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*The wetlands of Sagiada, a valuable ecotourism
destination in Greece*



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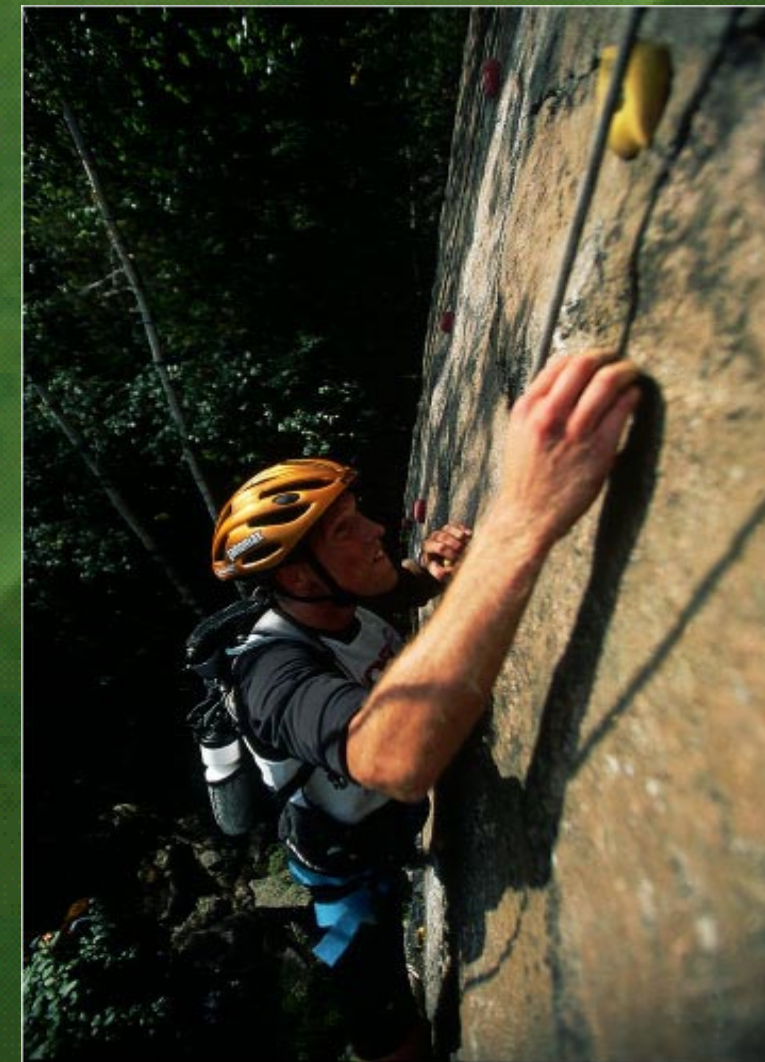
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A ROUTE TO SUSTAINABLE RURAL DEVELOPMENT THROUGH ECOTOURISM LABELLING



For further information, please visit the project website
www.ecoroute.org or contact us at info@ecoroute.org



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Szigetköz in the Győr-Moson-Sopron county, Hungary



The Carpathian region in Romania



Pilot areas

The introduction of ecotourism certification will be piloted in four European regions:

- ❖ Lapland in Northern Sweden
- ❖ The coastal area of Epirus in North-western Greece
- ❖ The Danube region in West Hungary
- ❖ The Carpathian region in North-western Romania.



Canoeing in Norrbotten, Sweden

These regions feature rich and diverse natural and cultural resources with varied degrees of tourism development. A range of ecotourism activities are on offer and there is potential for further and more quality-orientated development.

Folk dance in Romania



View of the wetlands in the Drepanos area near Igoumenitsa, Greece



(Front page: Mountain climbing in northern Sweden. Photo Kristina Öhman)

Project activities

- ❖ A review of ecotourism activities and tourism labelling systems will be conducted in each pilot area and an inventory of criteria will be compiled across countries. The European experience beyond the participating countries will be added to create a comprehensive database.
- ❖ A proposal will be formed for a universal ecotourism certification system.
- ❖ A survey of entrepreneurs offering ecotourism activities in the pilot areas will be carried out to explore their experiences, attitudes and aspirations.
- ❖ A package for non-formal learning will be put together addressed to ecotourism entrepreneurs to help them appreciate and apply the criteria for certification, thus increasing their capacity to enter a labelling system.
- ❖ A "task force" will be set up in each pilot area to mobilise the local entrepreneurs and public authorities to implement the proposed ecotourism certification system offering assistance and advice.
- ❖ Project activities and results will be widely disseminated through the project website, four regional workshops in the pilot areas and an international workshop in Sweden, promoting networks among interested organisations across Europe.
- ❖ A Good Practice Guide to ecotourism labelling will be produced, presenting how the criteria for an ecotourism certification system can be applied in different environments across Europe.