N=28, certified N=20, non-certified N=8)

The interviewees agreed with the survey results that Finland has potential in ecotourism and it should be developed:

> Ecotourism has good possibilities in Finland, … we have lots of nature and good grounds for this. [Ecotourism] is a growing trend. (Entrepreneur 1 2011)

> Finland still has lot of potential in developing [in tourism]. We already have everything else and big tourism and ski resorts are being built, where as ecotourism is good for small destinations because it does not require big start-up investments and infrastructure. You can very well start really small and develop from that. (Interviewee 1 2011)

> Our tourism infrastructure has developed a lot. Now the trend is that companies have to save in energy and such, they have to take the local workforce and local services more into consideration … and go through the process a bit backwards. (Entrepreneur 2 2011)

> I think the [ecotourism] products should simply be created and marketed. Otherwise people will not come, they should be educated about it. In southern countries people already have the knowledge .., but here in Finland it people should be educated. It is difficult here because wilderness is taken for granted. (Entrepreneur 3 2011)

All the interviewees agreed that there is a market need in Europe for sustainable tourism products, Germany and Britain were mentioned as examples. Entrepreneur 3 pointed out that as Finland has to be accessed either by boat or an airplane it brings challenges to the marketing of sustainable tourism.

In the questionnaire results Finnish legislation was not seen supportive to ecotourism. Entrepreneur 2 was not optimistic about the subject:

> Ecotourism in Finland is impossible, just because of legislation. … When the company has legal obligations towards the customers, sustainability cannot be the main issue.

Entrepreneur 1 felt that the work ECEAT does is based a lot on voluntary work, and financial support from the government is scarce.

> I also feel that with politics you can either speed up or slow down the development. Ecological activity should be given a chance, financially. (Entrepreneur 1 2011)

According to Entrepreneur 2 (2011) Finnish Tourist Board could do a lot for sustainable tourism if they would just see what the reality in Finland is: lots of companies are interested in sustainable tourism and fulfill the criteria for sustainable tourism. 'They have decided on the upper level that sustainable tourism and organic tourism will not be promoted, they are not given competitive situations.' He mentioned that for example Punkaharju easily fulfills the criteria of a sustainable tourism resort, but the regional marketing organization which is under the Tourist Board's control does no acknowledge this.

> In Sweden Naturens bästa –trademark has been successful because Visit Sweden, which is synonymous to our Tourist Board, has started developing it simply because of the market

> need. They have similar grounds as we here [in Finland]. Also in Norway they are doing well [in developing ecotourism]. (Entrepreneur 2 2011.)

5.4.4 Certifications

Nature-based tourism entrepreneurs were not familiar with all the biggest sustainable tourism certificates found in Finland. From scale 1-5, 1 being not familiar at all and 5 very familiar, the total average was 2,66. As 15 of the replying companies were ECEAT certified, ECEAT came out to be the most known certificate; 40 percent of the recipients found it very familiar. More than half were not at all familiar with PAN Parks. According to a PAN Park member the PAN Park concept is still much unfamiliar: even the locals in the PAN Park region do not know or understand what it means, unless they are working in tourism (Entrepreneur 3 2011). Green Tourism of Finland® was not at all familiar to 35 percent.

Of the companies that took part in the survey 71 percent had a sustainable tourism certificate, with ECEAT dominating the variation. Figure 10 shows the most important motives for certificating a company had been the entrepreneur's own interest in developing ecologically sustainable business practices and will to showcase the ecological practices of the company.
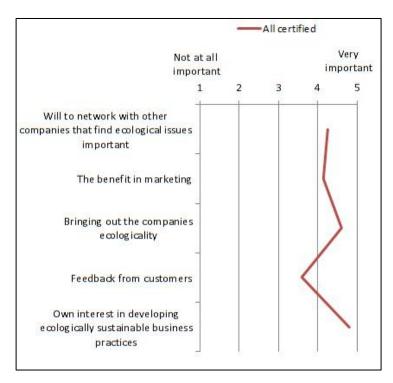
Figure 10. Certified Companies' Motives for Attaining a Certificate System (N=20)

Networking possibilities with other companies that find ecological issues important and the benefit in marketing were also seen as important motives. Feedback from customers did not play a significant role. Other motives the entrepreneurs brought out were willingness to support and develop organic traveling, internationality, and learning from other network members. 'The certificate shows that the company is focusing on ecological issues and not just writing pretty words to their business plan.' (Participant#6)

ECEAT certified companies' experiences about the certificate were mostly positive (Figure 11). They found the certification criteria somewhat easy to follow. The certificate had benefitted them in networking with other certified companies and increasing sustainability and customer satisfaction in the
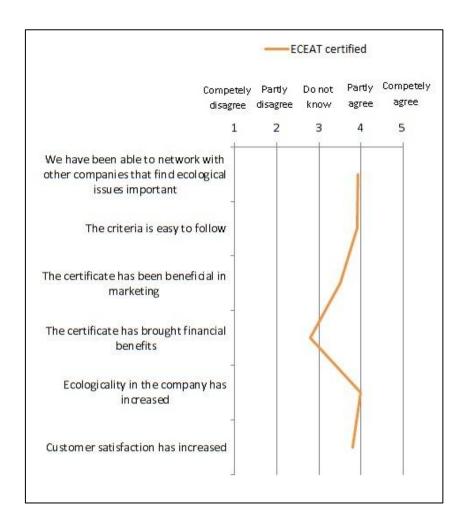
Figure 11. ECEAT Members' Experiences of the ECEAT Certification System (N=15)

company. However they did not see whether the certificate had brought financial benefits. Other comments included:

> I have received lots of good information to my operations. The certificate has encouraged to ecological development work in my farm. Also services have been developing to a more sustainable direction. (Participant #14)

> I guess it has brought some benefits. (Participant #10)

Surprisingly, there was not a strong agreement that the ECEAT certificate has been beneficial in marketing. According to an ECEAT member customers choose them based on the sustainability, but the company cannot know how many chooses them based on the sustainability status. He found the regional marketing organization is the most important marketing channel for his company, and ECEAT is nice to add in when doing for example news articles. (Entrepreneur 1 2011.)

Unawareness of the different sustainable tourism certificates seemed to be the most dominating reason for a company not to have a certificate (see Figure 12). Half of the non-certified entrepreneurs could not say whether the certification criteria are too strict or loose, or if the certificates are expensive. Not seeing sustainability important was clearly not a reason for not having a certificate. Other reasons the entrepreneurs brought out were that they had just started their business, there has not been any time to apply for a certificate, or that there is not clear information available on how to certify and who to contact. One participant questioned whether there is any point in organizing and advertising ecotours if the damage has already been done by traveling to Finland for example by flying.
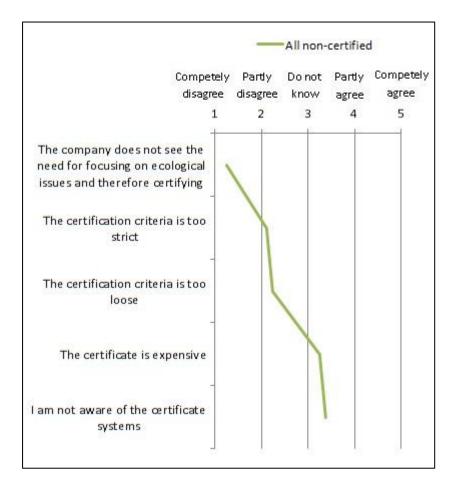
Figure 12. Non-certified Companies' Reasons for not having a Sustainable Tourism Certificate (N=8)

5.4.5 Ecology in Company Operations

Next the companies were asked to evaluate from scale 1-5, 1 being "not at all" and 5 "very well", how well they are taking into consideration some ecotourism related principles in their daily operation (Figure 13). First they were asked about the consumption habits. Both certified and non-certified companies said they avoid disturbing wild flora and fauna with their activities, take the nature's carrying capacity into consideration, minimize waste, use recyclable material, and support and ecological transportation either well or very well. Certified companies were taking the energy and water consumption and waste recycling better into consideration than the non-certified. Especially in using renewable energy the difference was significant: for certified the average was 4,2 whereas for non-certified it was only 2,37. Traditional work methods and style are taken well into consideration in building construction and maintenance. On average energy and water consumption and favoring ecolabelled products needed working on the most, even though they also are taken into consideration rather well.
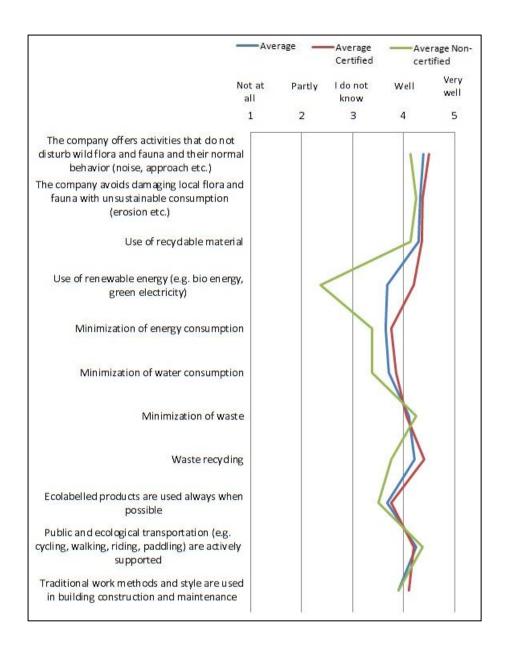
Figure 13. Entrepreneurs' Perceptions of the Consumption Habits of the Company (N=28, certified N=20, non-certified N=8)

From the socio-cultural aspect the companies seem to be in very good harmony with their local communities (Figure 14). The companies actively support the local economy and the locals are supportive towards the companies. The companies do not disturb the everyday life of the locals with their activities and claim to increase the local's wellbeing very well. Interestingly, the company employees are given more environmental education than customers, even if in the certificate criteria of especially in ECEAT and GTF customer education is emphasized over employee education. The cultural elements used in company operations are mostly authentic. Having financially viable products and creating long term employment seem to be a bit of a challenge for nature-based tourism companies. Interestingly non-certified companies regard their products

clearly more financially viable than non-certified: among non-certified the average was 4 whereas among certified it was 3,3. In addition, the non-certified companies found taking care of permission to use cultural products, favoring locality and creating long term employment a bit better than the certified companies.
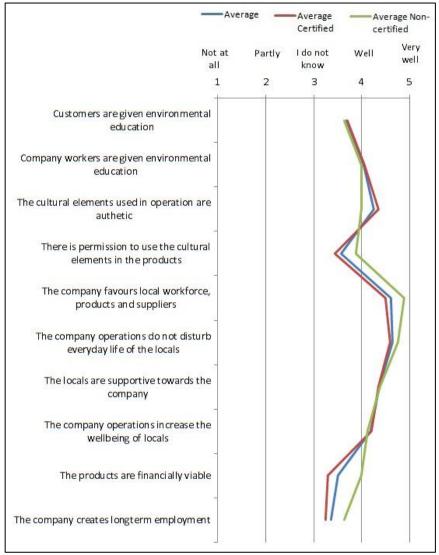
Figure 14. Entrepreneur's Perceptions of Socio-cultural and Financial Aspects of the Company Operations (N=28, certified N=20, non-certified N=8)

The increase of sustainability and nature's carrying capacity is taken very well into consideration in product and entrepreneurship development (Figure 15). Sustainability is also highlighted in marketing, with certified companies unsurprisingly having a better average. Certified companies have significantly better average when it comes to having partners and suppliers that are also committed to sustainable business practices, and whether the company actively supports charity work. In many certificates the companies cannot

have partners or suppliers that are not committed to sustainable business practices. However as a whole neither group is significantly supporting charity work.
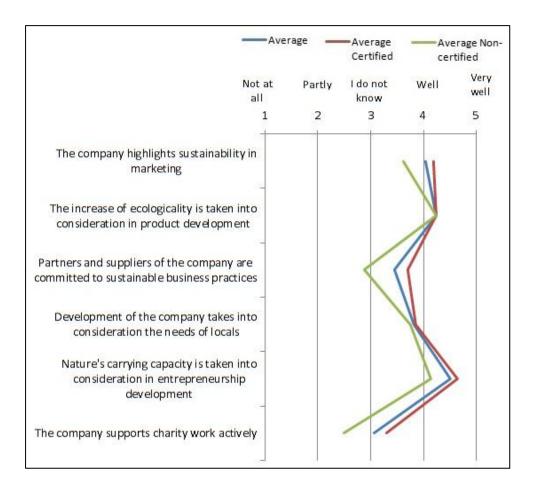
Figure 15. Entrepreneurs' Perceptions of Development and Marketing of the Company (N=28, certified N=20, non-certified N=8)

Finally, when asked whether the participant would define the company he/she represents as an ecotourism company, 53 percent answered clearly yes. This was reasoned for example by fulfilling ECEAT certification criteria, having activities in the nature by using non-motorized vehicles, or having holistic ecological thinking throughout the company operations. One participant answered 'if you want to express it by using the word eco, it fits, but I do not like this word. Nature tourism definitely yes'. Instead of giving a clear yes/no answer, 18 percent decided to depict the ecological principles of their operations. Two of these answers however included that the customers find them very ecological or that their principle is up and foremost to offer ecological tourism products, so these to some extent could be included as "yes" answers. Equally 18 percent regarded their company to be partly an

ecotourism company. They considered ecologicality as a part of their operations, but not the most important. 10 percent said their company is not an ecotourism company. The up and foremost reason for this seemed to be dislike for the word eco:

> We are an environmentally aware company. (Participant #15)

> No, but that's what I am aiming for. (Participant #4)

> I would rather use terms organic tourism or sustainable tourism. (Participant #6)

All entrepreneurs found ecotourism suitable for the development plans they have for the company in one way or another. One participant found ecotourism suitable for the company development plans, 'but not with the word eco'. Another participant did not find ecotourism suitable for the company's future if ecotourism means a train and horse carriage trip to a farm that serves organic pork, but yes if ecotourism means a hiking in a national park where trashing, quietness, reducing carbon footprint and biodiversity are appreciated.

All in all, the companies take ecological aspects into consideration in their operations. On socio-cultural dimension the co-operation with locals seems to be on a good level. On the economic level the financial viability of the products and long-term employment were found challenging. Based on the low score on having partners also included in the sustainable practices the companies are looking much on their own actions, rather than having a holistic view of the sustainability of the service chain they belong to. Support to charity work was also usually lacking. Majority of the companies think themselves as ecotourism companies at least partly. Dislike for the word eco was the main reason for a company not seeing themselves as an ecotourism company. Interviewee 4's (2011) comments support the survey findings, as she found the companies in their network are ecological, but the entrepreneurs do not regard their actions specifically eco.

5.4.6 Attitude towards ecotourism

Tanskanen (2011) suggests the reasons why ecotourism companies in Finland are keeping low profile are related to the atmosphere in their local community. Firstly there is a value-conflict between ecotourism and forest industry. According to interviewee 1, forests are firstly and fore mostly seen as a resource for forest industry, tourism has secondary importance. "Forests still have rather one-sided value here." (Interviewee 1 2011) Therefore, if somebody wants to use forest for other purposes it may not be accepted. The entrepreneurs also do not want to be negatively labeled as "green thumbs or hippies" in their local community (Tanskanen 2011).

Entrepreneur 3 (2011) had come across with disbelief in ecological product development:

> Others doubt us all the time like "that is not going to work". A good example was when we changed the motors on our river rafting boats from two-stroke to four-stroke ones, all the others were laughing at us that those are not going to last. Now we have been using them for six years with great success. Then we took it even further by introducing electric motors and that brought an even bigger ballyhoo that "no way they are going to work there, the battery will not last". We have had them three years now and the customers love them because the motor is silent.

He felt that they are forerunners on the field in their local community and pushing the ecological development in tourism forward.

Skepticism towards ecotourism was visible in the survey results. Some entrepreneurs saw ecotourism as hoax and an attempt to sell a better conscience for tourists:

> Ecotourism is a fine name for normal tourism in which tourists try to clean their conscience, like the extra payments for emissions on flight tickets. (Participant #25)

> [Ecotourism is] a new term in traditional nature-based tourism which is used a lot in marketing. Especially abroad everything seems to be ecotourism: as long as tourism happens in the nature it is defined as ecotourism. (Participant #2)

> True ecotourism is only local tourism which is done according to sustainable development. I'd rather use the terms organic tourism or sustainable tourism. (Participant #6)

The dislike towards ecotourism as a word came out especially when one participant answered ecotourism being suitable for the company development plans, 'but not with the word eco'. One participant found ecotourism as mass tourism and somewhat as Finnish Tourist Board stated in the 90s as a 'difficult problem in the future in tourism'. Entrepreneur 2 (2011) believed that the statement the Finnish Tourist Board has made about ecotourism in the 90s has greatly influenced the attitudes towards ecotourism and the discussion in Finland.

6 DISCUSSION

This thesis was a one year project. The most important objective for me was to develop my own expertise about ecotourism in Finland, which was accomplished. The purpose of the thesis project was to take a look on the current perceptions of ecotourism in Finland. The research topic formed from my personal interest and observations about Finland's non-existing response to a worldwide trend in tourism. The research questions included finding out how the certification criteria of the three biggest sustainable tourism organizations in Finland fit to the academic and international definitions of ecotourism, and what kind of relation Finnish nature-based tourism entrepreneurs and other stakeholders have with ecotourism. Mixed method was used as a research method due to the lack of research, definitions and organizations for ecotourism in Finland. Content analysis, web-based survey and semi-structured theme interviews all brought crucial information about the research topic which enabled forming a broader understanding of the situation.

Ecotourism as a field of study is challenging because of the lack of a global definition. Based on the literary review of various definitions, ecotourism was defined to be at least nature-based, environmentally educating, and sustainably managed. With the definition and examples from abroad, the content of Finland's three biggest sustainable tourism certificates ECEAT Finland, PAN Parks, and Green Tourism of Finland® were analyzed. The content analysis showed that from these certificates PAN Parks is the most ecotourism oriented. ECEAT and GTF certificates need to deepen the socio-cultural sustainability in their criteria in order to completely fulfill the definition for an ecotourism certificate. Financial stability is also something that should be considered as an important indicator, now it is not been brought out in the criteria at all. However, the certificate criteria are only the minimum standards that a company has to fulfill when applying for a sustainable tourism certificate. The result might not reflect the situation on the field, because many certified companies exceed the requirements already when applying for a certificate due to the entrepreneurs' own interest and commitment in sustainable tourism. Also, content analysis as a research method gives a lot

of room for observer's interpretation especially when the categories are themes, so these results should be assessed critically.

Survey and interviews revealed that Finnish nature-based tourism entrepreneurs know the term sustainable tourism well, but ecotourism is less familiar. In Finland ecotourism is understood as nature friendly tourism which supports nature preservation and where consumption of natural resources is minimized by recycling, saving energy, using non-motorized means of transportation such as skis and bicycles, and supporting local production. Entrepreneurs' understanding of ecotourism is limited to the environmental issues and deeper understanding of the term where the educational aspect and socio-cultural dimension in sustainable management would be included is missing. The lack of systematic education about sustainability in tourism was suggested as the reason for the term's unfamiliarity.

Further on, nature-based tourism entrepreneurs are not familiar with all the biggest sustainable tourism certificates in Finland either. This is the main reason also for not having a sustainable tourism certificate. Motives for certifying arise first and foremostly from the entrepreneur's own interests in developing ecologically sustainable business practices, and the urge to bring out the ecological practices of a company. Among ECEAT certified companies the certificate is seen as helpful in networking and increasing sustainability and customer satisfaction. The ECEAT certificate is not seen to have a strong benefit in marketing.

Even though ecotourism as a term and sustainable tourism certificates are quite unfamiliar, nature-based tourism companies take the ecological aspect into consideration in their operations and think of themselves as ecotourism companies at least partly. Eco-related principles that are usually missing from the company operations include concrete support to charity work and nature preservation, use of renewable energy and ecolabelled products, and minimization of energy and water consumption. It seems that the companies tend to look very much in their own actions rather than thinking sustainability as a whole in the service chain and community they belong to.

The survey results can be considered valid within the research limitations: the participants consisted mostly from sustainably certified nature-based tourism entrepreneurs and other nature-oriented tourism entrepreneurs from all over Finland, which were the target group of the survey. The response rate reached almost 30 percent. When it comes to taking the ecological aspects into consideration in the company operations, here again the truth on the field might be different than what the results show because personal opinions were given a lot of space. Moreover, it should be carefully considered whether an entrepreneur can credibly answer questions about the future of ecotourism and the role of ecotourism in their company if he/she does not have a full understanding of what the term stands for. Findings about the familiarity of ecotourism as a term are supported by stakeholders' opinions, which bring reliability to the survey results in that part. The stakeholders were carefully selected and represent the forefront of sustainable tourism and ecotourism developers in Finland, their opinions are therefore considered reliable. Interviewer can have effects on the interviewee's answers, but I as a researcher took this into consideration during the interviews and encouraged the interviewees to honesty.

The commissioner ECEAT Finland was very pleased with the project and the findings, and agrees that in many of their member companies the criteria is exceeded. They also say that setting requirements for educating the workforce may be difficult since companies' resources in that case are often limited. They wish that the thesis would awaken some discussion in the country about the support to ecotourism.

Finland has a great potential in ecotourism. There is a market need on the international level for ecotourism products, but this need has not been fulfilled. Finnish nature-based tourism entrepreneurs are naturally quite environmentally aware, maybe even so environmentally aware that ecologicality is taken for granted and not considered as an asset that brings value to business. On grass root level the value-conflict with the forest industry and the attitudes inside the local community are the biggest challenges to ecotourism development. These value conflicts together with entrepreneurs' close relationship to nature and not regarding their business

especially "eco", lack of governmental support to ecotourism, and finally unfamiliarity with the ecotourism term are reasons why ecotourism in Finland has not become a well-marketed tourism segment like in Sweden and Norway.

Sweden and Norway are the biggest competitors for Finland in the markets of several nature-based tourism activities, and in the Central-European and Russian markets Finland and Norway are seen as the most interesting Nordic countries for nature-based tourism. Whereas Sweden is leading the way of ecotourism in Europe and Norway is now waking up to the potential of ecotourism as well, in Finland ecotourism development is standing still. Even though ecotourism is a worldwide trend, the Finnish Tourist Board does not see the need to promote it in Finland. So far the statement the Board made in the 90s has had a major influence on Finland's ecotourism discussion. To change the current state, the Finnish Tourist Board as a value leader plays a crucial role. The Board should take a bold directional shift and start supporting ecotourism by developing marketing opportunities for it like they have done with other extensively growing niche tourism segments such as wellness tourism and cultural tourism. Moreover, educational institutes should include sustainable tourism in their curriculums in order to increase the awareness and thus credibility of the business in the country. In my case I had to travel to the other side of the world to study ecotourism.

The current perceptions of ecotourism identified in this thesis project serve as an opening for the ecotourism discussion in Finland. Themes for further studies include examining how many companies in Finland are ecotourism companies, and whether establishment of an ecotourism organization similar to the ones in Sweden and Norway is seen necessary in the country.

