



**Venice Office**  
Regional Bureau for Science  
and Culture in Europe (BRESCE)



United Nations Environment Programme

**Regional Office for Europe**  
Bureau régional pour l'Europe  
Региональное Бюро для Европы



**The UNESCO Office in Venice-UNESCO Regional Bureau for Science and Culture in Europe (UNESCO-BRESCE)  
The World Heritage Centre (WHC)  
The UNEP Regional Office for Europe (UNEP-ROE)  
The National Park "Dolomiti Bellunesi" (NPDB)**

**Organizers of the**

**INTERNATIONAL TRAINING WORKSHOP on**

***Sustainable Tourism Development in UNESCO Designated Sites  
in South-Eastern Europe***

**4-9 May, 2009**

**Podgorica and Zabljak (Durmitor NP), Montenegro**

**Organisers**

UNESCO Office in Venice-UNESCO Regional Bureau for Science and Culture in Europe; World Heritage Centre; UNEP Regional Office for Europe; National Park Dolomiti Bellunesi.

**In cooperation with**

Montenegrin Ministry of Tourism and Environment  
Montenegrin National Commission for UNESCO  
Durmitor National Park  
UNDP Montenegro  
Central European Initiative (CEI)

**Trainers**

The workshop will be introduced by representatives of the partner organizations. The lectures will be provided by experts from different fields of expertise (e.g. tourism policies, landscape planning, tourism management, protected area management, communication, etc.) and coordinated by Ecological Tourism in Europe (ETE, Germany).

**Overall goal and objectives of the workshop**

Tourism numbers worldwide and particularly in the emerging nations of South-Eastern Europe are expected to double in the next fifteen years. These

increases pose numerous challenges for site managers who often lack the skills needed to plan and implement actions to mitigate visitation pressures. This workshop is designed to address this growing issue, strengthening World Heritage and Biosphere Reserve Sites management capacity to plan and execute the necessary measures for effective management interventions.

Part of the planning methodology we will refer to is to involve the tourism industry, local community members and businesses, and other stakeholders. Community involvement and consultation is seen as essential to the planning process to generate important input on local tourism initiatives that could be incorporated into the exercise. Input from tourism industry representatives is important and will be sought to offer realistic market trends and visitor preferences providing essential information for a more realistic tourism plan. A local stewardship council incorporating the major stakeholders into the planning process is seen an important element in supplying input to the planning process and eventually, as a leverage for strengthening and promoting local goods and services.

The workshop will contribute to the enhancement of sustainable development especially in, but not restricted to, vulnerable ecosystems such as mountain areas, by showing opportunities for generating economic benefit, fostering nature conservation and strengthening of civil society through sound tourism development. Participants will therefore be encouraged to engage in further implementation of tourism development plans at their sites, while UNESCO, UNEP and IUCN-SEE will provide a platform for networking, exchange of experiences and coaching capacity-building experiences at the selected sites. These actions would begin the development of a regional "learning platform" on tourism planning and management. Finally the participants will be introduced to the main EU funding opportunities for cooperation initiatives in South East Europe. This will be in order to offer the opportunity to use the workshop as a regional platform for designing possible European project proposals for sustainable tourism development and management.

### Links to on-going regional initiatives

In general terms, the present initiative will create the opportunity for people concerned with conservation of biodiversity and tourism development to elaborate model strategies for the implementation of the principles of sustainable tourism (as established in the Convention on Biological Diversity Guidelines),

The project is linked to a **World Heritage Centre strategy** of developing "learning platforms". Because of the number of WH sites, the World Heritage Tourism Programme has adopted the regional "learning platform" strategy to provide the economies of scale for tourism planning and management. The approach suggests that the project sites serve as training hubs and beacons for best practice where issues such as planning may be examined in a regional context and the lessons learned spread to other regional sites and eventually throughout the World Heritage network. It is believed that the sites in Montenegro and FYR of Macedonia could serve as hubs for such a tourism learning network.

Similarly, **Biosphere Reserves** are sites recognized under UNESCO's Man and the Biosphere Programme, which innovate and demonstrate approaches to conservation and sustainable development. They are of course under national sovereign jurisdiction, yet share their experience and ideas nationally, regionally and internationally within the World Network of Biosphere Reserves. The training workshop is building upon the experiences and lessons learned in the frame of the UNEP/GEF project on "*Sustainable Tourism in Biosphere Reserves in Central and Eastern Europe*", implemented from April 2005 until May 2008 in the three Biosphere Reserves Aggtelek (Hungary), Babia Góra (Poland) and Šumava (Czech Republic).