BIBLIOGRAPHY

Adventure Bay Charters. 2012. Address: http://adventurebaycharters.com. au/. Accessed 2 January 2012.

Blamey R. K. 2001. Principles of Ecotourism. In The Encyclopedia of Ecotourism (ed. D.B. Weaver), 5–22. Wallingford: Cabi Publishing.

Björk, P. 1997. Ekoturism: en introduktion till ett helhetsperspektiv, med defitioner och empirisk forskning. Helsinki: Svenska Handelshögskolan.

– 2000. Ecotourism from a Conseptual Perspective, an Extended Definition of a Unique Tourism Form. International Journal of Tourism Research Vol 2, 189–202.

– 2004. Applying Swedish Eco-labelling to Finnish Tourism operation: Which associations does it elicit amongst customers? Scandinavinan Journal of Hospitality and Tourism, vol. 4, no. 1, 2004. Taylor & Francis Group.

– 2007. Definition Paradoxes: from concept to definition – In Critical Issues in Ecotourism: Understanding a Complex Tourism Phenomenon (ed. Higham, J.), 23-45. Oxford: Elsevier Ltd.

Captain Adventure Bay Charters, 2011. 2011 Regional Awards… Sustainability & HALL OF FAME. Address: http://adventurebaycharters.com.au/2011-regional-awards-sustainability-hall-of-fame/. Accessed 2 January 2012.

Creswell, J. W. 2009. Research Design. Qualitative, quantitative, and mixed method approach. 3rd edition. Thousand Oaks: Sage Publications Inc.

Downing, R. K. 2001. Oceania (Australia, New Zealand and South Pacific). In The Encyclopedia of Ecotourism (ed. Weaver, D.B.), 139-154. Wallingford: Cabi Publishing.

ECEAT Suomi 2011. www.eceat.fi. Accessed 10 August 2011.

– 2011b. Ekologisen ja kulttuurisen kestävyyden vaatimukset ECEAT Suomen matkakohteissa. Address: www.eceat.fi/ekokriteerit.htm. Accessed 3 June 2011.

– 2011c. Tekniset perusvaatimukset ECEAT Suomen majoituskohteille. Address: www.eceat.fi/perusvaatimukset.htm

ECEAT International. www.eceat.org. Accessed 10 August 2011.

Ecotourism Australia 2011. Address: http://www.ecotourism.org.au/ eco_certification.asp. Accessed 2 January 2012.

– 2011b. Address: http://www.ecotourism.org.au/aboutea.asp. Accessed 2 January 2012.

– 2011c. Address: http://www.ecotourism.org.au/membership.asp. Accessed 2 January 2012.

Ecotourism Norway 2011. Address: http://ekstranett.innovasjonnorge.no/ templates/Page_Meta____58394.aspx. Accessed 9 August 2011.

–2011b. Norwegian Ecotourism Certification 2007. First Edition. Address: http://ekstranett.innovasjonnorge.no/Felles_fs/Ecotourism/Doku menter/Norwegian%20Ecotourism%20Certification09.pdf. Accessed 26 August 2011.

Ekoturismförening 2004. Address: http://www.naturensbasta.se/nb/index.asp Accessed 9 August 2011.

– 2004b. Address: http://www.naturesbestsweden.com/nb/grundprinciper .asp. Accessed 26 August 2011.

– 2004c. Address: http://www.naturesbestsweden.com/arrangorer/detalj.asp? ID=542. Accessed 26 August 2011.

Elo, S. – Kyngäs, H. 2007. The Qualitative Content Analysis Process. JAN: Research Methodology. Blackwell Publishing Ltd.

Entrepreneur 1 2011. Interview 21 June 2011.

Entrepreneur 2 2011. Interview on 27 June 2011.

Entrepreneur 3 2011. Interview on 23 September 2011.

European Commission Environment 2010. Address: http://ec.europa.eu/ environment/ecolabel/about_ecolabel/what_is_ecolabel_en.htm. Accessed 25 August 2011.

Finnish Tourist Board 2011. Sustainable tourism in Finland. Powerpoint-presentation. Address: http://www.mek.fi/W5/mekfi/index.nsf/ 6dbe7db571ccef1cc225678b004e73ed/4799ccbcf795e987c2257 360003f176e/$FILE/Sustainable%20tourism%20Finland_%20up dated%20Aug2011.pdf

Flick, Uwe. 2011. Introducing Research Methodology: A beginner's guide to doing a research project. London: Sage Publications Ltd.

Green Tourism of Finland® 2010. Address: http://www.greentravel.fi/index.html Accessed 11 September 2011.

Green Tourism of Finland® 2011. Avain Green Tourism of Finland® palvelumerkkiin. Address: https://docs.google.com/ viewer?a=v&pid=explorer&chrome=true&srcid=0B6s0c44y8V2L OWViMWIyNjMtNWM1Yi00YjdjLWFiNGItMjZhMzg0MTdhYTFh& hl=en_US. Accessed 3 June 2011.

– 2011b. Criteria for Green Tourism of Finland®. Address: https://docs.google.com/viewer?a=v&pid=explorer&chrome=true &srcid=0B6s0c44y8V2LOWViMWIyTjMtNWM1Yi00YjdjLWFiNGI YjdjLWFi0MTdhYTFh&hl=en_US. Accessed 5 June 2011.

Haaga-Perho 2010. Matkailualueiden ympäristöpainotteiset laatuohjelmat. Presentation in Tahko on 28 October 2010. Address: http://webd.savonia.fi/laatusavo/ajankohtaista_files/Green%20D QN_28%2010_Tahko%20%282%29.pdf. Accessed 11 September 2011.

Hall, M. C. –Valentin, A. 2005. Content Analysis. – In Tourism Research Methods: Integrating theory with practice (eds. Richie, B. – Burns, B. – Palmer, C.) 191-210. Cambridge: Cabi Publishing.

Harju-Autti, A. 2009. Matkailun yleisosa. Toimialaraportti 9/2009. Työ- ja elinkeinoministeriö. Address: http://www.temtoimialapalvelu.fi/ files/894/Matkailun_yleisosa_2009_netti.pdf. Accessed 25 August 2011.

Harju-Autti, A. 2010. Matkailun Yleisosa. Toimialaraportti 9/2010. Työ- ja elinkeinoministeriö. Address: http://www.temtoimialapalvelu.fi/ files/1185/matkailu_yleisosa_web.pdf. Accessed 25 August 2011.

Hemmi, J. 1995. Ympäristö- ja luontomatkailu. Kokkola: KP Paino.

Hirsjärvi, S. – Hurme, H. 2005. Tutkimushaastattelu. Teemahaastattelun teoria ja käytäntö. Helsinki: Gaudeamus.

Innovation Norway 2008-2011. Address: http://www.visitnorway.com/en/ Articles/Norway/North/Svalbard/Key-facts-about-Svalbard/. Accessed 26 August 2011.

Interviewee 1 2011. Interview on 29 June 2011.

Jennings, G. R. 2005. Interviewing: Focus on qualitative techniques. – In Tourism Research Methods: Integrating theory with practice (eds. Richie, B. – Burns, B. – Palmer, C.) 99-118. Cambridge: Cabi Publishing.

Joutsenmerkki 2001. Address: http://www.ymparistomerkki.fi/yrityksille/ infoa_eri_toimialoille. Accessed 25 August 2011.

MEK 1997. YSMEK2-Projekti. Majoitus- ja ravitsemusalan ympäristöjärjestelmä. Helsinki: MEK.

MEK 2009. Suomen matkailumarkkinoiden kilpailija-analyysi –Tiivistelmä. Powerpoint presentation on 13 September 2009. Address: http://www.mek.fi/W5/mekfi/index.nsf/6dbe7db571ccef1cc22567 8b004e73ed/5092ac9a57a74cedc225759a0030319f/$FILE/Kilpa ilija-analyysi%2019032009_2%20versio.pdf. Accessed 11 September 2011.

MEK 2010. Kansainvälinen Luontomatkailututkimus 2010. Address: http://www.mek.fi/w5/mekfi/index.nsf/6dbe7db571ccef1cc225678 b004e73ed/4345083904040872c22577ab0034f4a8/$FILE/A169 %20Kansainv%C3%A4linen%20luontomatkailututkimus%20201 0%20Korj.pdf. Accessed 9 October 2011.

Metsähallitus 2011. Address: http://www.luontoon.fi/retkikohteet/ kansallispuistot/oulanka/palvelut/yhteistyotahojentarjoamiapalvel ujaoulangankansallispuistossa/Sivut/Default.aspx. Accessed 11 September 2011.

– 2011b. Address: http://www.outdoors.fi/destinations/ nationalparks/archipelago/Pages/Default.aspx. Accessed 11 September 2011.

– 2011c. Address: http://www.outdoors.fi/destinations/ nationalparks/archipelago/services/servicesofferedbyenterprises andorganisationsinarchipelagonationalpark/Pages/Default.aspx. Accessed 11 September 2011.

Naturavskompaniet 2011. Address: www.nordicdiscovery.se. Accessed 26 August 2011.

PAN Parks 2008. Verification Manual. Address: http://www.panparks.org/learn/partnerships-for-protected-areas/apply-for-verification Accessed 3 June 2011.

PAN Parks. 2011. Address: http://www.panparks.org/learn/pan-parks-concept/concept. Accessed 10 August 2011.

– 2011b. Address: http://www.panparks.org/about-us/history. Accessed 10 August 2011.

PAN Village 2010. Address: http://www.panvillage.eu/fi/pan-village/topmenu/ wie-zijn-wij/. Accessed 11 September 2011.

Svalbard Vilmarkssenter 2011. Address: http://svalbardvillmarkssenter.no/ reiser/uk/Our-philosophy-1-421.html. Accessed 26 Augus 2011.

Tapaninen, M. 2010. Sustainability Spurring the Development of Finnish Travel Destinations Associated with National Parks. Metsähallitus. http://www.hphpcentral.com/wp-content/uploads/2010/09/5000-paper-by-Matti-Tapaninen_resubmitted.pdf

Tanskanen, H. 2011. Mitä ekomatkailu on? Presentation in Ekologinen matkailuyritys –seminar in Koli on 22 February 2011. http://eco-tourism.pikes.fi/pages/seminar.

TIES 1990-2010. Address: http://www.ecotourism.org/ site/c.orLQKXPCLmF/b.4835343/k.139F/FAQ__The_International_Ecotourism_Society.htm#Evolution.   Accessed 9 August 2011.

UNEP 2011. Address: http://www.unep.fr/scp/tourism/sustain/ Accessed 9 August 2011.

Viken, A. 2006. Ecotourism in Norway: Non-existence or Co-existence? – In Ecotourism in Scandinavia: Lessons in Theory and Practice (eds. S. Gössling,—J. Hultman), 38–52. Wallingford: Cabi Publishing.

Visit Finland. 2009. Suomen Matkailumarkkinoiden kilpailija-analyysi. Powerpoint-presentation on 13 September 2009. Address: http://www.mek.fi/W5/mekfi/index.nsf/6dbe7db571ccef1cc22567 8b004e73ed/5092ac9a57a74cedc225759a0030319f/$FILE/Kilpa ilija-analyysi%2019032009_2%20versio.pdf.

Visit Sweden 2011. Address: http://www.visitsweden.com/ruotsi/Aktiviteetit/ Luontoelamykset/Ekomatkailu/ Accessed 9 August 2011.

Weaver, D. 2008. Ecotourism. Milton: John Wiley & Sons.

WWF Suomi 2011. Address: www.wwf.fi/ymparisto/ekomatkailu/ pan_parks.html. Accessed 3 June 2011.

APPENCIDES

Appendix 1 ECEAT Finland Guidelines for Ecological and Cultural Sustainability (in Finnish and English) (ECEAT Suomi 2011b)

EKOLOGISEN JA KULTTUURISEN KESTÄVYYDEN vaatimukset ECEAT Suomen matkakohteille

ECEAT International on sopinut yhteisistä perusvaatimuksista, jotka kaikkien jäsenmaiden majoitusyritysten ja matkakohteiden on täytettävä, jotta ne voivat olla mukana yhteisessä markkinoinnissa.

Laatuvaatimukset painottuvat ekologiseen ja kulttuuriseen kestävyyteen. Tarkoitus ei ole tasapäistää rikasta majoitustarjontaa, vaan taata matkailijoille tietty perustaso. Kulttuurien, lakien ja olosuhteiden erilaisuuden vuoksi jokainen jäsenmaa voi kuitenkin asettaa omille jäsenyrityksilleen myös lisävaatimuksia. ECEAT Suomella on muutamia omia lisäsuosituksia.

Laadunarvioinnissa käytetään apuna majoituskohteen omistajan itsearviointia sekä matkailijoilta saatua palautetta. Myös ECEAT:in edustajan tarkastusvierailut ovat mahdollisia.

Kestävyyden perusvaatimukset toimivat myös pohjana pohjana pian valmistuvalle laatujärjestelmälle. Pääosin internetissä toimiva järjestelmä kannustaa yrittäjiä arvioimaan ja kehittämään majoituskohteensa ja toimintansa kestävyyttä sekä auttaa matkailijoita löytämään omia toiveitaan parhaiten vastaavat kohteet.

Laatujärjestelmässä jäsenyritykset voivat erikoistua neljään kestävyyden osa-alueeseen:

- kestävä maatalous
- luonnonsuojelu
- luonnonvarojen kestävä käyttö
- sosiaalinen ja taloudellinen vastuu sekä kulttuuriin liittyvä toiminta

ECEAT Suomen kestävyyteen liittyvät lisäsuositukset tullaan pian siirtämään laatujärjestelmän piiriin.

MATKAILIJAT

1. ympäristöön liittyvän tiedon tarjoaminen matkailijoille

- kunkin matkakohteen "ekologinen status" osoitetaan ECEAT:in todistuksella.
- todistuksen myöntää laadusta vastaava kansallinen järjestö (Suomessa ECEAT Suomi ry), jolta matkailija voi pyytää lisätietoja
- todistus on määräaikainen – matkailija voi tarkastaa todistuksen voimassaolon

- matkailijoille tarjotaan tietoa paikallisesta luonnosta, luomuviljelystä ja kulttuurista, mikä lisää ymmärtämystä ja kunnioitusta näitä kohtaan (esim. esitteet, opaskirjat, opastetut retket, luomupalveluluettelot jne.)
- matkailijoita tiedotetaan siitä, minkälainen toiminta on ekologisesti kestämätöntä (esim. harvinaisten kasvien kerääminen, uhanalaisista lajeista valmistettujen matkamuistojen valmistaminen tai ostaminen; sääntelemätön metsästys ja kalastus)
- ECEAT:in laatuvaatimusten tulee olla pyynnöstä matkailijoiden nähtävillä

SUOMEN LISÄSUOSITUKSET

- Matkakohteessa ollaan halukkaita keskustelemaan matkailijoiden kanssa ekologisesta kestävyydestä

MAATALOUS

2. Ympäristöystävällisen maatalouden tukeminen

- kemiallisia torjunta-aineita ei käytetä puutarhassa, pelloilla eikä kasvihuoneessa (voidaan sallia vain poikkeustapauksissa)
- väkilannoitteita ei käytetä (eräitä poikkeuksia voidaan sallia siirtymäkaudella luomutuotantoon)
- matkakohteessa panostetaan eläinten hyvinvointiin, hyvään kohteluun ja luontaiseen käyttäytymiseen
- ruokapalveluita tarjoavissa yrityksissä käytetään ainakin osaksi luomutuotteita

SUOMEN LISÄSUOSITUKSET

- tuotannossa ei käytetä geenimanipuloituja tai peitattuja siemeniä
- ruokapalveluja tarjoavassa matkakohteessa on vähintään kaksi luomutuotetta jokapäiväisessä käytössä (= *Portaat luomuun* -järjestelmän alin taso)
- ruokapalveluissa ei käytetä geenimanipuloituja elintarvikkeita
- itsepalvelumökeissä on oltava nähtävillä alueen luomupalveluluettelo (jos on olemassa)

3. Veden ja energian käyttö säästeliäästi ja tiedostavasti/vastuullisesti

- matkakohteessa pyritään säästämään vettä ja energiaa sekä käyttämään uusiutuvia energialähteitä (paikallisten olosuhteiden mukaisesti)
- liinavaatteet vaihdetaan vain asiakkaan pyynnöstä
- matkakohteessa ei ole vuotavia hanoja ja vesijohtoja
- matkailijoiden saatavilla on tietoa ympäristöä säästävästä ja vastuullisesta veden, energian ja muiden luonnonvarojen käytöstä (esim. infotaulut, -lehtiset ja neuvonta)

SUOMEN LISÄSUOSITUKSET

- matkakohteessa käytetään pääosin bioenergiaa (puu, hake, pelletti, maalämpö tms.) tai vihreää sähköä (Ekosähkö-, Hyötytuuli-, Norppa- tms. sopimus tai oma tuotanto)
- matkakohteessa käytetään pääosin ekologisia pesu- ja puhdistusaineita

4. Ekologinen rakentaminen

- matkakohteessa halutaan investoida kestävään rakentamis- tai huoltoteknologiaan

SUOMEN LISÄSUOSITUKSET

- rakennuksia ylläpidetään riittävässä kunnossa eikä niiden anneta anneta rappeutua.
- rakentamisessa ja rakennusten ylläpidossa pyritään soveltamaan perinteisiä työtapoja ja materiaaleja (kotimainen puu, savi, olki, tiili tms.)
- uudisrakennukset rakennetaan perinteen ja ympäristön ehdoilla

5. Jätemäärien vähentäminen

- matkakohteessa noudatetaan kansallisia jätehuoltoon liittyviä lakeja
- matkailijoille tarjotaan mahdollisuus kiinteän jätteen lajitteluun (paikallisten olosuhteiden mukaan)
- matkakohteessa noudatetaan kansallisia jätevesien käsittelyyn liittyviä lakeja

SUOMEN LISÄSUOSITUKSET

- matkakohteessa pyritään vähentämään jätemääriä (esim. kertakäyttötavaroiden ja turhien pakkausten minimointi)
- biojäte kompostoidaan tai toimitetaan biojätekeräykseen
- biojäte ja muu hyötyjäte lajitellaan ja hyötyjäte pyritään kierrättämään (lajittelu paikallisten olosuhteiden mukaan)
- ongelmajätteet toimitetaan keräykseen (pakollinen)

6. Ekologinen liikkuminen

- julkisia ja ekologisia kuljetusmuotoja tuetaan aktiivisesti (ilmoitustaululla vähintään bussien aikataulut, tiedot lähimmästä polkupyörien vuokrauspisteestä jne.)
- jos matkakohde tarjoaa retkiä/urheilumahdollisuuksia, nämä ovat ensisijaisesti ekologisia (pyöräily, retkeily, ratsastus, melonta, soutu jne.)

SUOMEN LISÄSUOSITUKSET

- omalla autolla saapuvat maksavat palveluista normaalin hinnan ja julkisilla kulkuneuvoilla, pyörällä tms. saapuville annetaan jokin tilakohtainen etu (esim. ilmainen aamiainen, alennus majoitushinnasta, ylimääräinen saunavuoro, nouto bussipysäkiltä tms.)

LUONTO

7. Majoituskohteiden omistajat toimivat aktiivisesti paikallisen maiseman, elinympäristöjen ja luonnon monimuotoisuuden hyväksi

- matkakohteessa tarjotaan aktiviteetteja, jotka eivät häiritse luonnonvaraisia lajeja ja niiden normaalia käyttäytymistä (meteli, lähestyminen jne.). Myös matkailijoiden on vältettävä häiritsemästä ympäristöä omalla toiminnallaan.
- matkakohteessa vältetään paikallisen eläimistön ja kasviston vahingoittumista kestämättömällä kulutuksella (maaperän kuluminen yms.)
- maatilaa/puutarhaa/leirintäaluetta hoidetaan ympäristöystävällisesti ja paikallista eläimistöä ja kasvistoa kunnioittaen

SUOMEN LISÄSUOSITUKSET

- luonnonsuojelualueille/arvokkaisiin kohteisiin ei ohjata häiriötä tuottavaa toimintaa
- lintujen pesimäaikainen häiriö minimoidaan
- alueella olevia vesistöjä suojellaan suojavyöhykkeiden avulla (rannat, lammet, purot, joet, suot ym.)

```
KULTTUURI

8. Aktiivinen osallistuminen kulttuuriperinnön säilyttämiseen

   ■ uudisrakennuksissa ja korjaustöissä kunnioitetaan perinteisiä rakennustekniikoita ja tyyliä

SUOMEN LISÄSUOSITUKSET

   ■ kulttuurisesti merkittäviä rakennuksia pyritään säilyttämään
   ■ matkailijoita tiedotetaan paikallisista kulttuurinähtävyyksistä ja –tapahtumista

9. Aktiivinen vaikuttaminen paikalliseen talouteen ja yhteistyöhön

   ■ matkakohteen omistajat ovat halukkaita käymään ostoksilla paikallisissa kaupoissa ja/tai tekemään
     yhteistyötä paikallisten tuotteiden tai palveluiden tuottajien kanssa
   ■ jos matkakohteessa tarjotaan ruokaa, maataloustuotteita, matkamuistoja jne., ne ovat ensisijaisesti
     paikallisesti tuotettuja

SUOMEN LISÄSUOSITUKSET

   ■ matkakohteessa pyritään suosimaan paikallista työvoimaa, tuotteita ja alihankkijoita

TULEVAISUUS

10. Ympäristöystävällisyyden lisääminen ja avoimuus ottaa vastaan uusia ajatuksia ja kehityssuuntia

   ■ ECEAT Suomi ja myös tuleva laatujärjestelmä kannustavat majoituskohdetta parantamaan vähitellen
     ekologista ja kulttuurista kestävyyttään
```

In English

Travellers
1. PROVIDING ENVIRONMENTAL INFORMATION
1.1 ECEAT certificate indicates the "ecological status" of the tourism attraction. The certification is admitted by the national ECEAT, from which the traveler can ask for more information. The certification is admitted for a fixed period, the traveler can check its liability
1.2 Information about the local nature, organic farming and culture is available. This increases understanding and respect towards them (e.g. brochures, guide books, tours, ecologic service lists)
1.3 Information about what kind of activity is ecologically unsustainable is available (e.g. collecting endangered plants, making souvenirs of endangered plants or buying them, uncontrolled hunting and fishing)
1.4 The ECEAT quality criteria must be available for travelers when asked

FINLAND'S ADDITIONAL ECOMMENDATIONS:
1.5 The resort is willing to discuss about ecological sustainability with tourists.

Farming
2. SUPPORTING ECOLOGICAL FARMING
2.1 No chemical pesticides are used in gardens, fields and greenhouses (only by exception)
2.2 No fertilizers are used (some exceptions can be allowed when changing to organic farming)
2.3 The resort focuses on wellbeing, good treatment and natural behavior of animals
2.4 Resorts providing food services are using some organic food

FINLAND'S ADDITIONAL RECOMMENDATIONS:
2.5 No genetically manufactured organisms(GMO) or treated seeds are used in production
2.6 Resorts providing food services have at least two organic products in everyday use
2.7 No GMO-products are used in food services
2.8 Self-service cabins have a list of ecofriendly services in the area

3. RESPONSIBLE WATER AND ENERGY USAGE

3.1 The resort has water and energy saving policies and uses of renewable energy (applied to local conditions)

3.2 Bed linen will be changed only by customer's request

3.3 There are no leaking water pipes or taps in the resort

3.4 Information about ecological and responsible use of water, energy and other natural resources is available (information boards, -leaflets, guidance)

FINLAND'S ADDITIONAL RECOMMENDATIONS:

3.5 The resort uses mainly bioenergy (wood, timber, pellet, geothermal heating) or green power (ekosähkö, -hyötytuuli-, norppa etc. or own production)

4. ECOLOGICAL CONSTRUCTION

4.1 The resort is willing to invest in sustainable construction or maintenance technology

FINLAND'S ADDITIONAL RECOMMENDATIONS:

4.2 The buildings are kept in good condition

4.3 Traditional work methods and material (such as wood, clay, straw, brick) are used in building construction and maintenance

4.4. New buildings are built according to tradition and capabilities of the environment

5. DECREASE OF WASTE

5.1 The resort follows national waste disposal laws

5.2 The guests have opportunity to sort solid waste (applied to local conditions)

5.3 The resort follows national waste water laws

FINLAND'S ADDITIONAL RECOMMENDATIONS:

5.4 The resort tries to decrease the amount of waste (for example by avoiding disposable cutlery and unnecessary packaging)

5.5 Bio waste is composted or taken to bio waste disposal container

5.6 Bio waste and other reusable waste is recycled (sorting applied to local conditions)

5.7 Problem waste is collected (compulsory)

6. ECOLOGICAL TRANSPORTATION

6.1 Public and ecological transportation are actively supported (information about bus schedules, bike rentals etc.)

6.2 If the resort offers tours/sport activities, these are first and foremost ecological (biking, riding, paddling, rowing, hiking)

FINLAND'S ADDITIONAL RECOMMENDATIONS:

6.3 Guests arriving by own car to the resort pay full price, guests using public/ecological transportation receive some kind of discount (such as free breakfast, pick-up from the bus stop, free sauna) depending on the resort

Nature

7. THE RESORT WORKS TOWARDS WELLBEING OF THE LOCAL LANDSCAPE, HABITAT AND BIODIVERSITY

7.1 The resort offers activities that do not disturb wild flora and fauna and their normal behavior (noise, approach etc.). Also travelers have to avoid disturbing the environment with their own actions.

7.2 The resort avoids damaging local flora and fauna with unsustainable consumption (erosion etc.)

7.3 The farm/garden/camping area is environmentally friendly maintained and with respect to local flora and fauna

FINLAND'S ADDITIONAL RECOMMENDATIONS

7.4 Disturbing actions to nature conservation areas are not supported

7.5 Disturbance during breeding seasons is minimized

7.6 The local water systems are surrounded by protective area (beaches, ponds, rivers, swamps etc.)

Culture

8. ACTIVE PARTICIPATION IN FOSTERING CULTURAL HERITAGE

8.1 New buildings and maintenance work respects traditional building techniques and style

FINLAND'S ADDITIONAL RECOMMENDATIONS

8.2 Culturally significant buildings are restored

8.3 Travellers are informed about local cultural sights and events

9. ACTIVE INFLUENCE TO THE LOCAL ECONOMY AND COOPERATION

9.1 The resort hosts are willing to do shopping in local stores and/or have cooperation with local product/service producers

9.2 If the resort sells food, souvenirs, agricultural products etc., they are primarily locally produced

FINLAND'S ADDITIONAL RECOMMENDATIONS

9.3 The resort prefers local work force, products and suppliers

Future

10. INCREASE OF ENVIRONMENTALLY FRIENDLY ACTIONS AND OPENNESS TO NEW IDEAS AND DEVELOPMENT DIRECTIONS

10.1 ECEAT Finland and the upcoming quality system encourage the resort to better their ecological and cultural sustainability

Appendix 2 ECEAT Technical Requirements (ECEAT Suomi 2011c)

TEKNISET PERUSVAATIMUKSET
ECEAT Suomen majoituskohteille vuonna

ECEAT Internationalin tekniset laatuvaatimukset on kehitetty niille jäsenmaille, joissa ei ole virallista, koko maan kattavaa ja sen kaikkia majoituspalveluita tarjoavia yrityksiä koskevaa pakollista teknistä laatuluokittelua, tai joissa virallista luokittelua ei voida käyttää.

Suomessa noudatetaan ECEAT:in teknisiä laatuvaatimuksia.

Laatuvaatimusten noudattamista voidaan seurata joko itsearvioinnin tai ulkopuolisen tarkastajan avulla. Arviointitapa riippuu jäsenmaasta ja sen käytännöistä. Suomessa laatua valvotaan toistaiseksi pääosin omavalvonnan ja matkailijoilta saadun palautteen avulla. Myös tarkastuskäynnit ovat mahdollisia.

Jotta majoituskohteelle voidaan myöntää ECEAT Suomen ekologisen ja kulttuurisen kestävyyden laatutodistus, on sen täytettävä myös seuraavat tekniset vaatimukset:

- kaikkien majoitustyyppien yhteiset perusvaatimukset
- huoneiden perusvaatimukset (jos tarjolla majoituskohteessa)
- majoitustyyppikohtaiset perusvaatimukset (leirintäalueet, ateriapalveluja tarjoavat majoituskohteet sekä itsepalveluperiaatteella toimivat majoituskohteet)

1. MAJOITUSKOHTEIDEN YHTEISET PERUSVAATIMUKSET

Lakisääteiset perusvaatimukset

Majoituskohteen omistajan tulee noudattaa kansallisia lakeja seuraavissa asioissa:

- vieraiden kirjaaminen, jos laki tätä edellyttää
- palontorjunta- tai paloturvallisuuslakien noudattaminen (savunilmaisimet, sammuttimet)
- rakennusturvallisuuslakien sekä elintarvike- ja hygienialakien noudattaminen
- turvallinen juomavesi
- jätehuoltoon ja jätevesihuoltoon liittyvä lainsäädäntö
- ECEAT:in kansallinen järjestö voi myöntää todistuksen ainoastaan laillisesti perustetulle yritykselle, joka on rekisteröity maan veroviranomaisten edellyttämällä tavalla.
- majoituskohteen omistaja huolehtii toimista, joilla estetään eläintautien leviäminen matkailijoiden välityksellä

Muut perusvaatimukset

1.1. TAVOITETTAVUUS

Majoituskohteen on oltava löydettävissä tiekartan ja kohteen tarjoaman lisätiedon perusteella.

1.2. VIERAANVARAISUUS

Majoituskohteen omistajan/ylläpitäjän tulee:

- olla vieraanvarainen ja ystävällinen matkailijoille ja pystyä luomaan miellyttävä ilmapiiri
- ryhtyä toimiin matkailijan ilmoittaessa muiden vieraiden, kiusallisen melun tai saasteen aiheuttamasta häiriöstä
- huolehtia kohteen ja sen välittömän ympäristön siisteydestä

Majoituskohteen omistaja/ylläpitäjä ei saa:

- osoittaa matkailijoiden uskontoon, ihonväriin tai sukupuoliseen suuntautuneisuuteen kohdistuvia ennakkoluuloja
- ottaa vastaan useampia matkailijoita kuin mistä selviytyy

1.3. ASIANMUKAISEN TIEDON TARJOAMINEN MATKAILIJOILLE

Seuraavien tietojen tulee olla selkeästi matkailijoiden nähtävillä:

- kaikki hinnat selkeästi paikallisessa valuutassa ja euroina
- luettelo tarjotuista ylimääräisistä palveluista ja aktiviteeteista
- talon säännöt
- tietoa ympäristöstä sekä alueen kartta
- tietoa alueen julkisista kulkuneuvoista
- hätänumerot (lääkäri, poliisi, paloasema)
- todistus ECEAT Suomen laatuvaatimusten täyttämisestä
- kopio ECEAT Suomen laatuvaatimuksista (pyynnöstä matkailijoiden käytettävissä)

1.4. TURVALLISUUSNÄKÖKOHDAT

- ensiapupakkaus on oltava helposti matkailijoiden saatavilla
- majoituskohteen omistaja/pitäjä varoittaa matkailijoita talon ja ympäristön mahdollisista, etenkin lapsiin kohdistuvista vaaratekijöistä (koirat, kuopat, ojat jne.)
- majoituskohteen omistaja/pitäjä ryhtyy toimiin, joilla estetään kohteen eläinten käyminen matkailijoiden kimppuun
- majoituskohteen omistaja/pitäjä tarjoaa riittävät järjestelyt matkailijoiden omaisuuden turvaamiseksi (esim. lukot huoneiden ovissa, turvallinen pysäköintialue autoille/polkupyörille jne.)

2. HUONEIDEN PERUSLAATUVAATIMUKSET
jos tarjolla majoituskohteessa

Huoneet

- huoneiden tulee olla kuivia, homeettomia ja raikkaita ja niissä tulee olla päivänvaloa
- huoneissa tulee tarvittaessa olla lämmitysmahdollisuus
- huoneissa tulee olla valot (jos sähkövaloa ei käytettävissä, tästä tulee ilmoittaa matkailijoille)

Oleskelutila

- oleskelutilassa ei ole pysyviä vuodepaikkoja
- oleskelutilassa on oltava pöytä sekä tuoleja vuodepaikkojen määrää vastaavasti

Makuuhuone

- makuuhuoneessa tulee olla kunnon vuoteet, lakanat, peitot ja tyynyt
- vuoteen vähimmäismitat ovat 190 x 80 (1 h vuode) and 190 x 140 (parivuode)

- vuoteet ovat vähintään 20 cm lattiatason yläpuolella
- patjan on koostuttava yhdestä osasta ja oltava tasainen ja tukeva
- telttasänkyjä, sohvia jne. ei tule käyttää pysyvinä vuoteina
- lisähuopia on oltava tarjolla kylmän sään varalta

- Jos huone on seuraavia mittoja pienempi, tästä tulee tiedottaa matkailijoille:

  5 m² vuodetta kohden, korkeus 2,20 m
  7 m² parivuodetta kohden, korkeus 2,20 m
  7 m² kerrossänkyä kohden, korkeus 2,20 m

- käytettävissä tulee olla lukulamppu
- huoneessa on oltava vaatekaappi tai hyllyjä ja ripustustilaa vaatteille sekä ripustimia
- huoneessa on oltava verhot tai kaihtimet
- lakanat vaihdetaan aina uusien vieraiden saapuessa
- huoneiden välillä ei saa olla kulkuyhteyksiä

3. MAJOITUSTYYPPIKOHTAISET PERUSVAATIMUKSET

3.1. LEIRINTÄALUEIDEN PERUSVAATIMUKSET

SOPIVA ALUE

- teltta-alueen tulee olla tasainen ja kivetön
- leirintäalueelle ei päästetä koti- eikä maatilan eläimiä (muussa tapauksessa tästä tulee ilmoittaa selkeästi ja mahdollisten vaarojen välttämiseksi on ryhdyttävä toimiin)
- jätteiden ja jäteveden sijoituspaikat on osoitettava selkeästi
- jos käytettävissä oleva tila ei vastaa vähimmäismittoja, tästä on tiedotettava selkeästi matkailijoille (perheteltan, matkailuauton tai asuntovaunun vähimmäistila on 50 m² , pikkuteltan 25 m²)

HYVÄKSYTTÄVÄT PESU- JA WC-TILAT

- pesu- ja wc-tilojen käyttö ei häiritse muita matkailijoita
- tilat ovat vaivattomasti käytettävissä vuorokauden ympäri
- suihkuissa ja käymälöissä on oltava suljettavat ovet

3.2. PERUSVAATIMUKSET RUOKAPALVELUJA TARJOAVILLE MAJOITUSKOHTEILLE

VIIHTYISÄ RUOKAILUTILA

- soveliaan ruokailutilan on oltava matkailijoiden käytettävissä ennen ateriaa, sen aikana ja sen jälkeen. Tarkoitukseen voidaan käyttää myös kerho- tai olohuonetta.
- puhtauteen kiinnitetään erityishuomiota (pöytä, pöytäliinat jne.)

HYVÄLAATUINEN RUOKA

■ ateriat ovat hyvälaatuisia ja riittävän tukevia sekä sisältävät tuoreita tuotteita
■ paikallisia (maatalous)tuotteita on käytettävä, jos näitä on saatavilla

3.3. ITSEPALVELUMAJOITUKSEN PERUSVAATIMUKSET

TARJOTTU VÄLINEISTÖ

Matkailijoiden käytettävissä tulee olla:

■ ruokailuvälineet (veitsi, lusikka, haarukka, teelusikka), lautanen (syvä ja tavallinen) sekä lasi ja muki jokaiselle matkailijalle
■ ruoan kylmäsäilytystilat, hella, vesikattila tai sähköinen vedenkeitin, allas ja kylmävesipiste, kattiloita kansineen, paistinpannu, kulho, terävä veitsi, kauha, korkinavaaja, leikkuulauta, siivilä, tiskiharja, tiskirätti ja roskakori
■ asianmukaiset siivousvälineet
■ maadoitettu pistorasia (jos sankoa ei ole, tästä tulee tiedottaa matkailijoille)

Appendix 3 PAN Parks Verification Manual (Pan Parks 2008)

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 1 of 14

PAN Parks
PRINCIPLES AND CRITERIA

January 2008
Principles 1-3
Endorsed by the Supervisory Board

Definition:
Principles 1-3 are meant to indicate when a protected area can be certified as a PAN Park.

Principle 1
Principle 1 [*natural values*] Any protected area applying for PAN Parks certification must define the scope of protection, the international importance, and size of protected area.

Principle 2-3
Principle 2 [*conservation management*] and Principle 3 [*visitor management*], are management and process principles, which reflex the management effectiveness of the protected area **administration** applying to become a PAN Park.

Structure of P&C
1. The body text of P&C includes the principles, criteria and indicators.
2. Footnotes are sometimes added to criteria or indicators. These footnotes aim to provide an explanation on how to interpret and understand a criterion or indicator correctly.
3. Glossary includes commonly agreed upon terms and definitions.
4. Appendix includes short overview of the PAN Parks Foundation's philosophy in the areas ecosystem integrity, conservation management, and visitor management.

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 2 of 14

Principle 1: Natural values

PAN Parks are large protected areas and prime examples of Europe's natural heritage that conserve international important wildlife and ecosystems.

Criterion 1.1

The area is adequately protected by means of an enforced act or decree, or private initiative.

To meet the Criterion, the following achievements are required:

Indicator 1.1.1: The area is legally protected by means of an act or decree. [1]

Criterion 1.2

The protected area is of importance for the conservation of biological diversity and contains excellent examples of original natural ecosystems in Europe.

To meet the Criterion, the following achievements are required:

Indicator 1.2.1: The protected area is internationally recognised and/or supports protection of internationally threatened species and/or habitats (e.g. via international conventions, IUCN classification[2]).

Indicator 1.2.2: The protected area contains Natura 2000 sites. [3]

Indicator 1.2.3: The protected area embraces all important habitat types and ecological processes, representing the best existing samples of the original natural ecosystems in the region.

Indicator 1.2.4: There is a brief description and map of ecosystem types, their status, distribution, and area in hectares and percentages).

Criterion 1.3

The minimum size of the protected area is 20 000 hectares.[4]

To meet the Criterion, the following achievements are required:

Indicator 1.3.1: The protected area is large enough and its composition (one block, fragmented) ensures the conservation of internationally important wildlife and ecosystems.

---

[1] If the area is not legally protected, describe the private initiative that ensures long-term viability of its protective status.
[2] See also the Declaration of the application documents of the PAN Parks Verification Manual.
[3] This refers to areas classified under the EU Birds and Habitats Directives [SCI – Special Areas of conservation, SPA - Special Protection Areas].
[4] An area smaller than 20 000 hectares, but having formal national and / or international transboundary cooperation with another protected area can also be verified, if its partner area also qualifies as a PAN Park. These partner areas would be awarded the PAN Parks Certificate together, as well as lose their certificate together (see also Criterion 2.10!). Also a group of connected PAs can qualify to become a PAN Park.

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 3 of 14

Indicator 1.3.2: There is information if the size of protected area has been changed in the past.

Principle 2: Habitat Management

Design and management of the PAN Park aims to maintain and, if necessary, restore the area's natural ecological processes and biodiversity.

Criterion 2.1

Design of the protected area aims to maintain natural ecological values.

To meet the Criterion, the following achievements are required:

Indicator 2.1.1: Priority of the management objectives (e.g. as per the act or decree) is the maintenance of natural ecological values.

Indicator 2.1.2: The design of the protected area allows all key natural values (ecological processes and biodiversity) to exist and be maintained.

Indicator 2.1.3: There is evidence of bio-geographical connections inside the protected area, with its adjacent areas, and/or with other protected areas.

Criterion 2.2

Regulations protecting the area are adequately enforced. [5]

To meet the Criterion, the following achievements are required:

Indicator 2.2.1: The protected area management has clearly defined roles/duties and can halt activities threatening the conservation values within the protected area.

Indicator 2.2.2: The protected area management has Regulations clearly defining the roles/duties of all relevant agencies (Ministry or other) responsible for resource management within the protected area and for implementing/monitoring the related act or decree.

Criterion 2.3

The protected area has a long-term conservation strategy[6] that is actively implemented i.a. through a management plan[7]. Regular monitoring and assessment are carried out and there is provision for updating the strategy in the light of results.

To meet the Criterion, the following achievements are required:

Indicator 2.3.1: There is a conservation strategy that is implemented through nature, visitor, administration and marketing management (sub-)plans.[8]

---

[5] A protected area fulfils this criterion when its duties and powers allow it to halt activities threatening conservation values within the protected area, e.g. successfully manages tourist activities, logging, hunting, grazing or construction activities throughout the protected area.
[6] The long-term strategy is usually presented in the management plan and involves a period of 25 - 50 years.
[7] The conservation strategy can also be implemented e.g. through a legal tool (law, decree) and /or a policy programme.
[8] Nature and administration management are addressed here, the other sectors in Criteria 3.1 and 3.3.

Issued:	Authorized:

PAN Parks Verification Manual **Principles and Criteria 1-3**		
Version: 08	4 January 2008	Page 4 of 14

Indicator 2.3.2: The conservation strategy / management plan(s) is developed through a planning process that includes procedures for revision and approval and the participation of different parties in these steps. The plan is communicated to different target groups and achieved via identified funding sources.

Indicator 2.3.3: There are links between the area's (nature conservation) management, the visitor management, and the national/regional sustainable tourism development strategy.

Indicator 2.3.4: The conservation strategy/ management plan has long- and short-term goals.

Indicator 2.3.5: A conservation strategy / management plan goal is that ecological processes and biological diversity will be maintained over the long-term.

Indicator 2.3.6: The conservation strategy / management plan includes research programmes designed to improve knowledge and contribute to protected area management.

Indicator 2.3.7: The conservation strategy / management plan includes programmes designed to improve the socio-cultural and economic benefits of the protected area for surrounding communities and tourism development.

Indicator 2.3.8: The conservation strategy / management plan is based on an adequate site assessment, which includes abiotic and biotic data and an evaluation of past and present human activities and their impacts. [9]

Indicator 2.3.9: The conservation strategy / management plan is addressing needed capacities to effectively manage the protected area, including staff and their range of skills, equipment, organisational structure (functions of board, advisory committee etc.). The protected area management is adequately funded. [10]

Indicator 2.3.10: The conservation strategy / management plan is addressing existing and future external and internal threats and pressures to the protected area.

Indicator 2.3.11: The conservation strategy / management plan is successfully implemented (e.g. via an annual work plan) including research and monitoring activities, threat prevention and mitigation, and restoration.

Indicator 2.3.12: The annual plan implementation and the overall management effectiveness are regularly monitored and the plan then updated. [11]

Criterion 2.4

Protected area management makes use of zoning or some other system that achieves the conservation strategy, i.e. ensures effective protection of the area's ecological integrity while allowing for compatible human activities.

---

[9] Indicate that the conservation strategy /management plan was prepared on the basis of serious analyses of natural ecosystems and land uses.

[10] Use, for example, data on the budget and financial resources, or compare the needed with available funding. This does not imply that the protected area could not face budgetary trade-offs, nor does it imply that it receives all the funding it would like.

[11] Use a generally accepted methodology to monitor management effectiveness, preferably one of these systems: WWF´s Rapid Assessment and Prioritisation Methodology, IUCN/WCPA Assessment Framework, The Nature Conservancy's Measures of Success Methodology, etc.

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 5 of 14

To meet the Criterion, the following achievements are required:

Indicator 2.4.1: There is a zoning system or another system that ensures effective protection of the area [12]

Indicator 2.4.2: The zoning is based on a clear method of demarcating boundaries, both around the protected area and in between its zones.

Indicator 2.4.3: The zoning system allows human activities compatible with the conservation strategy and, if existing, the long-term preservation of existing cultural heritages within.

Criterion 2.5

The protected area has an ecologically unfragmented [13] **wilderness area of at least 10,000 hectares** [14] **where no extractive uses** [15] **are permitted and where the only management interventions are those aimed at maintaining or restoring natural ecological processes and the ecological integrity.**

To meet the Criterion, the following achievements are required:

Indicator 2.5.1: The protected area has an ecologically non-fragmented wilderness area of at least 10,000 ha, which embraces all important habitat types and ecological processes, and adequately represents the highest value for nature conservation of local natural ecosystems.

Indicator 2.5.2: The management plan includes a clear management strategy and plan for managing the wilderness area at long term [16],

---

[12] Usually, there are zones with different uses and protection levels in the protected area (and surrounding region where feasible), such as core zone/wilderness area (strict protection), nature management zone (or equivalent; compatible human activities), intensive visit zone and buffer zone (in- or outside protected area boundaries).

[13] This criterion allows for the wilderness area to be divided into more than one area as long as it is not fragmented ecologically. If the wilderness is in one area, but is ecologically fragmented by a fence, road or other infrastructure, the area does not meet this criterion. Verifiers will use their professional judgement during evaluation. The PAN Parks Foundation always prefers to identify road-less wilderness areas; however the old existing roads can be within wilderness area if clear rules and strict limits of use are agreed, e.g. only emergency use, restoration, low key maintenance without vehicles etc.

[14] The wilderness area still can meet the size criterion when part of it is under an ecosystem rehabilitation process and long-term active restoration management is needed due to missing critical segments of ecosystems dynamics, e.g. crucial elements of ecosystems were extinct and have been replaced by semi-natural components [e.g. reindeer, semi-wild sheep, cattle, horses, etc.]. The management must have a clear goal to fully meet this criterion by a defined rehabilitation/restoration schedule and deadline. Verifiers will use their professional judgement during evaluation.

[15] The following human activities are not accepted in the wilderness zone: hunting/culling, fishing, collection of animals and (parts of) plants, of rocks and minerals, mining, logging, lifestock grazing, grass cutting, fencing, road maintenance, road and building construction, motorised transportation, large-scale cultural and sporting events, etc. These activities are not accepted even if they are based on traditional use; immediate consumption is not considered an extractive use. Obsolete infrastructure should be removed. Verifiers will use their professional judgement during evaluation.