Several specific outcomes of the project such as the *Methodology for tourism management planning* and the *Training the trainers programme* will be used as a basis for the development and the implementation of the training scheme.

The United Nations Environment Programme (UNEP) co-hosts the Secretariat of the Pan European Biological and Landscape Diversity Strategy as well as the Interim Secretariat of the Carpathian Convention. The Carpathian Convention promotes sustainable tourism in the Carpathians, providing benefits to the local people. In the framework of the project "Regional cooperation for the management of shared natural resources in SEE" supported by the Austrian Development Agency (ADA), UNEP promotes transboundary cooperation in mountain areas.

### Goal and expected results

The main goal is to prepare and conduct a Sustainable Tourism Training and Exchange Programme with the aim to bring forward the concept of sustainable tourism development and to encourage national and local authorities, the private tourism sector and NGOs to engage in the implementation of the CBD Guidelines on Biodiversity and Tourism development.

**Result 1:** Improved capacities and knowledge of strategies of sustainable tourism management and development;

**Result 2:** Improved capacities of participatory management approaches for sustainable development through sound use of natural and cultural resources in tourism;

**Result 3:** Exchange and networking of WH and BR sites managers and stakeholders on the topic of sustainable tourism management initiated;

**Result 4:** Improved knowledge and information on CBD guidelines and increased awareness of the importance of sustainable tourism management;

**Result 5:** Role and possibilities of WH and BR sites to function as learning sites for sustainable development demonstrated.

**Result 6:** Improved understanding of EU funding programmes in South East Europe.

### Structure of the workshop

The Workshop will be divided in two fundamental parts:

#### 1. Podgorica

This part will be dedicated to welcoming addresses by national authorities and key lectures by experts and representatives from the participating organizations, during which participants will be introduced to "*sustainable tourism and biodiversity conservation*" methods and tools.

## 2. Zabljak (DurmitorNP)

Held at the location of the Durmitor NP / WH site in Zabljak for 3 full days of work, this second and main part of the workshop will consist in:

- a series of presentations on approaches and tools for sustainable tourism (SWOT analysis, tourism product development, strategic planning for sustainable tourism, etc.), based on good practices examples provided by UNESCO WHC, UNEP, the National Park "Dolomiti bellunesi" and others;
- field visits and practical exercises in working groups, using in particular the Durmitor NP/WH site as a study case;
- the elaboration of proposals for a tourism management plan for the specific case of Durmitor NP/WH;
- the discussion and approval of possible follow-up actions in Montenegro and SEE countries.

### Participants

The training is open to a mixed stakeholders group from the Region, including the following target groups:

- BR/WH sites managers in priority ;
- Officials from Ministries of Tourism, Environment, Culture;
- Public Protected Areas administration bodies
- NGOs engaged in sustainable tourism development and biodiversity conservation;
- Tourism businesses.

Participants will be selected by the organizers.

Application should be made through respective National Commissions for UNESCO. Travel and full board costs of selected participants will be covered by the organisers. Confirmation details are to be submitted to the **Logistic Secretariat** (see below).

### Language

All training sessions will be conducted in English (no simultaneous translation will be available). All official documentation and training materials will be available (in electronic format) in English.

### Background documents

#### *Before the workshop*

All the selected participants will receive background information (via internet) concerning the Conventions and Programmes developed by the Partner Organizations, as well as a set of documents allowing them to prepare their active participation in the workshop.

#### *During and after the workshop*

Training manuals and additional information materials will be distributed during the workshop.

### Location

#### *Opening of the Workshop*

Podgorica (To be confirmed)

#### *Training Sessions*

Zabljak (Durmitor NP)

### Further Information and registration

#### *Please submit applications to:*

Mr. P. Pypaert  
UNESCO-BRESCE  
Castello 4930  
30122 Venice, Italy

E-mail: [p.pypaert@unesco.org](mailto:p.pypaert@unesco.org)

Phone: 0039-041-2601512

Fax: 0039-041-5228995

### For logistics aspects

*To be communicated in a second step, following acceptance of your participation.*

### Fee

No fee will be charged to selected participants.

### Confirmation and cancellation terms

In case of last minute impossibility to attend, selected participants are requested to designate a replacing person: all the eligible countries are expected to be represented.