[16] The wilderness zone management plan can be a part of overall management plan, but the PAN Parks Foundation prefers if this is a separate document. Furthermore, passive management (a prescription to do nothing) is an important tool, but should be actively planned for and included in this document. In this concept fire is considered in the wilderness zone as an integral part of ecosystem dynamics; however due to the limited size of a protected area and its wilderness zone it may not always be possible and wise to accept a "let it burn" policy. A protected area meets this indicator if fire ecology is at least integrated into the park interpretation strategy and this issue is carefully communicated to the park visitors [lectures, guided walks, leaflets, etc.]. Verifiers will use their professional judgement during evaluation.

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 6 of 14

Indicator 2.5.3: Ecological processes within the wilderness area are undisturbed, those missing are under restoration.

Indicator 2.5.4: The plan includes a description of all human activities permitted within the wilderness area (goals, scale, impacts) [17]*, including small-scale uses (e.g. picking of eatable plant material and fungi).* [18]

Indicator 2.5.5: All human activities permitted outside the wilderness area neither conflict with nature conservation goals of the wilderness area, nor occur at crucial times in sensitive areas.

Criterion 2.6

If the protected area is not zoned, management of the whole area aims to maintain and, if necessary, restore key natural ecological processes. [19]

To meet the Criterion, the following achievements are required:

Indicator 2.6.1: Within the protected area no ecological process is missing, any restoration measures needed are already underway.

Indicator 2.6.2: The protected area management ensures the long-term preservation of ecological processes.

Indicator 2.6.3: Any allowed human activities, including small-scale uses (e.g. picking of edible plant material and fungi), within the protected area neither conflict with nature conservation goals nor occur at crucial times in sensitive areas. [20]

Indicator 2.6.4: There are efforts under way to introduce a zoning system with a clear timeline.

Criterion 2.7

Activities in the area surrounding both the protected area and the wilderness area do not adversely impact on the conservation objectives of these areas.

To meet the Criterion, the following achievements are required:

Indicator 2.7.1: There is an adequate buffer zone inside or around the protected area.

Indicator 2.7.2: There is adequate connectivity between the protected area and undisturbed areas outside the protected area not impacting the conservation objectives.

Criterion 2.8

The protected area management system pays particular attention to threatened and endemic species and habitats, and to ecosystem dynamics.

To meet the Criterion, the following achievements are required:

---

[17] Goals should be described in terms of visitor experience objectives and environmental impact limits.
[18] Extractive use of edible plant materials and fungi by individual on a small-scale may be allowed. For example if visitors pick berries for immediate consumption, it will not break the criterion.
[19] Please take Footnotes 13, 14, 15 and 16 of Criterion 2.5 into account while checking this criterion!
[20] Please take Footnote 18 of Criterion 2.5 into account while checking this criterion!

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 7 of 14

Indicator 2.8.1: The management plan and other sources provide information, in particular in relation to the current management regime, on endemic, red-listed, vulnerable or other rare species occurring in the protected area, as well as on other, native species that have decreased or become extinct [21]

Indicator 2.8.2: Management measures are being taken to mitigate the main threats to the species mentioned before, with particular reference to human activities.

Indicator 2.8.3: Also introduction and re-introduction projects are implemented in the protected area (according to the related IUCN terms [22] and the multidisciplinary approach described by IUCN/SSC Reintroduction Specialist Group Guidelines [23]).

Indicator 2.8.4: There is knowledge on invasive alien species (IAS) occurring in the protected area and on their related impact on other species or ecosystems; respective management measures have been taken.

Indicator 2.8.5: There is a habitat or ecosystem restoration plan, according to which, if necessary, conservation values are being restored on the basis of studies from adequate reference areas. The implementation of the restoration plan and its impacts are regularly monitored.

Criterion 2.9
The nature management plan includes training programmes for staff and others involved in managing species, the ecological process and biodiversity.

To meet the Criterion, the following achievements are required:

Indicator 2.9.1: The park has a training programme (including goals, methods and schedules) for the staff and others involved in the nature management

Indicator 2.9.2: The programmes is systematically monitored.

Criterion 2.10
In the case of two or more protected areas adjacent to one another within or across a national border, co-operation in management is actively sought.

To meet the Criterion, the following achievements are required:

Indicator 2.10.1: The bio-geographical connections of the protected area with adjacent (transboundary) protected area(s) are well known.

---

[21] Fulfilling this criterion means, for example, providing a list of endemic, red-listed, vulnerable or other rare species, maps of their area, information on abundance, population dynamics, etc.

[22] Definition of terms:

"Introduction": an attempt to establish a species in an area outside of its historical range.

"Re-introduction": an attempt to establish a species in an area which was once part of its historical range, but from which it has been extirpated or become extinct.

"Re-enforcement/Supplementation": addition of individuals to an existing population of conspecifics.

"Conservation/Benign Introductions": an attempt to establish a species, for the purpose of conservation, outside its recorded distribution but within an appropriate habitat and eco-geographical area. This is a feasible conservation tool only when there is no remaining area left within a species' historic range.

"Substitution": a conservation introduction of a subspecies or race considered the most suitable extant form to fill the ecological niche left vacant by the extinction of the original subspecies (Seddon & Sorae, 1999).

[23] Guidelines for Re-introductions (1998), Prepared by the IUCN/SSC Reintroduction Specialist Group, www.iucn.org

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 8 of 14

Indicator 2.10.2: There is co-operation (at formal or informal level, via past practise and current plans) with the adjacent protected area/s. [24]

Principle 3: Visitor management

Visitor management safeguards the natural values of the PAN Park and aims to provide visitors with a high-quality experience based on the appreciation of nature.

Criterion 3.1

The protected area has a visitor management plan, which safeguards the natural values and is actively implemented. Regular monitoring and assessment of the plan are carried out and there are provisions for updating and modifying the plan in the light of results.

To meet the Criterion, the following achievements are required:

Indicator 3.1.1: There is a visitor management plan, [25] resulting from a planning process that included the participation of different parties and a procedure for revision and approval.

Indicator 3.1.2: The plan has long- and short-term objectives, is communicated to different target groups and has a funding sources plan.

Indicator 3.1.3: The visitor management strategy aims at measures to avoid or limit negative impacts of visitors on the natural values and ecological processes. This is based on a proper assessment of the protected area's carrying capacity and the Limits of Acceptable Changes, making use of the best available methods and data.

Indicator 3.1.4: A visitor zoning system (or similar), specifies visitor access, allowed activities and time periods for each zone (if different from Criteria 2.4/2.5).

Indicator 3.1.5: The needs for and the effects of implementing the plan, also in terms of related resources, are systematically monitored[26].

Criterion 3.2

Under the visitor management plan visitors are offered a range of high-quality services, facilities and activities based on the appreciation of nature.

To meet the Criterion, the following achievements are required:

Indicator 3.2.1: The visitor management plan leads to the range of
- *activities preferred (such as hiking, canoeing, cross-country skiing),*

---

[24] The protected area can indicate this by Cooperation Agreement, Memorandum of Understanding, or any other relevant formal document describing this co-operation.
[25] The visitor management plan can be a part of overall management plan, but the PAN Parks Foundation always prefers if this is a separate document.
[26] This refers to information about staff and their range of skills, equipment, organisational structure, and if implementation of the plan is adequately funded (what percentage of needed funding is available).

Issued:	Authorized:

05A02 P 1-3 PC

- services to be provided (such as park information, education and interpretive programmes) and
- facilities to be installed (such as observation towers and nature trails)

and clearly communicated (e.g. in foreign languages) for different target groups.

Indicator 3.2.2: The visitor information points (such as visitor centres) have clear goals and a policy, different communications and promotion techniques, no detrimental effect on the park's ecological integrity and visitors experience, and are regularly open and accessible at appropriate points (in the surrounding communities, at the park entrances).

Indicator 3.2.3: Visitors have specific opportunities to observe and experience wildlife and other natural features of the protected area.

Indicator 3.2.4: Specific monitoring surveys the number and type of visitors, their activities, their use of facilities and services, and their levels of satisfaction. It also estimates future trends in visitor numbers and types.

Indicator 3.2.5: Based on visitor satisfaction, the quality of the activities, services, and facilities provided are steadily improved.

Indicator 3.2.6: There are existing and planned partnerships with tourism providers, communities and other partners in the use, improvement, and development of nature experience.

Indicator 3.2.7: The safety regulations concerning activities and the use of facilities are enforced, monitored and updated.

Criterion 3.3

Visitor management creates understanding of and support for the conservation goals of the protected area.

To meet the Criterion, the following achievements are required:

Indicator 3.3.1: There are different visitor target groups that need to understand and support the conservation goals of the protected area [27] and that are addressed by specific messages and different techniques.

Indicator 3.3.2: A code of conduct for visitors is communicated to all visitors, specifying for which visits a qualified guide is needed.

Indicator 3.3.3: The protected area has a communications and marketing plan that is successfully implemented [28] in communication with the tourism marketing of the surrounding region.

Criterion 3.4

The visitor management plan includes training programmes for staff and others involved in the provision of visitor services.

To meet the Criterion, the following achievements are required:

---

[27] The target groups should be for example: local land owners, hikers, local schools, hunters, birdwatchers, etc.
[28] Describe if e.g. a corporate design was developed (uniforms, badges, signs, websites, logos, promotion material, language, etc.).

Issued:	Authorized:

05A02 P 1-3 PC

Indicator 3.4.1: The training programme addresses the staff and others involved in offering activities, services, and facilities to visitors.

Indicator 3.4.2: It specifies goals, target groups, methods, and timing of these trainings.

Indicator 3.4.3: The training needs of staff and other people involved are assessed and the results monitored on a regular basis.

05A02 P 1-3 PC

PAN Parks Verification Manual		
Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 11 of 14

GLOSSARY 1-3

This glossary explains the PAN Parks interpretation of some terms used in PAN Parks P&C 1-3.

PAN Parks
The PAN in PAN Parks stands for Protected Area Network. PAN Parks aims to create a European network of protected wilderness areas, improve nature protection through sustainable tourism development, and provide a reliable trademark recognized by all Europeans that guarantees nature protection.

PAN Parks wilderness area - is the most significant highlight of the PAN Parks concept. It guarantees the long-term protection of the last wild spots in Europe.

Management plan - is mandatory and the most efficient tool for implementing the goals of (nature) management (of nature, visitors, administration etc.) in protected areas.

Visitor management plan - is mandatory and the most efficient tool for implementing the goals of visitor management in protected areas. Even though this issue is often (mostly insufficiently) addressed within a (nature) management plan, PAN Parks prefers that visitor management is assessed and planned in a special process and document.

Restoration - a series of concrete management measures that should be aiming at the restoration of ecosystem processes, and not be limited to certain habitats and species.

Transboundary cooperation – co-operation between two boarding protected areas located on opposite sides of a political boundary: it may be crucial for achieving comprehensive nature management and make it easier to reach the size limit of PAN Parks.

Monitoring – is mandatory and the most efficient tool for evaluating management effectiveness and justifying corrections where necessary.

Abiotic and biotic data - includes typically basic information on climate, geology, soils, biotopes/habitats, flora and fauna, past and current human use on site, landscape and aesthetic qualities, as well as aspects of the cultural heritage.

Vulnerable species - species with a risk of becoming endangered or extinct.

Alien invasive species - means an alien species which becomes established in natural or semi-natural ecosystems or a habitat; it may become an agent of change, and threaten native biodiversity.

Alien species - (non-native, non-indigenous, foreign, exotic) means a species, subspecies, or lower taxon occurring outside of its natural range (past or present) and dispersal potential (i.e. outside the range it occupies naturally or could not occupy without direct or indirect introduction or human intervention) and includes any part, gametes or propagule of such species that might survive and subsequently reproduce. Aliens may disturb or even displace native species, and thus alter biodiversity or even ecosystems.

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual		
Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 12 of 14

Biological diversity - (biodiversity) means the variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are a part; this includes diversity within species, between species and of ecosystems.

Intentional introduction - means an introduction made deliberately by humans, involving the purposeful displacement/dislocation of a species outside of its natural or current range and dispersal potential. (Such introductions may be authorised or unauthorised.)

Introduction - means the displacement/dislocation, by a human agent, of a species, subspecies, or lower taxon (including any part, gametes or propagule that might survive and subsequently reproduce) outside its natural range (past or current).

Native species - (indigenous) means a species, subspecies, or lower taxon, occurring within its natural range (past or present) and dispersal potential (i.e. within the range it occupies naturally or would occupy without direct or indirect introduction or human intervention.)

Natural ecosystem - means an ecosystem not perceptibly altered by human intervention.

Re-introduction - means an attempt to establish a species in an area which was once part of its natural range, but from which it has been extirpated or become extinct.

Semi-natural ecosystem - means an ecosystem which has been altered by human activities, but which retains significant elements of the native ecosystem.

Unintentional introduction - means an unintended introduction made as a result of a species use by humans or human delivery systems as vectors for dispersal outside its natural range.

Local people - people who live in communities and settlements that are within or nearby the protected area; people who live farther away, but own land or other interests within or bordering the protected area are also considered as local people.

Traditional use - is defined as the low-intensity exploitation of natural resources for the benefit of humankind (local people) in a way compatible with the conservation goals of a particular protected areas zone/s and associated (confirmed as typical) for a local region.

Traditional - traditional use should not only be a long-time use of (usually local) resources, but also the way of utilisation (process/manufacturing, procedure, presentation) should be typical for a certain region since long time (e.g. the motorised rein-deer herding is not considered traditional).

Issued:	Authorized:

05A02 P 1-3 PC

PAN Parks Verification Manual Principles and Criteria 1-3		
Version: 08	4 January 2008	Page 13 of 14

APPENDIX to Principles 1-3

This appendix reflects the PAN Parks Foundation's philosophy and values to which certified PAN Parks are held in the areas ecosystem integrity, conservation management, and visitor management.

Goal of PAN Parks
Goal of PAN Parks is to protect of the last treasures of wild native nature in Europe. PAN Parks Foundation approaches this goal through certification and regular monitoring, and by promoting the PAN Parks wilderness areas. Two different kinds of areas are suitable for PAN Parks: These are firstly the last remnants/vestiges of pristine nature in an essentially untouched state but also those near-natural areas used or managed in the past, which have already recovered to a natural state through natural succession or human restoration.

Management plan
A management plan is a concrete, strategic document and the most efficient tool in approaching and achieving the goals of protected area management. The management strategy is generally based on clear mid- and long-term goals and objectives. Nature management is in fact an ongoing process, based on continuous improvements and adaptations, due to the changing internal and external conditions. The management strategy therefore needs to be flexible and fine-tuned on the base of regular assessment, monitoring, and feedback.

Transboundary cooperation
Europe is the smallest continent with a large number of states. Sometimes protected areas overlap two or three states or their provinces and are managed as transboundary protected areas.
For some excellent protected areas in Europe it is not easy to meet the PAN Parks size criterion [20 000 hectares]. Transboundary park cooperation can be used to solve this problem.

PAN Parks Wilderness area
PAN Parks Wilderness Area is a large area of land, [at last 10 000 hectares] which, together with its native plant and animal communities and the ecosystems and landscape of which they are a part of, is in an essentially natural state. PAN Parks Wilderness Areas are those lands that have been least modified by man, they represent the most intact and undisturbed expanses of Europe's remaining natural landscapes.

Additional Consideration
Land that has been partly logged, farmed, grazed, mined, or otherwise utilised for some time but without intensive development or significant alteration of the landscape may also be considered suitable for PAN Parks wilderness designation. However, at the time of assessment, these activities must have been discontinued and the wilderness character of the land again exists [all land is left to natural dynamics and succession] or is being visibly restored through appropriate management actions.

Biodiversity and PAN Parks wilderness

Issued:	Authorized:

05A02 P 1-3 PC

Some of Europe's biodiversity survives only due to human activities and impacts on ecosystems [e.g. extended forestry in lowlands, extensive grazing in mountains, regional extirpations of large herbivores and carnivores, etc.]. If activities such as grazing are stopped it is possible that some species [often very rare] that lived there for long time will disappear. Some protected areas are intensively managed [grazed, cut, etc.] but some are not. PAN Parks offers better opportunities to the second group. Ecosystems are based on both structure and function, instead of over emphasising structure and local biodiversity at the expense of function, PAN Parks looks to the opportunities triggered by natural succession and ecosystem dynamics to protect global biodiversity and to open a new horizon for science, nature management, and sustainable tourism in Europe.

05A03 P 4

PAN Parks Verification Manual		
Principles and Criteria 4		
Version: 08	January 2008	Page 1 of 15

PAN Parks

PRINCIPLES AND CRITERIA

2 January 2008

Principle 4
Endorsed by the PAN Parks Supervisory Board

Definition

Principle 4 is meant to indicate when the region around and stakeholders cooperating with a Certified PAN Park can be certified under PAN Parks.

Principle 4 like Principle 2 [*conservation management*] and Principle 3 (*visitor management*] is a **management/process principle**.
Principle 4 is different from the Principles 1, 2 and 3, because fulfilling exceeds the responsibility of the management of the National Park. The STDS is a multi-stakeholder project, formalised as a Local PAN Parks Group. Principle 4 is a **stakeholder principle**.

Structure of P&C

1. Body text of P&C includes the principles, criteria, and indicators.
2. Footnotes are sometimes added to a criterion or indicator. Footnotes aim to provide an explanation as to how a criterion or indicator is meant to interpret or understood.
3. Glossary includes commonly agreed upon terms and definitions.
4. Appendix includes short overview of Sustainable Tourism Development Strategy.

Issued:	Authorized:

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 2 of 15

Principle 4: Sustainable Tourism Development Strategy

The Protected Area administration and its relevant partners in the PAN Parks region aim at achieving a synergy between the conservation of natural values and sustainable tourism by jointly developing and implementing a Sustainable Tourism Development Strategy (hereafter STDS)

Criterion 4.1

A Local PAN Park Group is set up and assumes responsibility for formulating, implementing, and monitoring an STDS and for verifying business partners. Stakeholders and potential PAN Park partners formally confirm their support and commitment to the conservation goals of the protected area and the PAN Parks Foundation.[1]

To meet the Criterion, the following achievements are required:

Indicator 4.1.1: The Local PAN Park Group (LPPG)[2] assumes through its charter responsibility for formulating, implementing, and monitoring the STDS, and verifying and monitoring the PAN Parks business partners.

Indicator 4.1.2: The Local PAN Park Group has agreed on its decision-making process (rules of procedure)[3].

Indicator 4.1.3: The LPPG identified and specified the highest[4] local and a relevant national/international standard for local business partners[5]. This quality standard for tourism and visitor service providers (accommodation, activities, catering, transport etc.) in the PAN Parks region provides for authentic experience and high level of environmental management.

Indicator 4.1.4: The LPPG agreed the process/rules how it executes verification and monitoring of PAN Park's business partners.

Indicator 4.1.5; The LPPG has set up lists of its present and potential members[6] and of potential PAN Park's business partners. [7]

---

[1] Methodology for setting up a Local PAN Park Group is described in the PAN Parks Tourism Manual Chapter 3.
[2] The Local PAN Park Group should be a formalized body/organisation, composed of the protected area administration, local government and other stakeholders. It can be a new as well as an existing group/organisation. The Charter must include a signed member's commitment to PAN Parks and to the STDS implementation.
[3] Proposal: Decisions are based on consensus. If consensus cannot be reached, proposals must be revised in order to find this consensus. In order to guarantee the principles of sustainable development, representatives of protected area management and local communities can have the right of veto. If consensus has not been reached, specify reasons and conflicts of interest and indicate why this will not negatively affect the support for the strategy.
[4] This should be interpreted as the *best possible* standard to be achieved in the specific PAN Park region.
[5] The highest relevant environmental management standard for business partners can be achieved by adopting some of the recommended eco-labels [see Glossary] but must always be linked to a park region's own environment management standard - the standard should meet, or at least achieve over time, the highest national quality. The environment management standard means that business partners are using e.g. environment-friendly means of transportation and promoting responsible waste management, energy use, etc. The relevant appropriate eco-label and the park region's own environmental management standard are defined by the LPPG and approved by the PAN Parks Verifiers during the verification procedure of this Principle 4.
[6] The list of Local PAN Park Group members includes their name, legal status and field of business.
[7] The list of potential PAN Park's business partners includes their name, legal status and field of business.

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 3 of 15

Criterion 4.2

The Local PAN Park Group formulates and approves the STDS for the PAN Park region.

To meet the Criterion, the following achievements are required:

Indicator 4.2.1: The PAN Park region has a STDS, which respects the PAN Parks conservation goals and aims at increasing the quality of tourism products and the quality of the visitor experience in and around the certified park. In particular, the STDS has

- *a vision, goals, long- and short-term targets[8], including environmental objectives/care plan[9],*
- *a description of the PAN Park region[10] (with defined boundaries of the area that is subject to this STDS - shown on a map indicating the protected area and the involved municipalities) and its zoning system[11]*
- *an assessment of the ecological carrying capacity of different PAN Parks region zones[12],*
- *defined tourism products for different target groups and how their needs have been assessed[13],*
- *an assessment how the STDS provides benefits for local nature conservation.[14]*
- *provisions that new activities and developments within the STDS region are compatible with the scale and character of the local and regional economy and social structure.*
- *an integrated Communications and Marketing Strategy that ensures provision of objective information on the PAN Parks region, the number and type of visitors, their activities, their use of facilities, services and their satisfaction levels[15]*

---

[8] Fulfilling this criterion means that the vision works as an overall framework, a long-term orientation, made concrete in the agreed goals and objectives. Objectives should be quantitative, easily measurable, and linked to a deadline or repeating deadline in order to be monitored properly.

[9] The environmental care plan should include targets – not just for BP but the entire STDS region - to minimize waste and energy consumption, to encourage use of environmentally friendly transportation means, to minimize use of pesticides, organo-chemicals, etc., giving preference to the use of renewable resources and limiting the use of non-renewable resources. To achieve the targets of the environment care plan the Local PAN Park Group can define/list eco-labels recommended to business partners. However LPPG should not create new barriers to market entry.

[10] The PAN Parks region includes the certified PAN Park and its wider surrounding region. The Local PAN Park Group defines the limits of the PAN Park region.

[11] This zoning system must be compatible with zonation of the certified protected area, define the degree of vulnerability of each zone and specify differences in tourism access and use.

[12] To meet this criterion the ecological carrying capacity must be specified across the PAN Park Region in terms of the limits of tourist numbers, to the number and type of accommodation, to the development of other tourism infrastructure and other activities and attractions.

[13] List and describe accommodations, catering, tourism products and activities, other services, and facilities for different target groups with an evaluation of the actual use, quality and attractiveness. Also mention what the region offers to groups with a low budget, and for handicapped people.

[14] Specify how the STDS fits into the conservation strategy and management plan of the certified PAN Park and/or other protected areas, and what concrete benefits are to be expected.

[15] To meet this indicator the communications and marketing products must provide information – also in at least one foreign language - on the accommodation, tourism services, products, attractions and activities for the identified target groups (e.g. low budget groups, handicapped people, etc...).

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual		
Principles and Criteria 4		
Version: 08	January 2008	Page 4 of 15

- an *Action Plan with realistic timeframe, the role of stakeholders, funding plan, and/or other means for implementation, and related monitoring and revision[16], and*
- *a description of the process leading to the formulation and endorsement of STDS.* [17]

Indicator 4.2.2: The STDS is integrated into regional land use and regional economy planning.[18] and the LPPG has gained sound political and social support at all relevant levels for the STDS.[19]

Indicator 4.2.3: The effects of the STDS are systematically monitored.[20]

Indicator 4.2.4: The drafting of the STDS (including the LPPG and BP standard development) has made use of the PPF Manual and other guiding documents

Criterion 4.3

The PAN Park region has sufficient tourism potential and environmental carrying capacity for sustainable tourism.[21]

To meet the Criterion, the following achievements are required:

Indicator 4.3.1: There is an analysis of the tourism potential (including present data and trends) and of the carrying capacity for sustainable tourism for the PAN Park region.[22] [23] This implies that the resources (natural, cultural, and socio-economic) of the PAN Park region have been properly analysed[24]

Indicator 4.3.2: Additional research was used to support the STDS development.

---

[16] To meet this criterion the STDS has to include an Action Plan, specifying a timeframe, responsibilities and funding (commitments to investments and other costs), in comparison to the expected benefits and the way those benefits will be distributed.

[17] Description should include the times of taken steps (discussion, drafting, stakeholder audit / participatory commenting of the STDS, Verifiers comments); the sources of input data, needs assessment [tourism products, activities, services, and facilities]; the STDS approval and the procedure for revision [e.g. after 2 years].

[18] Verifiers could meet with the local/regional planning offices and check how the STDS is integrated (possibly adopted), especially with regards to agriculture, forestry, fishery, and other natural resources based industries.

[19] Specify, and attach support letters, MoU, LoI from political authorities and institutions at all levels. Describe coverage and opinions expressed in the local press, minutes of meetings and hearings, participation of authorities in the process, acts and events, official declarations and other documents that can give evidence of political support, informal contacts with stakeholder and locals, etc.

[20] Specify how monitoring of the STDS effects conservation, socio-economic, and cultural aspects of life in the PAN Park region, how the STDS affects the quality of tourism products [accommodations, tourism products, services and activities offered], how the STDS reduces risks of tourism [unmanageable fluctuations in the number of tourists and potential negative impacts of tourism].

[21] Methodology of research carried out in order to fulfill Criterion 4.1 is described in the PAN Parks Tourism Manual [PPTM] Chapter 2.1. These analyses are input data for formulating the STDS. Describe the used methodology if other than PPTM, possibly compare it with PPTM.

[22] Fulfilling this criterion means that an analysis includes the assessment of the number and kind of visitors and developing trends, the natural and cultural resources available for tourism development and, if relevant, an overview of their actual tourism use; the tourism infrastructure (access to the region by air, road, train, transport within the region, accommodation, facilities.) etc.

[23] Overall carrying capacity consists of the ecological, social, managerial / physical, psychological, economic carrying capacities.

[24] Use PPTM or other available methodology. Describe methodology if other than PPTM and compare it with PPTM.

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 5 of 15

Indicator 4.3.3: Several steps are being planned to improve the tourism potential of the PAN Parks region and adjacent areas.[25]

Criterion 4.4

Planned tourism development and existing tourism activities are based on sustainable use of the natural resources of the PAN Park region.

To meet the Criterion, the following achievements are required:

Indicator 4.4.1: General measures are foreseen and taken to avoid negative impacts of tourism on natural resources, in particular in ecologically vulnerable zones.[26]

Indicator 4.4.2: Strategies are defined to reduce, and where possible eliminate any specific existing or planned tourism-related activity, facility, product, and/or service, which puts the sustainable use of the PAN Parks region under pressure or at risk.

Indicator 4.4.3: The STDS recommends making use of existing tourism infrastructure, and requires Environmental Impact Assessments for new infrastructure developments.

Criterion 4.5

Tourism development and existing tourism activities are based on the sustainable use of socio-economic resources in the PAN Park region, including issues of minority and indigenous people.

To meet the Criterion, the following achievements are required:

Indicator 4.5.1: There are concrete, specified objectives for the sustainable use of socio-economic resources in the PAN Park region.[27]

Indicator 4.5.2: Special attention is paid to traditional activities and modes of production.

Indicator 4.5.3: The STDS is designed to have positive impacts on local income.[28] *Some objectives refer to local and regional employment, and to training and education for stakeholders of the PAN Park region.*[29]

Indicator 4.5.4: The STDS addresses the resource use of local minorities and indigenous people in the PAN Park region and how this use fits to the park management objectives.

---

[25] The indicator refers to qualitative and quantitative improvement (if needed) to the tourism supply (products and services).
[26] Specify tools used to minimize the negative impacts of tourism [redirection of tourist flows, setting a limit for use, reshaping trail systems, etc.].
[27] Specify unique, characteristic, or traditional economic activities and crafts, including non-professional, informal know how and skills; attitudes towards sustainable tourism development, sense of hospitality, identity of the area, etc.
[28] Specify by number, type, and level the present and anticipated employment opportunities.
[29] Present a preview of training and education programs (e.g. on tourism servicing and nature conservation) and specify by number, qualification, and level the anticipated training and education results.

Issued:	Authorized:

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 6 of 15

Criterion 4.6

Planned tourism development and existing tourism activities are based on the sustainable use of cultural resources of the PAN Park region.

To meet the Criterion, the following achievements are required:

Indicator 4.6.1: There are concrete, specific objectives for the use of cultural resources of the PAN Park region in relation to tourism development. [30]

Indicator 4.6.2: The STDS aims to ensure local communities to have and maintain control over their culture and cultural heritage. [31]

---

[30] Specify unique, characteristic, traditional and/or cultural aspects of the landscapes and socio-cultural resources and activities [cultural and industrial heritage, architecture].
[31] Specify how the STDS ensures local communities to maintain control over their way of life, values, norms, lifestyles, customs, traditions, religion, etc.).

Issued:	Authorized:

05A03 P 4

GLOSSARY 4
This glossary explains some terms used in the PAN Parks P&C 4

Sustainable Tourism Development Strategy (STDS) - is mandatory and the most efficient tool for achieving a symbiosis between the conservation goals of certified PAN Parks and the sustainable tourism development in the PAN Parks region.

PAN Parks region - is the area surrounding the certified PAN Park and where most of the stakeholders and local PAN Park partners are based.

Carrying capacity – is the number of visitors/tourists that an area can receive during a given period [year, season, month, week, day] without causing unwanted and unplanned impact (deterioration, alteration) on the area's resources, which would jeopardise a sustainable development.

Local PAN Park Group (LPPG) - is a *formal* association/forum (if possible registered) having agreed on a written identification (explaining its role/function, tasks, membership), work plan and rules of procedure, in which protected area management and all relevant stakeholders participate in order to:
1. Formulate, implement and monitor the STDS including its action plan
2. Propose, verify, and monitor local PAN Parks business partners
3. Propose and monitor national and international PAN Parks business partners.

Local stakeholders – are all parties [communities, institutions, government bodies, NGOs, enterprises, organisations representing economic and social sectors and persons], with a identified interest or relation with the park and tourism at stake, and whose participation and support can be considered necessary and useful in order to formulate and implement STDS.

PAN Parks partners - are all stakeholders involved into the formulation and implementation of the STDS

PAN Parks business partners - are legal business enterprises that expressed their commitment to the goals of certified PAN Parks and the PAN Parks Foundation, and that actively cooperate with the Local PAN Parks Group to effectively implement the PAN Park region's Sustainable Tourism Development Strategy. PAN Parks business partners may include local, national, and international business partners operating in the field of sustainable tourism (tourism services).

PAN Parks local business partners - are legal enterprises operating inside or next to the PAN Parks region.

PAN Parks national business partners - are legal enterprises located in the home country of the certified PAN Park.

PAN Parks international business partners - are legal enterprises based outside of certified PAN Park's home country.

The role of business partners in the STDS - PAN Parks business partners [local, national, and international] can play important roles by being involved in formulating,

Issued:	Authorized:

05A03 P 4

implementing, and monitoring the STDS. Their concrete tasks and roles are part of their respective action plans that is verified by and agreed with the LPPG.

How to become a PAN Parks Business Partners
For detailed rules on how to become a local PAN Parks business partner see the STDS provisions of the relevant certified PAN Park and the PAN Parks Principle 5.

List of recommended eco-labels
PAN Parks herewith gives a non-exclusive number of such labels: Nature's Best, VISIT, Legambiente, La Clef Verte, Green Tourism Business Scheme in Scotland, Das Österreichische Umweltzeichen für Tourismusbetriebe, Flower, etc.

05A03 P 4

PAN Parks Verification Manual		
Principles and Criteria 4		
Version: 08	January 2008	Page 9 of 15

APPENDIX 4

This appendix reflects the Sustainable Tourism Development philosophy of the PAN Parks Foundation as it applies to certified PAN Parks and to the verification of the PAN Parks Principle 4.
[This part is based mainly on the document developed by Niek Beunders "Guideline for development of STDS, 2001"]

Sustainable Development
The concept of Sustainable Development is based on the notion that the ecological, cultural, and social resources that mankind can dispose of, and depends on, are scarce and unique. Therefore a sustainable use of resources is necessary, using them without consuming them, in order to conserve these resources for generations to come.

Resources can be used for different purposes: A forest can be used for the production of timber, it can be felled, it can be declared a nature reserve, or it can be used for tourism development. All these options could even be realized in different ways. Some of these options may be compatible, others are definitely not. From a strict preservation point of view the only correct option would be to leave this forest untouched and pristine. Other stakeholders, like local communities, will claim their rights on improving the standard and quality of life by using this forest resource in some way. This means that although 100% sustainable development is probably an illusion, sustainable development should focus on assessing trade-offs and selecting the most sustainable options. Satisfying the needs of stakeholders without consuming scarce and unique resources is one of the cornerstones of the PAN Parks concept.

Sustainable development is not a final state. It is an approach, a way of thinking, working and living. This implies that local resources, conditions, dynamics, and human relations have to be the point of departure.

Sustainable Tourism Development
The starting point in the PAN Parks Sustainable Tourism concept is ecological sustainability. Many nature conservation organisations understand that socio-cultural and economic sustainability in a region with protected areas is important when it comes to nature preservation. Controlled tourism can be an instrument in sustainable development and nature protection, giving nature an economical value and through this incentives for preserving it. At the same time it benefits socio-cultural sustainability [e.g. improving quality of life and maintaining cultural heritage]. This way a region can grow and develop itself in a sustainable and controlled way. Finally, careful planning, collective strategy formulation, and responsible management make it possible to minimise negative impacts and to maximise the positive impacts of a development. As such a region can develop in a sustainable way. Therefore the formulation of a sustainable tourism development strategy is needed.

Sustainable Tourism Development Strategy
The STDS is a framework to achieve a symbiosis between the conservation goals of certified PAN Parks and sustainable tourism development in the PAN Parks region. Sustainable tourism development can be a valuable option for a protected area only if net benefits for nature protection and local communities can be guaranteed. The STDS

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 10 of 15

should guarantee that most benefits generated by sustainable tourism stay in the PAN Parks region.

Content of the STDS:
1. Ultimate goal: STDS aims to:
   A. Achieve a symbiosis between the conservation goals of a certified PAN Park and a sustainable tourism development,
   B. Increase the quality of tourism products and the quality of visitor experience,
   C. Provide benefits for nature conservation and local communities.

2. Description of vision, goals, and targets: STDS aims to:
   A. Maximise the use of existing infrastructure,
   B. Improve general environmental conditions [waste, energy, traditional architecture, organic agriculture, preferred use of local products, etc...]
   C. Use environmentally friendly means of transportation whenever possible,
   D. Use local small and medium scale tourism businesses [accommodation, guides, etc.].
3. Description of the process [procedure flowchart] which leads to STDS formulation, the monitoring of its effects and its revision based on the results of monitoring
4. Description of input data
5. Formation of the Local PAN Park Group
6. List of stakeholders involved in the development of the STDS
7. List of potential PAN Parks business partners, [local, national, and international]
8. Description of the decision making process.
9. Links with other regional plans.
10. Providing a map including tourism development zones.
11. Description of the timeframe.
12. Description of the realistic financial blueprint including investments and benefits.
13. Description of the rules [how to become a PAN Parks business partners] for local, national, and international business partners.
14. Environment care plan [including the list of preferred eco-labels / certificates recommended for the PAN Park business partners]
15. Description of the monitoring and revision process including monitoring of the business partners' performance [local, national, and international]
16. Description of an integrated Communications and Marketing Strategy
17. Description of the STDS action plan, including obligations and benefits for stakeholders:
    A. Description of the plan to upgrade the comfort and quality standards of local businesses, taking into account the traditional local lifestyle
    B. Indication how local businesses encourage their customers to learn about the natural values of the certified PAN Park, the PAN Park region and the PAN Parks network.
    C. Indication how local businesses continuously upgrade their environmental standards including water and waste treatment, energy, purchase, and use of existing infrastructure.
    D. Indication how local businesses contribute to the sustainable use of the land in and around the relevant verified PAN Park.

Defining the PAN Park region

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual		
Principles and Criteria 4		
Version: 08	January 2008	Page 11 of 15

The PAN Park region must be understood as a "stakeholder area" and the following issues should be taken into account:
1. Relevant political boundaries
2. Ecological resources, boundaries and corridors outside the protected area boundaries, upon which the success of conservation and restoration goals of the PA depend
3. Social and cultural boundaries, including cultural heritage, which could be considered of importance in order to achieve the conservation goals of the PA and the goals of the STDS;
4. Boundaries considered relevant for sustainable tourism development, tourism development will have to offer a range of recognisable products and services and will be based on the unique characteristics and identity of an area. Existing and future tourism supply (transportation, accommodation, activities etc.) will have to be identified, including points of attraction, and natural and cultural heritage.

Carrying capacity
The carrying capacity methods aim to reduce the risks coming from the negative impacts of tourism. An inventory of all potential risks should therefore be made, focusing on vulnerable elements of the ecological, social, cultural, and economic values of the region.

Categories of Carrying Capacity
1. Ecological carrying capacity includes avoiding negative impacts on ecosystems, habitats, species, hydrology and geomorphology
2. Social carrying capacity includes avoiding negative impacts on the local population and conflicts between visitors and the local population
3. Managerial and physical carrying capacity includes avoiding crowding and (visitor) management problems (reduced effectiveness of management operations, increased operational costs etc.).
4. Psychological carrying capacity includes avoiding negative impacts on the perception of the tourist/visitor, aims to help provide an undisturbed and comfortable visitor experience
5. Economic carrying capacity includes avoiding displacement of businesses or unacceptable disruption of local commercial activities.

Tourism potential
Tourism potential is a key issue of the STDS process. It refers to the possibilities of an area to attract tourists. If this potential is limited [due to social, natural, geographical, or conservation reasons] it will be more difficult to initiate successful nature oriented sustainable tourism. Simultaneously it has to be emphasised that trends and preferences in tourism are volatile. Thus tourist behaviour changes. Concurrently tourist behaviour significantly influences the tourism potential, while the state of resources can remain unchanged. Ongoing research and monitoring of preferences, behaviour, and satisfaction are therefore keys to sustained success.
The assessment of tourism potential must be consumer oriented: one must look at one's own region with the eyes of a [potential] tourist.

Stakeholder analysis
This analysis should give a complete overview of all possible stakeholders and describe their position and role in the formulation and implementation of the STDS. This analysis should clearly describe each stakeholder and its obligations and benefits.

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 12 of 15

Environment care plan and eco-labels

Each PAN Parks business partner should formulate its own environmental care plan. This plan can include targets to minimise waste and energy consumption, to use environmentally friendly transportation means, minimize the use of herbicides, pesticides, fungicides, organo-chemicals, etc., to prefer the use of renewable resources, and limit the use of non-renewable resources. To achieve the targets of the environmental care plan the Local PAN Park Group can define or list regional, national, or global eco-labels or certificates for environmentally friendly products and services.

The environmental care plan should aim at the highest national/regional standard.

Example:

1. If selective waste collection is the standard in a country or region, this will have to be a precondition set up by the Local PAN Park Group in the STDS.
2. If there is a proper environmental certification system for accommodation in a country, the Local PAN Park Group will be able to require its fulfilment by local business partners.

Sustainability of Accommodation Facilities

PAN Parks wants to stimulate local companies with the improvement of quality and sustainability of their accommodation facilities. This table gives examples on how sustainable practices in a company can be further developed.

Sustainable practices	Examples
Marketing and management	Monitor regularly energy, waste and water use Write environmental policy Monitor guest feedback Contribute to local development work/conservation projects Be informed about issues in the natural areas you operate (nearby) Inform other parties about relevant issues you encounter Give space in promotion material for conservation organisations
Energy saving measures	Lower central heating during the night/when visitors are out Zone thermostats and time clocks Install automatic light switch off Use dimmer switches Use low energy bulbs indoors/outdoors Well seal the doors and windows Install double glass Use solar panels/wind energy
Water saving measures	Install sensor taps Install water saving shower heads Install water saving toilet flush devices Change bed sheets/towels only on request (not daily) Reuse waste water (e.g. for watering the garden) Repair dripping taps/leakages promptly Use water butts to collect rainwater Monitor the water quality
Waste reduction	Separate waste, dispose correctly and recycle (e.g. chemical, textile, paper, compost, glass, metal, plastic, batteries) Buy products with minimum of packaging material (or prefer buying

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 13 of 15

	in bulk volumes) Use returnable bottles/local refill
Operations	Minimise the use of hazardous chemicals Use biodegradable products Use recycled products (e.g. paper, plastic, glass) Buy Fair Trade and certified products
Local economy	Buy local products (e.g. meat, fruits, vegetables, fish) Arrange activities with local companies Employ local people
Communication	Stimulate conscious visitor /tourist behaviour Ensure conscious staff behaviour Educate all staff about the natural and cultural assets of the region Provide readable information about nature and culture Communicate a Code of Conduct Give pre-tour information Oblige a pro-active attitude of staff Ensure that staff speaks foreign languages
Wildlife and landscape	Support conservation projects (e.g. in the PAN Park) Provide information on protected areas, flora and fauna Plant native species Install bird/bat boxes Construct in traditional building style, with local material and colours
Transport	Have information on local transport available (timetables, phone) Provide information on bicycle rental Provide safe bicycle parking Use LPG or hybrid system car Share the (company) car Provide information on walking and cycling possibilities

Sustainability of Leisure Facilities

PAN Parks wants to stimulate local companies to upgrade the quality and sustainability of their facilities. This sheet gives examples on how sustainable practices in your company can be further developed.

Sustainable practices	Examples
Management and marketing	• Make an environmental impact analysis of the activities and refrain to develop if damage is expected • Monitor the impact of activities and create a plan to manage them • Contribute to local development work/conservation projects • Be informed about issues in the nature areas you operate in • Inform other parties about issues you encounter • Let the group size depend on the sensitivity of the area and the quality of the visitor experience • Analyse and limit the visitor risk • Inform land owners • Make space in promotion material for conservation organisations
Support local	• Use local companies for food, lodging, transportation, guiding and

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual		
Principles and Criteria 4		
Version: 08	January 2008	Page 14 of 15

economy	equipment • Give visitors the opportunity to buy local products and souvenirs • Employ local people
Sustainable operations	• Separate waste and recycle (e.g. chemical, textile, paper, compost, glass, metal, plastic, batteries) • Buy products with minimum of packaging material (or prefer buying in bulk volumes) • Use returnable bottles/local refill • Minimise the use of hazardous chemicals • Use biodegradable products • Use recycled products (e.g. paper, plastic, glass) • Buy Fair Trade and certified products • Use eco-friendly accommodations (e.g. PAN Parks certified)
Transport	• Stimulate the use of environment friendly modes of transport • Replace two stroke engines by four stroke engines • Use less polluting fuels and oils • Limit motorised transportation • Coordinate transportation of visitors, material and equipment efficiently
Communication	• Educated all staff the natural and cultural assets of the region • Provide readable information about nature and culture • Communicate a Code of Conduct • Give pre-tour information • Require pro active attitude of staff • Ensure that staff speaks foreign languages • Each trip should have a well communicated learning element • Stimulate conscious visitor behaviour • Ensure conscious staff behaviour • Unaccompanied groups must undersign that they have been informed about the Codes of Conduct

Zonation of the PAN Park region

Zoning of the PAN Park region has to be connected on the zonation of the verified park and inventory of the PAN Park region. The main criteria should include ecological values and vulnerability. For every zone it should be specified what is the maximum number of tourists/visitors, or impact units, which activities are allowed, what will be the maximum number of participants per activity, and the limits for accommodation, infrastructure and transport.

The STDS Communications and Marketing Strategy

The STDS Communication Strategy is more than interpretation, information, and education. The STDS Communication Strategy is customer oriented and based on equality, interaction and exchange of information and ideas.

It defines the needs of communication with all target groups. Different target groups engage in different activities, they are looking for different experiences, and will therefore need specific information, interpretation, and education. A communication strategy is an integrated part of the whole STDS. It should include codes of conduct or other communication tools for visitor management.

Issued:	Authorized:

05A03 P 4

PAN Parks Verification Manual Principles and Criteria 4		
Version: 08	January 2008	Page 15 of 15

The STDS Marketing Strategy is destination marketing and more than the sum of marketing efforts of private enterprises, a region, products and services, and more than just regional tourism publicity. The STDS Marketing strategy is a key tool in making the region competitive and profitable. It is also used to help formulating visitor expectations and is therefore also a key to sustainable development and visitor management.
Communication and marketing have to be integrated in one single strategy, in which they reinforce each other.

Benefits for the local economy:
Giving nature an economic value is a key issue in the PAN Parks concept. Economic benefits are the core of the PAN Parks stakeholder value concept and benefits must be made as concrete and tangible as possible.
Example: Locally produced goods and services provided directly or indirectly to tourists, they generate concrete benefits for local stakeholders and the local economy. They generate **employment** and trigger local **business development**.
Within the PAN Parks concept it is important that these products and services are of high **quality** and are produced in a **sustainable** way. Local products and services can also enhance the quality of the tourist experience since they are typical for the area and give tourists the idea that their presence makes a difference for the local people.

PAN Parks and quality
The certified PAN Parks offer the best nature/wilderness tourist destination in Europe. The STDS and tourism products should therefore offer the best experience for tourists, wishing to explore these destinations.

Verification and Monitoring
STDS is verified and monitored by PAN Parks international verifiers. The process is based on the PAN Parks Verification Manual. A good STDS is based on clear goals and targets for a mid- and long-term strategy. It is in fact an ongoing process, based on continuous improvements and adaptations due to changing internal and external conditions. Results from monitoring and feedback of the implementation phase are used for modifications and fine-tuning of the STDS.

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 1 of 13

PAN Parks

PRINCIPLES AND CRITERIA

January 2008

Principle 5
Endorsed by the PAN Parks Supervisory Board

Principle 5
Principle 5 sets a minimum PAN Park standard for **local business partners**. This standard **should always have**

- a *local aspect* relating the BP with the certified park and its surrounding STDS region
- a *general aspect* relating the BP practises with the best possible (usually the highest local and national) environmental standard of the park country.

PAN Parks Foundation together with the certified PAN Park and the Local PAN Park Group prefer to liaise with those business partners that are already (or willing to soon be) meeting the high national standard of environmental management.

The relevant suitable eco-labelled standard(s) is identified by the LPPG and approved by the PAN Parks international Verifiers during the verification procedure of P&C 4-5. **In case that an existing eco-label is not used by the LPPG as the binding one for all businesses, the LPPG has to design a tailor-made standard for its local business partners. For this process the quality standard attached to this Principle can be used as a guideline in a specific PAN Park.** In this case the certified PAN Park and the Local PAN Parks Group have to ensure an *independent verification and regular monitoring* of local business partners. The PAN Parks international Verifiers check this tailor-made standard, the independence of verification and, on a random base during their monitoring, the performance of local business partners.

Definition
Principle 5 is meant to indicate the verification standard for tourism-related **business partners (BPs)**. **They are verified by the LPPG.**
Principle 5, like Principles 2 [*conservation management*], Principle 3 (*visitor management*] and Principle 4 [*sustainable tourism development strategy*] is a **management/process principle.**
Principle 5, like Principle 4, exceeds the responsibility of the management of the certified Park and involves the Local PAN Park Group. Principle 4 is a **stakeholder principle.**

Structure of the P&C
1. Body text of P&C includes the principles, criteria and indicators.
2. Footnotes are sometimes added to criterion or indicator. Footnotes aim to provide an explanation on how to interpret and understand a criterion or indicator correctly.
3. Appendix reflects the philosophy of the PAN Parks Foundation with respect to the verification of business partners.

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 2 of 13

4. <u>Attachment</u> [separate document] provide a quality standard guideline for PAN Parks Tourism Business Partners

Principle 5: Business Partners

PAN Parks' tourism-related business partners are legal enterprises that are committed to sustainable tourism and support the goals of certified PAN Parks. They actively cooperate with the Local PAN Park Group to implement the PAN Park region's *Sustainable Tourism Development Strategy* and ensure their businesses to comply with a high national/international standard of environment management.

The following criteria and indicators are verified for each BP by the LPPG:

Criterion 5.1

The PAN Park's business partner[1] is committed to sustainable tourism, is registered as a commercial business and complies with all relevant national and regional legislation.

To meet the Criterion, the following achievements are required:

Indicator 5.1.1: The company and its business are both registered (with chamber of commerce number if legally required) and, if appropriate, taxed within the area of the destination (PAN Parks region).

Indicator 5.1.2: The company and its business are committed to sustainable tourism[2].

Indicator 5.1.3: The company and its business offer sustainable tourism products that are suitable for the PAN Parks concept.

Indicator 5.1.4: The company and its business comply with all relevant national and regional legislation. [3]

Criterion 5.2

The PAN Parks business partner actively cooperates with the Local PAN Park Group to effectively implement the PAN Park region's Sustainable Tourism Development Strategy.

To meet the Criterion, the following achievements are required:

Indicator 5.2.1: The company and its business actively participate in the implementation of the Sustainable Tourism Development Strategy in the certified PAN Park[4].

---

[1] PAN Park's business partners include local, regional and national business partners operating in the field of sustainable tourism and offer sustainable tourism products [accommodation, tours, etc.]. Only business partners whose entire operation meet PAN Parks standard should be subject of verification, otherwise the subjects of the verification are their products which meet the PAN Parks standard; in this case other BP products should not conflict with the PAN Parks goals and the LPPG's environment standard.
[2] Provide catalogue/brochure/folder/webpage info that promote and explain your sustainable tourism products
[3] To fulfil this criterion complete, sign, and submit the prepared Declaration of Compliance with National and Regional Laws [part of the Application Form].

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 3 of 13

Criterion 5.3

The PAN Park's business partner supports the certified PAN Park and its conservation goals.

To meet the Criterion, the following achievements are required:

Indicator 5.3.1: The company and its business respect and support the conservation goals of the certified PAN Park. [5]

Indicator 5.3.2: Information material about the values of nearby protected areas, landscape and nature conservation measures are easily available for the BP customers.

Indicator 5.3.3: Information about the concrete threats to the nature and culture of the site is available for the BP customers.

For the further qualification of Business Partners, two alternatives are indicated below:

- **Either, the LPPG decides that the BP is verified and certified by an existing eco-label system** (Criterion 5.4), or
- **this BP verification & certification process is executed by, or under the supervision of the LPPG** (Criteria 5.5 to 5.11 below constitute a proposal). This option is applied by most LPPGs and preferred by the PAN Parks Foundation.

In the both cases the quality standard must be approved by the PAN Parks Verifiers during the verification procedure for P&C 4-5.

---

[4] To fulfil this indicator submit the prepared Support Declared by Local PAN Park Group [part of the Application Form] and describe the BP contribution to its implementation.
[5] To fulfil this indicator submit the prepared Support Declared by Certified PAN Park [part of the Application Form] and describe the BP contribution to the park management.

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 4 of 13

Alternative I: Simple Criterion 5.4 and Indicators

Criterion 5.4
The PAN Park business partner complies with the high national/international or, at least the best possible[6] standard for environment management.

To meet the Criterion, the following achievements are required:

Indicator 5.4.1: The company and its business comply with the high national/international or, at least the best possible standard for environment management that is regularly verified and monitored.[7]

Alternative II: Criteria 5.5 to 5.11 and Indicators

EXAMPLES for LPPG's local Quality Standard for tourism business partners
Below is a general example for a PAN Park Quality Standard for tourism-related business partners, in case that the LPPG decides to develop its own PAN Park Quality Label. This list is not prescribed or complete, i.e. the LPPG can choose the most appropriate Criteria and Indicators and can add others if useful.
In every case the Local PAN Park Group has to guarantee an independent verification and regular monitoring of business partners. The PAN Parks international Verifiers check this tailor-made standard, the independence of verification and, on a random base during their monitoring, the performance of local business partners.
All Criteria in this Principle 5 and the Indicators can be further developed by the Local PAN Park Group.

Criterion 5.5
The PAN Parks business partner provides special training to its staff.

To meet the Criterion, the following achievements are required:

Indicator 5.5.1: The BP identifies and implements relevant training that promotes quality ecotourism. [8]

---

[6] The standard must be specified, including clear targets/indicators.
[7] PAN Parks Foundation together with the certified PAN Park and the Local PAN Park Group prefer to liaise with business partners meeting the high national/international standard of environmental management [e.g. using environmentally friendly transportation means, promoting responsible waste management, energy use, etc.]. To fulfil this indicator the LPPG decides to use one or several existing nationally/internationally recognized eco-labels.
[8] There are several steps possible to meet this criterion such as: management-staff briefings on existing and new environmental initiatives, training courses on environmental and ecotourism issues, [e.g. in-house training, annual training], management requires certain education for new staff [e.g. guiding and interpretation skills]. In really small companies [1-2 employees] indicate how you update yourself concerning relevant environmental and ecotourism issues, etc.

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual		
Principle and Criteria 5		
Version: 08	7 January 2008	Page 5 of 13

Indicator 5.5.2: There are specific goals, target groups, methods, and time schedules of the BP training programmes for the various staff.

Criterion 5.6

The PAN Parks business partner respects the limitations of the destination[9] and minimizes negative impact of its business on nature and culture.

To meet the Criterion, the following achievements are required:

General indicators [*applying for all BP*]:
   Indicator 5.6.1: The BP and its subcontractors know the destination character and limitations very well and transfer this knowledge to their customers. [10]

Specific indicators *for **tour products***:

Indicator 5.6.2: The BP group sizes meet the local area carrying capacities. [11]

Indicator 5.6.3: All BP activities are based upon an ecologically sustainable and ethically acceptable usage of the resources. [12]

Indicator 5.6.4: The BP guarantees that if there is a significant risk for environmental impact or damage connected through the activity, he/she will refrain from carrying it out.

Indicator 5.6.5: The BP early informs the responsible nature conservation authorities about each tour product to make sure that sensitive nature values will not be affected.

Indicator 5.6.6: Hunting, fishing and snowmobiling (or other motorized transport) are not carried out in PAN Parks, at least not in its wilderness area. [13]

Indicator 5.6.7: Hunting, fishing and motorized transport carried out by the BP company outside of the certified PAN Park respects national and regional legislation.

Indicator 5.6.8: There is no feeding of wildlife in the certified PAN Park, at least not in its wilderness area, even if done for observation purposes, or with the expressed permission of the landowner and/or relevant authorities. [14]

Indicator 5.6.9: Resting or staying overnight (e.g. tenting) and lighting of campfires in the outdoors is always done in respect to park, national and local rules or legislation.

Criterion 5.7

---

[9] Destination is the site or area to be reached during the tourism activity. This can be a protected area, a historical farm house or a lake.
[10] To fulfil this indicator the BP and its subcontractors must describe that they have sufficient knowledge and experience about the destination. Result can be to explain to customers that certain destination-related products or services are not always available and that alternatives are offered.
[11] To meet this criterion the group must respect the sensitivity of the area to be visited, environmental and local factors [e.g. the landowner response], the safety as well as the general quality of the visitor experience.
[12] To meet this criterion describe briefly what kind of resources are used and how a specific activity is carried out. Describe also your philosophy of ethically acceptable usage of resources.
[13] If activities such as hunting, fishing or snowmobiling (or other motorized transport) are accepted because the PAN Park's zoning system and provisions allow it, indicate that all park rules are respected [more information can be found in appendix "*The PAN Parks standard for local business partners & nature based activities*"].
[14] See also the appendix "*The PAN Parks standard for local business partners & nature based activities*".

Issued:	Authorized:

05A04 P 5

The PAN Parks business partner supports the local economy

To meet the Criterion, the following achievements are required:

Indicator 5.7.1: The BP company contributes to local development work.[15]

Indicator 5.7.2: The BP company employs and/or contracts local staff.[16]

Indicator 5.7.3: The BP company co-operates as much as possible with local businesses and purchases its products and services preferably locally.[17]

Indicator 5.7.4: BP customers are encouraged to buy locally produced and sold products.

Indicator 5.7.5: The BP company policy aims to give local authenticity to all services and activities, like food, lodging, transportation and guiding.

Criterion 5.8

The PAN Park business partner makes all company operations environmentally sustainable.

To meet the Criterion, the following achievements are required:

General indicators [*applying for all BP*]:

Indicator 5.8.1: The BP company has its own written environmental care plan, describing the impact of operations on the environment, the efforts to mitigate and the results/effects achieved by reducing this impact.[18]

Indicator 5.8.2: The BP company uses environmentally friendly transport, lodging and catering for its customers.[19]

Indicator 5.8.3: The BP company practices sustainable supply chain management: In choosing new products it considers local production, poverty alleviation, the best available environmentally friendly technology and sustainable material.[20]

Specific indicators for **accommodation BP**:

Indicator 5.8.4: Lodging has energy saving and water saving policies.[21]

Indicator 5.8.5: Lodging has a policy to reduce and avoid the use of harmful chemical products.[22]

---

[15] There are several ways to meet this indicator such as: e.g. involvement in village projects, education programs, mountain rescue, volunteer fire brigades, other local associations, receiving trainees, maintaining local infrastructure, etc.
[16] Indicate the percentage of contracted local staff. The word "local" refers to the region defined in the STDS.
[17] Describe specifically for some product(s) that fit to the PAN Parks and STDS concept.
[18] To meet this indicator attach the environmental care plan to the application. This plan includes also a specific list of all improvements (e.g. waste and sewage management, use of chemicals) that need to be done, and the date by which they shall be achieved.
[19] To meet this indicator eco-labeled lodgings eco-friendly transport should be used where possible [more information can by found in the appendix "*Tips how to minimize negative impact of transport*"].
[20] To meet this indicator, for new purchases (e.g. chemicals, food or office supplies, technical equipment), the choice goes to the best available eco-labeled or certified alternatives where possible.
[21] To meet this indicator energy and water consumption policies should be developed [more information can by found in the appendix "*Tips how to minimize energy consumption resp. water consumption*"].
[22] To meet this indicator a policy on the consumption of chemical products should be developed [more information can by found in the appendix "*Tips how to minimize chemicals consumption*"].

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual		
Principle and Criteria 5		
Version: 08	7 January 2008	Page 7 of 13

Indicator 5.8.6: Lodging has a waste reduction, reuse and recycling policy. [23]

Indicator 5.8.7: Any new construction is built in environmentally friendly ways. [24]

Indicator 5.8.8: In the restaurant, meeting rooms and other public rooms, there is at least a non-smoking section or non-smoking rooms available.

Criterion 5.9

The PAN Parks business partner promotes the joy of local discovery, knowledge and respect.

To meet the Criterion, the following achievements are required:

Indicator 5.9.1: The BP company made sure that all staff with visitor contact, especially guides and tour leaders, have good knowledge about the destination's natural and cultural values. [25]

Indicator 5.9.2: Basic information about the destination is readily available in the BP's marketing material (brochures, web site, shop etc.).

Indicator 5.9.3: The BP customers receive pre-tour information about the travel and the destination, together with suggested readings, required equipment and a Code of Conduct. [26]

Indicator 5.9.4: The BP customers receive good personal encounter/guiding/ instruction prior and during the tourism service to fully enjoy the local features.[27]

Criterion 5.10

The PAN Park's business partner considers safety and quality all the way through.

To meet the Criterion, the following achievements are required:

General indicators [*applying for all BP*]:

Indicator 5.10.1: The BP company has the necessary insurance coverage, at least for the related tourism and visitor activities. [28]

---

[23] To meet this indicator a waste recycling policy should be developed [more information can by found in the appendix "*Tips how to minimize and recycle waste*"].

[24] There are several ways to meet this indicator such as: buildings are constructed and designed so as to not disturb the surrounding natural landscape, with local building material and in accordance with local building traditions and style; when possible old buildings are refurbished; when possible the material is FSC-labeled, environmentally adapted and/or from local production; the construction site is rehabilitated, and re-vegetated with naturally occurring native species, etc.

[25] Indicate if your staff has the relevant education and knowledge about the destination and travel product; if the guiding is offered also in other languages; if group sizes are limited [e.g. to a maximum of 15 people per guide]. Lecturers and guides are recruited among locally rooted research fellows, wildlife rangers, local people. A travel and destination library is available.

[26] Codes of conduct are used and explained to the participants, such as: local conservation regulations; appropriate behavior in sensitive habitats, during wildlife encounters and with fragile and rare plants; regulations regarding camping, making fire, latrines, waste disposal, cleaning, rules for access to historical places and/or scientific research areas; special considerations for the visit time. (e.g. nesting season), for a respectful visit, for avoidance of any damage, etc.

[27] The encounter/guiding should be done by skilled staff providing comprehensive instructions. Groups without guides (for example certain rafting trips, canoe-/kayak-rentals, or mountain hiking) must be sufficiently pre-informed how to behave correctly and responsibly.

[28] To fulfil this indicator explain the insurance and state the insurance company and policy number.

Issued:	Authorized:

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 8 of 13

Indicator 5.10.2: The BP company continuously works at improving the quality of the operation and uses customer satisfaction forms or similar feedback to improve its quality. [29]

Indicator 5.10.3: The BP company marketing strategy creates realistic customer expectations on destinations and activities.

Specific indicators for **tour products**:

Indicator 5.10.4: The BP company has health and safety practices towards staff and customers, including regular training. [30]

Indicator 5.10.5: The BP company conducts risk analyses on all its activities and follows the appropriate standards for risk management.

Indicator 5.10.6: The BP company has routines and back-up plans for unexpected and unwanted circumstances. [31]

Indicator 5.10.7: At least one BP guide on all guided tours is trained to provide First Aid, CPR or eventual other activity-specific life-saving techniques.

Indicator 5.10.8: If domestic animals are used during the activities (for example dogs, reindeer or horses), the BP company treats them with dignity and respect.

Indicator 5.10.9: The BP company has routine cooperation with local Safety and Rescue Services.

Criterion 5.11

The PAN Parks business partner is using the services of or subcontracting only those partners whose practises do not cause environmental damage.

To meet the Criterion, the following achievements are required:

Indicator 5.11.1: The BP company sets clear and concise environmental standards to its subcontractors.

Indicator 5.11.2: The BP company selects suppliers of services and products, and ensures that they act in a sustainable manner. [32]

---

[29] Several steps can be made such as: e.g. offer packages and priced products ready-to-book, co-operate with other businesses, ask customers to fill in a post-trip questionnaire, etc. Participants are informed that they can state their opinions about the tour to the Labeling Committee (address on the web site, on promotion material).
[30] The BP company and employees should have all necessary updated certificates and skills to do the guiding and training for all service activities, etc.
[31] Back-up plans may be needed in a case of bad weather, delays, accidents or illness, etc. The tour operator informs and asks at an early stage all participants to state possible health problems that may be of importance during the tour in order to ensure the quality of the travel experience, and the participant's own safety.
[32] Describe the methods used to select suppliers or subcontractors of your services or products, how you support and/or enforce that those suppliers strive to reduce their impacts on the environment and the certified park, and describe concrete steps leading to the continued reduction of any serious impacts and to damage prevention.

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 9 of 13

GLOSSARY 5
This glossary explains some terms used in PAN Parks P&C 5

Sustainable Tourism Development Strategy (STDS) - is mandatory and the most efficient tool for achieving a symbiosis between the conservation goals of certified PAN Parks and the sustainable tourism development in the PAN Parks region [for more detail see P&C 4].

PAN Parks region - is the area surrounding the certified PAN Park and where most of the stakeholders and local PAN Park partners are based.

Local PAN Park Group - is a formal association/forum having agreed on a written identification (explaining its role/function, tasks, membership), work plan and rules of procedure, in which protected area management and all relevant stakeholders participate in order to:
1. Formulate, implement and monitor the STDS
2. Propose, verified, and monitor local PAN Parks business partners
3. Propose and monitor national and international PAN Parks business partners.

PAN Parks partners - are all stakeholders involved into the formulation and implementation of the STDS

PAN Parks business partners - are legal business enterprises that expressed their commitment to the goals of certified PAN Parks and the PAN Parks Foundation, and that actively cooperate with the Local PAN Park Group to effectively implement the PAN Park region's Sustainable Tourism Development Strategy. PAN Parks business partners may include local, national, and international business partners operating in the field of sustainable tourism (tourism services).

Destination Tourism Company - operates its business in the certified PAN Park and the PAN Park region and therefore has impacts on both areas. In this case PAN Parks Foundation encourages destination companies to prove that they have assessed the impacts of their business and identified methods to mitigate and reduce them.

Tour operators - do usually not have direct impacts at the certified PAN Park and PAN Park region, but their impacts are the result of their subcontracting. In this case PAN Parks Foundation encourages all tour operators to prove that they have assessed the impacts of their suppliers, identified methods to reduce those deemed to be negative and to support those suppliers in reducing their negative impacts, as a continuing process. Tour operators should wherever possible use local suppliers certified under Principle 5.

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 10 of 13

APPENDIX 5
This appendix reflects the philosophy of the PAN Parks Foundation with respect to the verification of business partners and the links to sustainable tourism.

The role of Principle 5
The role of Principle 5 is to guarantee mutual support and co-operation between business people and the Local PAN Parks Group in terms of the STDS. The goal is to create a stimulating framework for the development of high quality and sustainable tourism products and to offer PAN Parks partners the privilege of using the PAN Parks logo in return for their commitment and superior service.

The PAN Parks standard for local Business Partners and nature based activities

Some nature based activities such as hunting, fishing, snowmobiling, etc. are obviously in contradiction to the PAN Parks standard for certified protected areas. For example hunting and fishing even based on traditional activities is not allowed in the PAN Parks core/wilderness zone. Motorized transport in the PAN Parks core/wilderness zone is in principal disagreement with the PAN Parks philosophy and acceptable only outside the PAN Parks core/wilderness zone if the zoning system defines specific roads, paths or sites and the park has clear rules, regular monitoring, carrying capacity analysis, etc..

The position of the PAN Parks Foundation on concrete forms of such activities of this sensitive and very complex issue is expressed in the following table:

Activity as a tourist product	PAN Parks wilderness area	Other PAN Park zones	Area around PAN Park (PP Region)
hiking	on legally designated paths	on legally designated paths	no limitation
snow-show hiking	on legally designated paths	on legally designated paths	no limitation
downhill skiing	unacceptable	if zoning system and park regulation allows	no limitation
heli-skiing	unacceptable	if zoning system and park regulation allows	no limitation
ski-mountaineering	on legally designated paths	on legally designated paths	no limitation
cross-country skiing	on legally designated paths	on legally designated paths	no limitation
climbing	on legally designated paths	on legally designated paths	no limitation
guiding	on legally designated paths	on legally designated paths	no limitation
biking	on legally designated paths	on legally designated paths	no limitation
bird watching	on legally designated paths	on legally designated paths	no limitation
wildlife safari	on legally designated paths	on legally designated paths	no limitation

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual Principle and Criteria 5		
Version: 08	7 January 2008	Page 11 of 13

facilitated wild-life observation (enclosures, feeding)	unacceptable	if zoning system and park regulation allows	no limitation
dog-sledging	on legally designated paths	on legally designated paths	on legally designated paths
hunting	unacceptable	if zoning system and park regulation allows	acceptable [except threatened and endangered species]
fishing	unacceptable	if zoning system and park regulation allows	acceptable [except threatened and endangered species]
snowmobiling	unacceptable	if zoning system allows and on legally designated paths	on legally designated paths
motorized transport	unacceptable	if zoning system allows and on legally designated roads	on legally designated roads

Environment care plan and eco-labels

It is expected that each PAN Parks business partner formulates his/her own environmental care plan. This plan should include targets to minimise and recycle waste, minimise energy, water and chemicals consumption, use environmentally friendly transportation means where possible, prefer the use of renewable resources, and limit the use of non-renewable resources, etc.

To achieve the targets of the environment care plan the Local PAN Park Group defines and agrees during the verification realistic schedule of progress for all or each single business partner.

Tips how to minimize energy consumption

All windows have an appropriately high degree of thermal insulation according to the local climate and technical standard. The surfaces of the heat / cooling exchanger of the ventilation plant and fat filters in the exhaust are regularly cleaned. The ventilation system is regularly controlled and repaired when necessary in order to be energy efficient all the time. Refrigerators, cold stores, heating cupboards and ovens are equipped with intact draught excluders. Newly purchased pumps and refrigeration plants do not use CFC refrigerants. Refrigerators and television sets are turned off and the room heating turned down when the season ends and lodging rooms and houses are not used. The energy efficient light bulbs are used at a maximum rate. The company shows efforts concerning savings of water and energy at every unit that uses a lot of water or energy like sauna, swimming-pool, spa, solarium. The company cooperates with an energy consultant. Heating from electric panels or other forms of direct functioning electric heating is minimized. The company uses renewable energy where possible. Automatic systems that turn the lights off when guests leave their room are installed. Unnecessary

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual		
Principle and Criteria 5		
Version: 08	7 January 2008	Page 12 of 13

outside lights are turned off automatically. There are visible signs for guests and staff concerning the saving of energy (television in the room, lights, heat/window...), etc.

Tips how to minimize water consumption
The total water consumption is registered regularly [monthly]. Newly purchased devices [toilets, taps, showers, dishwashers, etc.] are water saving. All waste water is collected and treated. Where treatment of waste water is regulated through national or local regulation, treatment complies with this regulation._Swimming-pools must be up-kept according to the national health legislation (renewal of water, sanitary treatment), etc.

Tips how to minimize chemical consumption
Signs in bathrooms and restrooms inform guests that sheets and towels will only be changed upon request. Newly purchased chemical cleaning products are environment friendly (at best eco-labeled). Disinfectants are used only where necessary in order to comply with legal hygiene requirements. Staff is trained to stay below the recommended amount of detergents and disinfectants indicated on the packaging. Paper towels and toilet paper are made of non-chlorine bleached paper or awarded with an eco-label, etc.

Tips how to minimize and recycle waste
The company separates waste into the categories that can be handled separately by the local or national waste management systems. Instructions on how to separate and handle waste is easily visible to the staff and guests. Disposable beverage cans, dishes and cutlery made out of starch or carton can only be used in the pool area, at certain events. Toiletries such as shampoo, soap, shower caps etc. are packaged in recyclable material, while food packages for cream, butter, jam, etc. are rather prevented (serve on buffet table). Where possible, the company makes arrangements for the collection and disposal of packaging with the appropriate supplier, etc.
During excursions, the amount of packaging material is reduced before departure and during the trip all produced waste is taken back home (no-trace policy).

Tips how to minimize negative impact of transport
Transportation is done by train or bus where possible, notably to and from the destination, and is actively offered to the customers. Itineraries of all tours are adapted to the time-tabled arrivals of more environmentally friendly modes of transport. Only cars that have the highest environmental classification are used. Car and bus drivers have been trained in fuel-efficient driving., etc.
When using air transport, first choice always goes to companies that have an expressed environment policy or program, and who invest in fuel-saving engines with less emissions and noise. On water, electrical boat engines are used instead of fuel driven combustion engines.
Transportation of visitors, material, supplies and food are as efficiently coordinated as possible. Local transportation is done with the environmentally best and most resource-saving transport systems available. Motorized transportation is limited. Motor vehicles can be used for transportation to and from the site, and during the activity, on condition that they are not the main attraction in themselves and that a better, more eco-friendly means of transportation is not available.
When investing in new motorized vehicles, the most eco-friendly engines are preferred. All the operator's two stroke engines (outboards or snowmobiles) are to be replaced with four-stroke engines, or other engines with the same or lower fuel-consumption, that are less polluting and have a lower degree of noise, more eco-friendly fuels (like alkylate

Issued:	Authorized:

05A04 P 5

PAN Parks Verification Manual		
Principle and Criteria 5		
Version: 08	7 January 2008	Page 13 of 13

petrol) and oils are used throughout the operation. Helicopters and small aircraft are avoided, except for emergencies.
Other visitors' nature experience is respected, and a "minimum disturbance"-policy is used. The tour operator strives to undertake all transportation of material in road-less land during low season and with the lowest possible impact or disturbance (e.g. on snow). If a motor driven electric generator is used, it is sound-insulated and positioned in a way that the emissions do not disturb. Only environmentally classified fuel is used. The tour operator supports locally/regionally efforts to promote the development of areas in which the usage of motor vehicles is forbidden or highly restricted, and other zones in which it is permitted.

To develop this Appendix the following documents have been used: Making tourism more sustainable, 2005, UNEP/WTO; Ecotourism Development, Manual for Conservation Planners and Managers, 2002, the Nature Conservancy, etc.

Appendix 4 Criteria for Green Tourism of Finland® (Green Tourism of Finland® 2011)

Avain Green Tourism of Finland®-palvelumerkkiin

1. YLEISTÄ GREEN TOURISM OF FINLAND®-PALVELUMERKISTÄ

Green Tourism of Finland®-palvelumerkin (jäljempänä GTF) ideana on tukea ja edistää kestävää kehitystä matkailussa ja vapaa-ajan palveluissa. Kestävällä kehityksellä on niin taloudellinen, ekologinen, sosiaalinen kuin kulttuurinenkin ulottuvuus. Merkkiä käyttävät tuotteet ammentavat sisältönsä suomalaisesta luonnosta ja paikallisesta kulttuurista, minimoivat ympäristövaikutukset ja tukevat paikallista työllisyyttä. Niiden tavoitteena on lisätä asiakkaan henkistä ja fyysistä hyvinvointia ja vahvistaa asiakkaan henkilökohtaista suhdetta luontoon.

GTF- palvelumerkin haltijat tai tavaramerkin haltijoiden valtuuttama taho arvioi kunkin käyttöluvan hakevan yrityksen, organisaation, yksittäisen tuotteen tai palvelun kohdalla tavaramerkkiehtojen myöntöperusteiden toteutumisen. Ohjelmapalvelutuotteiden kohdalla merkki on tuotekohtainen.

2. GTF-PALVELUMERKIN KÄYTTÖ INTERNETISSÄ

GTF- merkki on vahvasti läsnä uusissa sosiaalisissa medioissa ja verkkoyhteisöissä:

Facebook , Skype : green.tourism11, Twitter, Responsible Travel,Google (reader, docs, maps,), Friendfeed, Google Buzz, Yahoo, Orkut, Picasa, Panoramio, Flickr, Youtube, Blogger, Linkedin, Slide share, Green Tourism of Finland Google Maps, Google doc

3. GREEN TOURISM OF FINLAND®- TUOTTEIDEN LUOKITTELU

GTF-merkki voidaan myöntää tila- ja ruokailupalveluille sekä erilaisille ohjelmapalvelutuotteille. Kokouspaketit ovat yhden tai useamman päivän mittaisia paketteja, jotka sisältävät kokoustilojen käytön ja ruokailut sekä asiakkaan toiveiden mukaisesti myös yöpymisiä, hyvinvointipalveluita ja luontoelämystuotteita. Ohjelmapalvelutuotteet voidaan luokitella kolmeen eri ryhmään seuraavasti:

- Luontoelämystuotteet
- Kulttuurituotteet
- Hyvinvointipalvelut

Luontoelämystuotteet ovat aitoihin luontoon suuntautuvia retkituotteita. Niiden

kesto voi vaihdella muutamasta tunnista muutamaan päivään. Luontoelämystuotteet hyödyntävät mahdollisuuksien mukaan ympäristökasvatuksen menetelmiä.

Kulttuurituotteet ammentavat sisältönsä lähinnä paikallisesta kulttuurista ja historiasta. Ne voivat sisältää liikunnallisia elementtejä ja tapahtua ulkotiloissa, mutta tämä ei ole välttämätöntä. On kulttuurin suosittelevaa, että myös kulttuurituotteet sisältävät joitakin elementtejä suomalaisesta luonnosta. Kulttuurituotteet eivät voi olla luonnonsuojelun vastaisia (esim. tuottaa paljon jätettä).

Hyvinvointipalvelut ovat luonnosta sisältönsä ammentavia hyvinvointituotteita. Ne voivat sisältää erilaisia ryhmäliikuntamuotoja, luontaishoitoja tai hemmotteluja. Hyvinvointipalvelut tapahtuvat yleensä pääasiassa sisätiloissa, mutta mahdollisuuksien mukaan niihin liittyy osia myös ulkona luonnossa.

4. PALVELUMERKIN HAKUPROSESSI

Palvelumerkki voidaan myöntää yrityksille, jotka tuottavat tilapalveluita, ruokailupalveluita ja ohjelmapalveluita. Ohjelmapalveluille merkki myönnetään tuotekohtaisesti.

Käyttölupaa hakevalta yritykset vaadiaan toimitettavan kopiot seuraavista dokumenteista merkin myöntävälle

- Yritysrekisteriote
- Markkinoinnin käytettävä kirjallinen materiaali (esitteet, tuotekortit)
- Ympäristöohjelma (Tila- ja ruokailupalvelut)
- Terveystarkastajan lausunto (Tila- ja ruokailupalvelut)
- Ohjelmatuotteen arviointilomake täytettynä (Ohjelmapalvelut)
- EA1-kortti kaikilta tuotetta ohjaavilta oppailta (Ohjelmapalvelut)

Tämän lisäksi tilapalveluiden turvallisuussuunnitelma tarkastetaan yrityskäynnin yhteydessä. Samassa yhteydessä tarkastetaan tilapalveluiden siisteys ja viihtyisyys sekä yleisten kriteerien kohdan 1.3. Paikallisuuden korostaminen toteutuminen. Kun merkkiä haetaan ohjelmapalvelutuotteille, annetaan yrityskäynnin yhteydessä lisäksi näyte yhdestä ohjelmapalvelutuotteesta.

Yrityksen nettisivut ja kirjallinen markkinointimateriaali arvioidaan hakuprosessin aikana yleisten kriteerien (kohdat 1.4. Viestintä on laadukasta ja vastuullista; 1.5. Toimintaa suunnitellaan ja toteutetaan yhteistyössä; ja 1.6. Julkisen liikenteen käytön tukeminen) täyttymisen arvioimiseksi.

Hakuprosessi käynnistyy yrittäjän maksaessa aloitusmaksun ja toimittaessa edellä mainitut dokumentit palvelumerkin myöntäjille. Kun dokumentit on toimitettu hyväksytysti ja tarkastettu palvelumerkin myöntäjien toimesta, alkaa maksimissaan 6 kuukauden mittainen

koemarkkinointikausi. Tänä aikana yrittäjillä on lupa käyttää tuotemerkkiä kohdassa 8 erikseen määritellyillä tavoilla. Lisäksi yrittäjän internetsivut integroidaan GTF:n kotisivuille. Yrityksen nimen kohdalla internetsivuilla mainitaan tänä aikana teksti: "haikuprosessi käynnissä".

Koemarkkinointikauden aikana yrittäjän tulee järjestää yritysvierailu ja tehdä mahdolliset muutokset toimintaansa (esim. tapauksessa, jossa ympäristöjärjestelmä todetaan riittämättömäksi). Kun yritysvierailu on toteutettu menestyksekkäästi, on haikuprosessi saatettu päätökseen. Mikäli todetaan, että yritys 6 kk:n koemarkkinointikauden aikana täytä merkin vaatimuksia, menetetään se merkin käyttöoikeuden ja yritys poistetaan GTF:n internetsivuilta. Maksettua aloitusmaksua ei palauteta.

GTF-merkin käyttöoikeus internetissä sekä painetuissa esittelyissä on voimassa vuoden ajan aloitusmaksun maksupäivämäärästä. Vuosimaksuun sisältyy yrityksen internetsivujen integroiminen www.greentour.fi ja www.greentravel.fi – sivustoille, merkin profiileihin erillisissä sosiaalisissa medioissa ja Google Mapsiin sekä merkin käyttöoikeus yrityksen omilla nettisivuilla kohdan 8 mukaisesti. Tämän lisäksi ohjelmapalveluyritysten kohdalla vuosimaksuun sisältyy neljän ohjelmapalvelutuotteen tarkastaminen ja yksilöllinen markkinointi GTF -palvelumerkin internetsivustoilla. Tuotteen vaihtaminen ja lisääminen internetsivuille on maksullista, useammin kuin neljän tuotteen tarkastaminen ja lisääminen internetsivuilla.

5. GTF -TUOTTEIDEN KRITEERIT

5.1. Yleiset kriteerit (tilapalvelu-, ohjelmapalvelu- ja ruokailuyritykset)

5.1.1. Ympäristöohjelma ja ohjelmapalveluutuotteen arviointilomake

Ympäristöohjelma vaaditaan kaikilta ruoka- ja tilapalveluita järjestäviltä tahoilta. Se määrittää käytännön tasolla kiinteistössä tapahtuvan toiminnan (liittyen mm. energian, raaka-aineiden ja veden säästöön, jätteiden käsittelyyn ja henkilöstöön).

Ohjelmapalveluyritykseltä erillistä ympäristöohjelmaa ei vaadita, sillä sen katsotaan olevan lähinnä immateriaalinen eikä paikkaan sidottu. Ohjelmapalvelutuotteelta vaaditaan sen sijaan täytettynä ohjelmapalveluuiden arviointilomake, joka palvelumerkkien omistajien tahoita hyväksytään. Arviointilomake sisältää tuotteen käsikirjoituksen sekä tuotemerkkien kriteereihin liittyviä kysymyksiä tuotteen sisällöstä. Käsikirjoituksen tulee olla niin yksityiskohtainen, että siitä saa selkeän kuvan siitä, mitä tuotteen aikana tapahtuu.

Ympäristöohjelma on kirjallisessa muodossa ja se säilytetään niin, että se on asiakkaan nähtävissä pyynnöstä (kansiossa yrityksessä) sekä mielellään myös yrityksen nettisivuilla. Sekä ympäristöohjelma että arviointilomake päivitetään vähintään kahden vuoden välein tai silloin, kun tuotteessa, toiminnassa tai toimintaympäristössä tapahtuu merkittävä muutoksia. Päivitetty ympäristöohjelma tai arviointilomake toimitetaan hyväksyttäväksi

---

palvelumerkin haltijoille.

Palvelumerkin haltijoilla on oikeus esittää muutosehdotuksia ympäristöohjelmaan sekä arviointilomakkeen perusteella ohjelmapalveluuutuotteeseen tai tarpeelliseksi katsoessaan evätä merkin käyttöoikeus, mikäli katsovat, ettei tuote täytä tuotemerkin kriteereitä.

Ympäristöohjelmana käytetään joko palvelumerkin haltijoiden toimittamia kriteereitä tai muita maikaillusian ympäristöjärjestelmiä (esim. ECEAT. Sisällön pitää täyttää tietty taso, sovitaan tapauskohtaisesti). Ympäristöohjelman vaatimuksia kiristetään säännöllisin välilajoin. Tämä jatkuva parantaminen on perusteltua, koska

5.1.2. Turvallisuussuunnitelma

Turvallisuussuunnitelma vaaditaan sekä majoituspalveluita järjestäviltä tahoilta että ohjelmapalveluyrittäjiltä. Ohjelmapalveluyrittäjän käyttämässä toimintaympäristössä tulee olla voimassa oleva turvallisuussuunnitelma ja yrittäjän tulee olla siihen tutustunut. Ohjelmapalveluyrittäjällä on voimassa oleva EA1-kortti ja he kantavat mukanaan EA-välineitä. Myös majoituspalveluita järjestävän yrityksen henkilökunnalla tai osalla henkilökuntaa on valmius antaa ensiapua.

5.1.3. Paikallisuuden korostaminen

Käytetään ensisijaisesti paikallisia tuotteita ja palveluita ja työllistetään paikkakuntalaisia. Jos kohteessa on myynnissä matkamuistoja ja muita tuotteita, ovat ne paikallisesti tuotettuja, tarkoituksenmukaisia ja ympäristöystävällisiä.

5.1.4. Viestintä on laadukasta ja vastuullista

Tiedotus avointa ja vuorovaikutteista. Harhaanjohtavaa/ ei totuudenmukaista mainontaa ei käytetä. Markkinointi ei ole ristiriidassa luonnonsuojelun kanssa. Esimerkiksi nettisivuilla tai painetuissa esitteissä ei voida käyttää kuvamateriaalia harvinaisista kasveista tai luonnonympäristöstä, jotta alueella ei ole tai toiminnassa, joka on ristiriidassa luonnonsuojelun tai GTF:n toimintaperiaatteiden kanssa (esim. moottorikelkkailusta).

5.1.5. Toimintaa suunnitellaan ja toteutetaan yhteistyössä

Palvelun tuottamisessa ei käytetä alihankkijoita, jotka eivät kuulu palvelumerkin piiriin.

Asiakastyytyväisyyttä seurataan säännöllisesti. Asiakkaille annetaan mahdollisuus antaa palautetta sähköisesti yrityksen internetsivuilla. Tämän lisäksi asiakastyytyväisyyttä seurataan säännöllisesti keräämällä asiakkailta palautetta kirjallisessa muodossa. Palautelomakkeena voidaan käyttää GTF-merkin internetsivuilta ladattavissa olevaa versiota. Palautelomake jaetaan 2-3 henkilölle/ ryhmä, kunnes 25 täytetyn ja palautetun lomakkeen raja täyttyy.

Ympäristöongelmat kasvavat edelleen ja muuttavat luonnettaan
Asiakkaiden ympäristötietoisuus kasvaa ja vaatteet lisääntyvät myös siitä kautta
Lainsäädäntö tiukkenee
Kilpailu ympäristöasiaan osoittamisessa kiristyy, kilpailuedun säilyttäminen

Vuoden aikana kertyneestä palautteesta täytetään yhteenvetolomake, joka toimitetaan GTF-palvelumerkin haltijalle tammikuun 15. päivään mennessä. Palaute käsitään jokaisesta GTF-merkitystä tuotteesta erikseen. Tila- ja ruokailupalveluilla asiakaspalaute kerätään laitteemalla palautelaatikko lomakkeineen näkyvälle paikalle ja säännöllisesti pyytämällä asiakkaita jättämään palautetta. Tunnuistetaan asiakaspalautteen tärkeys erityisesti ohjelmapalveluiden sisällön kehittämiseksi.

5.1.6. Julkisen liikenteen käytön tukeminen

Tiedotetaan, että suurimmat ympäristövaikutukset matkailussa syntyvät usein lomapaikkakunnalle saapumisessa. Tähän pyritään vaikuttamaan tukemalla asiakkaan mahdollisuutta saapua paikalle julkisella liikenteellä (junalla tai linja-autolla, mahdollisesti myös kimppakyydillä). Merkkinoimisissa asiakkaalle kerrotaan aina mahdollisuuksista saapua paikalle julkisilla liikennevälineillä. Junalla, bussilla tai polkupyörällä saapuvalle asiakkaalle järjestetään ilmainen kuljetus asemalta majoituskohteeseen ja takaisin TAI annetaan jokin muu etu (hinnanalennus, ilmainen saunavuoro, ilmainen aamupala jne.).

Majoituskohteessa tuetaan asiakkaan mahdollisuuksia liikkua ympäristöstä ilman autoa tarjoamalla karttoja, paikallisliikenteen aikatauluja tai esim. polkupyöriä asiakkaan käyttöön.

5.2. Ohjelmapalvelutuotteen sisältökriteerit

5.2.1. Lihasvoimilla liikkuminen

Luontoelämystuotteen tavoite on lisätä asiakkaan fyysistä ja henkistä hyvinvointia. Tuotteen tulee perustua lihasvoimilla liikkumiseen (patikointi, pyöräily, melonta, soutaminen, hiihtäminen, lumikenkäily, ratsastus). Myös lähtöpaikalle siirtyminen voidaan mahdollisuuksien mukaan järjestää esim. käyttämällä polkupyöriä tai yhteiskuljetuksin.

Liikkumisen tasa-arvon nimissä pyörätuolilla liikkuvien henkilöiden on mahdollista käyttää moottoroituja ajoneuvoja.

5.2.2. Ympäristövaikutusten minimoiminen ja luonnon kunnioittaminen

Luontoelämystuotteiden negatiiviset vaikutukset luontoon pyritään minimoimaan.
Tuotteessa noudatetaan roskattoman retkeilyn periaatteita. Luonnossa liikuttaessa ryhmäkoot pidetään pienenä (max 15 henkeä). Polttopuita käytetään säästeliäästi. Ryhmiä ei

vielä ekologisesti herkille alueille (kosteikot, märät lehdot, kuivat jäkäläiset alueet) tai niillä alueilla pysytellään herkille alueelle. Rauhoitettujen/uhanalaisten lajien elinympäristöjä jätetään rauhaan eikä niiden tunnettavuutta lisätä. Elävien kasvien vaurioittamista vältetään. Jos luonnosta otetaan materiaalia esim. ympäristökasvatusharjoituksia varten, korostetaan kunnioittavaa asennetta ja otetaan vain vähän tai pääsäntöisesti kuolluha materiaalia (puista tippuneita lehtiä ja oksia, käpyjä, kiviä). Lintujen pesimäaikana (1.4. - 30.7.) vältetään melun tuottamista ja muuta häiriötä aiheuttavaa toimintaa. Opas välittää kunnioittavan asennetta luontoon.

Hyvinvointipalveluissa käytetään vain ympäristöystävällisiä lihonhoitotuotteita/ainekaita. Hoidot perustuvat pääasiassa lihasvoimin ja yksinkertaisiin välineisiin, sähkölaitteita ym. ei käytetä. Hoidoissa käytettävät pyyhkeet, lakanat ja muut välineet ovat uudelleen käytettäviä pesun tai puhdistamisen jälkeen. Kun hyvinvointituote toteutetaan luonnossa, sovelletaan samoja periaatteita kuin luontoelämystuotteissa.

5.2.3. Tuotteen ohjelmallinen sisältö

Tuote sisältää elementtejä seuraavilta aihealueilta:

Ympäristökasvatuksellisuus, luontoelämyksellisyys

Tuotteissa käytetään mahdollisuuksien mukaan hyväksi ympäristökasvatuksen menetelmiä.Niiden tarkoituksena on tehdä tuotteesta entistä elämyksellisempi ja lisätä asiakkaan tietoutta ja kiinnymystä luontoon. Opas välittää asiakkaille luontoa kunnioittavaa asennetta. Tavoitteena on, että asiakkaan tieto luonnosta lisääntyy, mutta tietoakin tärkeämpää on kiinnostuksen ja kiinnymyksen herättäminen luontoa kohtaan.

Hyvinvointipalveluissa luonto on läsnä keskeisenä elementtinä. Hoidot, harjoitukset ja liikuntamuodot toteutetaan mahdollisuuksien mukaan luonnossa. Hoitaja välittää kunnioittavan asennetta luontoa kohtaan. Asiakkaan tietämys luonnosta ja kiinnostus luontoa kohtaan lisääntyy.

Paikalliskulttuuri

Tuotteissa käytetään hyväksi paikallistietoa, paikallisen kulttuurin elementtejä ja tarinoita. Asiakkaan tietämys paikallisesta kulttuurista lisääntyy.

Hyvinvointipalveluissa käytetään suomalaisia öljyjä, yrttejä ja muita tarvittavia materiaaleja. Mahdollisuuksien mukaan tarvittavat ainekset hankitaan suoraan luonnosta tai lähiympäristöstä. Hoidoissa voidaan mahdollisuuksien mukaan käyttää hyväksi paikallisen kulttuurin elementtejä.

Ryhmässä toimiminen, henkinen hyvinvointi

Tuotteissa hyödynnetään menetelmiä, joiden tarkoituksena on edistää ryhmäytymistä, yhdessä toimimista ja henkistä hyvinvointia.

6. GTF -PALVELUMERKIN KÄYTTÖÖN LIITTYVÄT OHJEET

6.1. Käytön yleiset periaatteet

GTF -palvelumerkillä varustettuja tuotenimiä saa käyttää myytäviksi tarjottuihin tai välitettyihin palveluihin viitattaessa, mikäli niistä laadittuja kriteerejä ja ohjeita noudatetaan tai niitä koskevat sopimukset ovat allekirjoitettuina merkkien haltijoiden kanssa.

Perusperiaatteena on, että kuluttajalle ei saa johtaa harhaan antamalla ymmärtää, että GTF sponsoroi tai suosittelee merkin ulkopuolelle jäävää tuotteitaasi tai palveluitaasi tai muulla tavoin liittyy niihin. GTF -merkintää pitää käyttää jokaisen tuotteen yhteydessä aina, kun GTF-merkitty palvelu tai tuote on hyväksytty merkeistä laadittujen kriteerien mukaisesti ja asetetaan myyntiin.

GTF-palvelumerkkiä on kolmea eri värimuotoa (valkoinen, sininen ja ruskea). Eri värimuotoja käytetään seuraavasti:

Tila - Majoitus ja ruokailupalvelut, kokouspaketit

Luonnoelämystuotteet

Kulttuuri- ja hyvinvointituotteet

6.2. Web-sivustot ja linkkilogot

GTF- palveluihin ja teknisin nimiin saa viitata web-sivustoilla, mikäli viittaus tehdään näiden ohjeiden mukaisesti. GTF- palvelumerkkejä ei saa käyttää web-sivuston otsikossa tai toisen asteen verkkonimenä (ts. sivuston nimen yhteyksen ei saa laittaa logoa tai sanoja Green Tourism of Finland).

GTF-logo laitetaan yrityksen nettisivujen etusivulle. Logosta on linkki www.greentourism.fi (englanninkielisillä sivustoilla) ja www.greentravel.fi (suomenkielisillä sivustoilla) sivustolle.

Tämän lisäksi logon yhteyteen laitetaan teksti: "Yrityksemme kuuluu Green Tourism of Finland -palvelumerkki verkostoon". Mikäli yritys on hakenut merkkiä, mutta on koemerkkinoinnitvaiheessa, tekstiksi logon yhteyteen laitetaan: "Yrityksemme on hakenut Green Tourism of Finland ® -palvelumerkkiä. Hakuprosessi käynnissä."

Tämän lisäksi merkkiä käytetään tuotesivulla merkin saaneen tuotteen yhteydessä. Merkin käyttö niin, että se voidaan yhdistää tuotteeseen tai palveluun, joka ei ole merkin käyttöoikeutta saanut, on ehdottomasti kielletty.

6.3 Hihamerkit ja seinälaatat

Luontoelämystuotteiden kohdalla edellytetään GTF-hihamerkin käyttämistä GTF-merkittyjä tuotteita toteutettaessa. Hihamerkin koko on 8 x 8 cm ja se on tarrakiinnityksenä ansiosta helposti kiinnitettävissä ja irrotettavissa oppaan asustukseen. Mikäli luontoelämystuote toteutetaan rooliasussa, merkkiä ei tarvitse käyttää. Merkin käyttö kulttuuri- ja hyvinvointipalveluiden yhteydessä sovitaan tapauskohtaisesti.

GTF-palvelumerkin käyttöoikeuden saaneille tila- ja ravintolapalveluita edellytetään valkoisen GTF-laatan kiinnittäminen toimitiloihinsa ulkoseinään näkyvälle paikalle. Laatta on kooltaan 21,5 x 21,5 cm ja se on saatavissa palvelumerkin myöntäjältä sitten, kun yritys on todennetusti läyttäyt kaikki GTF-merkin vaatimukset. Jos yritys tuottaa hyvinvointipalveluja kiinteässä paikassa ilman ei tila- tai ruokailupalvelua, käytetään logon ruskeaa värjiversiota.

Yksityiskohtaisemmat ohjeet merkin käytöstä eri yhteyksissä on luettavissa GTF-merkin yleisohjeesta, joka on kokonaisuudessaan luettavissa täältä.

7. YHTEYSTIEDOT

Tunnetko kuuluvasi yrityksesi kanssa joukkoommme? Ota yhteyttä!

Green Tourism of Finland®

Eero Ikonen
e-mail:
eeroikonen@spynet.fi
greentourism@greentourism.fi
+358 403221404

Päivi Yuval
paivi.yuval@greentourism.fi

Green Tourism of Finland®
Suomeksi

In English

Language
Kartta

Ohjeita Green Tourism of Finland Palvelumerkin käyttäjille
Muuta Green Tourism of Finland Palvelumerkistä

Criteria for Green Tourism of Finland®, reg - trademark Finland

1. Environmental quality programme and standards
Environmental quality programme is required from all providers of hospitality services. The programme must determine on-site practice including measures for energy, raw materials, water conservation, recycling and acquisitions.

The environmental quality programme will be applied according to the criteria supplied by Green Tourism of Finland. Application of other relevant and existing tourism environmental quality programmes is negotiable. The implementation of the programme will start with self-evaluation in the company, followed by designing the programme. The programme will the audited. The criteria will be updated according to current standards on regular intervals.

2. Safety Plan
Safety plan is required from providers of hospitality services and activity services. Activity service provider must demonstrate current and valid safety plan for his operations and the operational environment (e.g. national park or recreational area) and the service provider must demonstrate knowledge of the content of the plan. Activity service provider must have a valid certificate for provision of first-aid (Finnish standard) and carry a first aid kit. Also the accommodation provider must be able to provide first aid.

3. Exploitation of local resources
The service provider must prioritise use of local products, services and aim to employ local people when applicable.

4. Professional and sustainable communication
Communication with customers must be open and practice must be transparent. Misleading marketing will not be tolerated and marketing should not contradict environmental and nature protection requirements. Communication must to present erroneous or misleading picture of the natural environment or e.g. snowmobiling.

5. Networking and planning as a basis of business
Customer satisfaction is measured regularly. Customers are given the opportunity to give feedback in electronic form. Additionally, customer satisfaction is measured on a regular basis by collecting feedback in written form. There is a recognition about the importance of customer feedback especially in the provision of activities. Subcontractors not having the right to use the trademark are not used.

6. Support and use of public transportation
It is recognized that the biggest environmental impact is caused by travel to destination. There is an effort to reduce these impacts by supporting the customer in using public transportation (e.g. train, bus, car pooling). Customers arriving by public transportation to destination are supported by the provision of transfer to accommodation and back. In marketing materials, the alternative of using public transport is communicated to the customer.

7. Non motorized local transport in activities
The aim of experiences in nature is to promote the physical and mental wellbeing of the customer. The (activity) product should be based on moving by means of non-motorized transport (walking, cycling, canoeing, rowing, cross-country skiing, snow shoes, horse). Tranfer to activities can be organized by bicycles or co-transport. To ensure equal access, people moving with wheelchair are allowed to use motorized transport.

8. Minimization of environmental impact and respect of nature
The negative environmental impacts of nature tourism products are minimized. In the provision of service, litter free conduct is followed. Group sized are small (12-15 persons). Use of firewood is kept to minimum. Groups should not be brought to ecologically fragile areas (wetlands, dry forests prone to erosion) or the group will stay on marked trails in these areas. The habitat of endangered species is avoided and information concerning these areas is kept confidential. Damage to living plants should be minimized. Material from nature for e.g. environmental education, is taken with respect and minimal damage. Use of dead matter (dead branches, cones, stones) is preferred over living material. The guide should convey respectful attitude toward nature.

In wellness services, only environmentally friendly cosmetics and materials are used. Treatment are based on muscular strength and simple equipment. Electrical equipment are not used. Towels, sheets and utensils are not disposable. After washing or cleaning they are used again. For wellness treatments provided in nature principles of outdoor product apply.

9. Principle of experiential environmental education
Products should use methods of environmental education when applicable. Methods

of environmental education will make products experiential and increase customers interest in and love of nature. The guide will convey respectful attitude toward nature.

The goal should be that the customer's awareness and knowledge of nature will increase. Even more important is to increase enthusiasm and attachment toward nature.

In wellness products nature should be present as central element. Treatments and exercises are located in nature when applicable. The therapist/custodian should convey respectful toward nature and aim at increasing customer's knowledge and interest in nature.

10. Local culture

Local knowledge, elements of local culture and stories are integral parts of the product which is aiming at increasing awareness of the customer of local culture. In wellness product Finnish oils, herbs and other necessary materials are used. When possible, ingredients of the treatment are retrieved directly from local nature and area. Wellness treatments may utilize element of local culture when applicable.

Green Tourism of Finland®. Google Maps/ Karta

Home Page: Green Tourism of Finland, Language
Green Tourism of Finland, in Finnish (Suomeksi)

Sos med: Facebook, Green Tourism Finland

Contact us:

Green Tourism of Finland®

Anttilantie 7

82380 Tolosenmäki/ Finland

PHONE: +358403221404

Mrs. Päivi Yuval

e-mail: paivi.yuval@greentourism.fi

e-mail: greentourism@greentourism.fi
eeroikonen@spynet.fi

MR: Eero Ikonen

e-mail: eero.ikonen@kkk.fi
eeroikonen@spynet.fi
skype: green.tourism11

AVAIN: GREEN TOURISM OF FINLAND®. - PALVELUMERKKIIN

Logot : Green Tourism of Finland®

YLEISOHJE - Green Tourism of Finland®

TUOTTEITA

mapa/kartta: PALVELUT GREEN TOURISM OF FINLAND

Appendix 5 Survey to nature-based tourism entrepreneurs

Ekomatkailunäkemykset Suomessa

1) Kuinka hyvin tunnet termin "kestävä matkailu?" *

	1	2	3	4	5	
ei lainkaan tuttu *	○	○	○	○	○	erittäin tuttu

2) Kerro mitä ymmärrät termillä "kestävä matkailu" *

3) Kuinka hyvin tunnet käsitteen "ekomatkailu"? *

	1	2	3	4	5	
Ei lainkaan tuttu *	○	○	○	○	○	Erittäin tuttu

4) Kerro mitä ymmärrät termillä "ekomatkailu" *

5) Eroaako ekomatkailu mielestäsi kestävästä matkailusta? Jos eroaa, niin miten? *

Seuraava -->

Ohessa on väittämiä ekomatkailuun liittyen. Arvioi niitä asteikolla 1-5 (1=täysin eri mieltä...5= täysin samaa mieltä) omiin näkemyyksiisi ekomatkailuun verraten

6) Ekomatkailun sisältö

	1 täysin eri mieltä	2 osittain eri mieltä	3 en osaa sanoa	4 osittain samaa mieltä	5 täysin samaa mieltä
Ekomatkailu on luontoon pohjautuvaa matkailua	⊂	⊂	⊂	⊂	⊂
Ekomatkailun ei tarvitse edistää luonnonsuojelua	⊂	⊂	⊂	⊂	⊂
Ekomatkailuun kuuluu matkailijoiden ympäristökasvatus	⊂	⊂	⊂	⊂	⊂
Ekomatkailuun ei kuulu työntekijöiden ympäristökasvatus	⊂	⊂	⊂	⊂	⊂
Osa ekomatkailusta saatavasta tuotosta on ohjattava luonnonsuojeluorganisaatioille	⊂	⊂	⊂	⊂	⊂
Ekomatkailu nojaa kestävän kehityksen periaatteisiin	⊂	⊂	⊂	⊂	⊂
Ekomatkailun tulee edistää kestävää kehitystä	⊂	⊂	⊂	⊂	⊂
Ekomatkailu ei ole suurille ryhmille (yli 15 hlö)suunnattua matkailua	⊂	⊂	⊂	⊂	⊂
Motorisoidulla kulkuneuvolla kulkeminen luonnossa on ekomatkailua	⊂	⊂	⊂	⊂	⊂
Luontotarkkailutuotteet ovat ekomatkailua	⊂	⊂	⊂	⊂	⊂
Kulttuurimatkailutuotteet ovat ekomatkailua	⊂	⊂	⊂	⊂	⊂
Hyvinvointimatkailutuotteet ovat ekomatkailua	⊂	⊂	⊂	⊂	⊂
Metsästysmatkailutuotteet ovat ekomatkailua	⊂	⊂	⊂	⊂	⊂

7) Sosio-kulttuuriset ja taloudelliset näkökulmat

	1 täysin eri mieltä	2 osittain eri mieltä	3 en osaa sanoa	4 osittain samaa mieltä	5 täysin samaa mieltä
Ekomatkailun ei tarvitse olla taloudellisesti kannattavaa	⊂	⊂	⊂	⊂	⊂
Ekomatkailusta saatavan tuoton tulee jäädä paikallisten käsiin	⊂	⊂	⊂	⊂	⊂
Ekomatkailussa käytetään vain autenttisia kulttuurielementtejä (esim. kansallisasut, työskentelytavat, traditiot)	⊂	⊂	⊂	⊂	⊂
Ekomatkailu saa muuttaa paikallisväestön ominaiskulttuuria	⊂	⊂	⊂	⊂	⊂
Ekomatkailussa kulttuurielementtien käyttöön ei tarvita lupaa	⊂	⊂	⊂	⊂	⊂
Ekomatkailu kannustaa perinteiden elvyttämiseen	⊂	⊂	⊂	⊂	⊂
Ekomatkailun tulee lisätä paikallisväestön hyvinvointia	⊂	⊂	⊂	⊂	⊂
Ekomatkailun ei tarvitse työllistää paikallisia	⊂	⊂	⊂	⊂	⊂
Ekomatkailun tulee nojautua paikallistuotantoon niin paljon kuin mahdollista	⊂	⊂	⊂	⊂	⊂
Paikallisten ei tarvitse olla mukana ekomatkailun suunnittelussa	⊂	⊂	⊂	⊂	⊂

8) Ekomatkailu maailmalla ja Suomessa

	1 täysin eri mieltä	2 osittain eri mieltä	3 en osaa sanoa	4 osittain samaa mieltä	5 täysin samaa mieltä
Ekomatkailu on massaturismia	○	○	○	○	○
Ekomatkailu on vaihtoehtomatkailua	○	○	○	○	○
Ekomatkoja järjestetään lähinnä kehitysmaihin	○	○	○	○	○
Ekomatkailu on yksi nopeiten kasvavia matkailumuotoja	○	○	○	○	○
Ruotsi on tunnettu ekomatkailumaa	○	○	○	○	○
Ekomatkailusta yritystoimintana on saatavissa tarpeeksi tietoa	○	○	○	○	○
Ekomatkailutuotteet tuovat lisäarvoa yritystoimintaan	○	○	○	○	○
Ekomatkailu ei lisää Suomen kilpailukykyä	○	○	○	○	○
Suomessa on potentiaalia ekomatkailumaaksi	○	○	○	○	○
Suomeen ei tehdä ekomatkoja	○	○	○	○	○
Suomalainen lainsäädäntö tukee ekomatkailua	○	○	○	○	○
Ekomatkailua Suomeen tulisi kehittää	○	○	○	○	○
Suomessa on ekomatkailutuotteita	○	○	○	○	○
Suomalaisille ekomatkailutuotteille on kysyntää	○	○	○	○	○

Seuraava -->

9) Kuinka hyvin tunnet seuraavat kestävää matkailua edistävät järjestöt? (1= en lainkaan... 5=erittäin hyvin)

	1	2	3	4	5
ECEAT Finland	○	○	○	○	○
PAN Parks	○	○	○	○	○
Green Tourism of Finland	○	○	○	○	○

10) Kuuluuko yrityksenne johonkin kestävän matkailun sertifiointijärjestelmään?

○ ECEAT Finland

○ PAN Parks

○ Green Tourism of Finland

○ Jokin muu, mikä? [_____]

○ Yrityksemme ei kuulu mihinkään kestävän matkailun sertifiointijärjestelmään

Seuraava -->

11) Arvioi asteikolla 1-5 (1=ei lainkaan tärkeä.. 5=erittäin tärkeä) kuinka seuraavat väittämät vastaavat kyseiseen sertifiointijärjestemään liittymisenne motiiveja

	1	2	3	4	5
Halu verkostoitua muiden ekologisuuteen panostavien yritysten kanssa	○	○	○	○	○
Hyötyminen markkinoinnissa	○	○	○	○	○
Oman ekologisuuden esilletuonti	○	○	○	○	○
Asiakkailta saatu palaute	○	○	○	○	○
Oma kiinnostus ekologisen yritystoiminnan kehittämiseen	○	○	○	○	○

12) Onko liittymiseenne joitakin muita syitä mitä tässä ei mainittu?

13) Arvioikaa asteikolla 1-5 (1=täysin erimieltä, 5=täysin samaa mieltä) kuinka hyvin seuraavat väittämät vastaavat kokemuksianne sertifiointijärjestelmästä

	1 täysin eri mieltä	2 osittain eri mieltä	3 en osaa sanoa	4 osittain samaa mieltä	5 täysin samaa mieltä
Olemme verkostoituneet muiden ekologisuuteen panostavien yritysten kanssa	○	○	○	○	○
Kriteerejä on helppo noudattaa	○	○	○	○	○
Merkin käyttö on hyödyttänyt markkinoinnissa	○	○	○	○	○
Merkin käyttö on tuonut taloudellista hyötyä	○	○	○	○	○
Ekologisuus yrityksessä on lisääntynyt	○	○	○	○	○
Asiakastyytyväisyys on lisääntynyt	○	○	○	○	○

14) Mitä muita kokemuksia sertifiointijärjestelmästä haluaisitte mainita?

Seuraava -->

15) Mikäli yrityksenne ei kuulu mihinkään kestävän matkailun sertifiointijärjestelmään, arvioikaa asteikolla 1-5 miten seuraavat väittämät kuvaavat sertifioinnin ulkopuolelle jättäytymisenne syitä

	1 täysin eri mieltä	2 osittain eri mieltä	3 en osaa sanoa	4 osittain samaa mieltä	5 täyisn samaa mieltä
Yritys ei näe tarvetta ekologisuuden painottamiseen ja sitä kautta liittymiseen	○	○	○	○	○
Organisaatioiden kriteeristö on liian tiukka	○	○	○	○	○
Organisaatioiden kriteeristö on liian löysä	○	○	○	○	○
Liittyminen on kallista	○	○	○	○	○
En ole tietoinen kyseisistä sertifiointijärjestelmistä	○	○	○	○	○

16) Onko poisjääntiinne joitakin muita syitä mitä tässä ei mainittu?

Seuraava -->

Arvioikaa asteikolla 1-5 (1=ei lainkaan... 5=erittäin hyvin) kuinka hyvin yrityksessänne
toteutuvat seuraavat periaatteet

17) Kulutuskäytännöt

	1 ei lainkaan	2 osittain	3 en osaa sanoa	4 hyvin	5 erittäin hyvin
Yrityksessa tarjotut aktiviteetit eivät häiritse luonnonvaraisia lajeja ja niiden normaalia käyttäytymistä (meteli, lähestyminen jne)	⌀	⌀	⌀	⌀	⌀
Paikallisen eläimistön ja kasviston vahingoittumista vältetään kestämättömällä kulutuksella (maaperän kuluminen yms)	⌀	⌀	⌀	⌀	⌀
Uusiutuvien materiaalien käyttö	⌀	⌀	⌀	⌀	⌀
Uusiutuvan energian käyttö (esim. bioenergia, vihreä sähkö)	⌀	⌀	⌀	⌀	⌀
Energiankulutuksen minimointi	⌀	⌀	⌀	⌀	⌀
Vedenkulutuksen minimointi	⌀	⌀	⌀	⌀	⌀
Jätteiden minimointi	⌀	⌀	⌀	⌀	⌀
Jätteiden kierrätys	⌀	⌀	⌀	⌀	⌀
Ympäristömerkeillä varustettujen tuotteiden käyttö aina kun mahdollista	⌀	⌀	⌀	⌀	⌀
Julkisten ja ekologisten kuljetusmuotojen (esim. pyöräily, kävely, ratsastus, melonta) tukeminen	⌀	⌀	⌀	⌀	⌀
Uudisrakennuksissa ja korjaustöissä käytetään perinteisiä rakennustekniikoita ja tyyliä	⌀	⌀	⌀	⌀	⌀

18) Sosio-kulttuuriset ja taloudelliset näkökulmat

	1 ei lainkaan	2 osittain	3 en osaa sanoa	4 hyvin	5 erittäin hyvin
Asiakkaille annetaan ympäristökasvatusta	⌀	⌀	⌀	⌀	⌀
Yrityksen työntekijöille annetaan ympäristökasvatusta	⌀	⌀	⌀	⌀	⌀
Yritystoiminnassa käytetyt kulttuurielementit ovat todenmukaisia	⌀	⌀	⌀	⌀	⌀
Kulttuurielementtien käyttöön on saatu lupa	⌀	⌀	⌀	⌀	⌀
Yrityksessä suositaan paikallista työvoimaa, tuotteita ja alihankkijoita	⌀	⌀	⌀	⌀	⌀
Yritystoiminta ei häiritse paikallisväestön normaalia elämää	⌀	⌀	⌀	⌀	⌀
Paikallisväestö suhtautuu myönteisesti yritystoimintaan	⌀	⌀	⌀	⌀	⌀
Yritystoiminta lisää paikallisväestön hyvinvointia	⌀	⌀	⌀	⌀	⌀
Yrityksen tuotteet ovat taloudellisesti kannattavia	⌀	⌀	⌀	⌀	⌀
Yritystoiminta luo pitkäaikaisia työpaikkoja	⌀	⌀	⌀	⌀	⌀

124

19) Kehittäminen

	1 ei lainkaan	2 osittain	3 en osaa sanoa	4 hyvin	5 erittäin hyvin
Yritys korostaa markkinoinnissa kestäviä toimintaperiaatteita	○	○	○	○	○
Tuotekehityksessä otetaan huomioon tuotteiden ekologisuuden lisääminen	○	○	○	○	○
Yrityksen yhteistyökumppanit ja alihankkijat ovat sitoutuneet kestävään yritystoimintaan	○	○	○	○	○
Yritystoiminnan kehittäminen tapahtuu paikallisväestön tarpeet huomioon ottaen	○	○	○	○	○
Yritystoiminnan kehittämisessä otetaan huomioon luonnon kantokyky	○	○	○	○	○
Yritys tukee aktiivisesti hyväntekeväisyyttä	○	○	○	○	○

Seuraava -->

Tekniset tiedot

22) Yrityksen sijainti *

C Lapin lääni

C Oulun lääni

C Länsi-Suomen lääni

C Ahvenanmaan lääni

C Etelä-Suomen lääni

C Itä-Suomen lääni

23) Yrityksen ikä (v.)

24) Yrityksen vuosittainen liikevaihto €

C Alle 49 000€

C 50-99 999€

C 100 000-149 000€

C 150 000-199 000€

C 200 000-299 000€

C 300 000-499 000€

C 500 000-999 999€

C Yli 1 000 000€

Vastaajan tiedot

25) Vastaajan sukupuoli *

C Nainen C Mies

26) Vastaajan ikä (v.)

27) Vastaajan asema yrityksessä *

C Johtohenkilö

C Toimihenkilö

C Työntekijä

28) Haluaisitko vielä jotenkin kommentoida kyselyssä esiintulleita asioita?

Lähetä

Kiitos vastauksistasi!