

Training on Tourism and Biodiversity

Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing

UNWTO - Consulting Unit on Tourism and Biodiversity

UNESCO Rhön Biosphere Reserve (Germany), 21 October – 2 November 2012



Ensuring a high quality of the natural environment of a holiday destination is an increasingly important success factor for most - if not all - types of tourism. This development requires adapted management approaches which combine a responsible use of ecosystems with adequate protection. In the training courses, UNWTO aims at building the capacity of governmental staff on tourism and biodiversity and fostering institutional building for wide spreading of knowledge across departmental boundaries. The seminars are held in two German biosphere reserves in order to demonstrate practical examples of sustainable tourism development in protected areas.

The twelve-day course on tourism and biodiversity will include: current political processes, biodiversity methods and concepts, marketing, cooperation platforms and communication tools, the integration of biodiversity in tourism development and opportunities and weaknesses of tourism practices. Biodiversity issues in the tourism sector are taken up and reprocessed in interactive and progressive workshop sessions. Combining presentations with practical examples and technical visits, experts from UNWTO, tour operators and the private sector will discuss topics such as tourism trends, innovation, experiences and products, while leading experts from international NGO's and other specialists will present planning tools and techniques, financial instruments and the guidelines of the Convention on Biological Diversity (CBD), the Man and the Biosphere (MAB) and the Global Sustainable Tourism Council (GSTC).

The training methods and results will be evaluated and comprehensively prepared for building an internet-based seminar on tourism and biodiversity which is freely accessible to all members of UNWTO.

Organizers

The training is organized by the Consulting Unit on Tourism and Biodiversity of the World Tourism Organization (UNWTO). UNWTO is a Specialized Agency of the United Nations. It is the leading international organization in the field of tourism, serving as an international forum for tourism policy and as a platform for the exchange of application-oriented tourism know-how. UNWTO aims to develop a responsible, sustainable and universally accessible tourism in order to contribute to economic development, international understanding, peace, prosperity and respect for human rights.

The Consulting Unit on Tourism and Biodiversity is mandated to assist and advise Member States on issues related to the connection between tourism, conservation and sustainable use of biological diversity.

The training will be held in cooperation with the UNESCO Rhön Biosphere Reserve and its administration units in Bavaria, Hesse and Thuringia.

Training

Speakers and moderators of the training course will be UNWTO staff and experts from the areas of biodiversity conservation, transnational policies, tourism development, tourism product management, destination cooperation, business platforms and tourism marketing and communication.

The training course will be held at **UNESCO Rhön Biosphere Reserve** in Germany which serves as a case study and provides to participants practical insight on tourism in a biosphere reserve. Hands-on education and building up of knowledge will be provided together with local administration and tourism nature conservation associations.

Target audience

Government officials from the tourism and nature conservation administrations in developing countries are the main target group for the training course. Selected tourism resort developers and large-scale tourism project investors from UNWTO Member States with expertise in tourism resort developing matters, land usage plans, biodiversity-based resort landscaping and new resort-destiny concepts will participate. Due to the inter-active concept of the training courses, the number of participants is limited to 30 participants for each course.

Candidates should have a very good command of oral and written English. All training sessions will be conducted in English and all official documentation and training material will be in English.

Objectives

The course intends to allow participants by applying different techniques to create favorable conditions for biodiversity and sustainable tourism, also for the benefit of local communities. Innovative tools and latest techniques on topics such as tourism trends, emotion, products and marketing will be addressed. Biodiversity based tourism concepts, methods and biodiversity integration into tourism development, with regards to opportunities and drawbacks present the core elements of the course.

Methodology and structure

The theoretical-practical methodology consists of six thematic blocks. Each of these blocks comprise of presentations, discussions, debates, group work, case studies and practical activities.

The presentations are conceptual, interactive and demonstrate tools combined with discussions and debates. The practical activities, included in each block are based on field visits and group work. The application of various tools and the live exchange of experts and participants in discussion forums, group work and practical activities provide participants to fully immerse into the topic.

The way in which the usage of various tools is applied, how experts and participants work with the discussion forums, group work and practical activities aims for participants to fully understand and emerge into the topics of the training course.

All selected participants will receive a set of background documents (via internet) with relevant information on sustainable tourism development and biodiversity, and biodiversity conventions and programs, allowing them to prepare their active participation in the workshop.

Training manuals and additional information material will be distributed during the workshop. Based on the available documentations and evaluations of the training course an internet-based publication will be prepared.

Content

Presentations and discussions within the six blocks will cover the theoretical part of the training. The practical part of the training, including case studies, examples and field trips, will focus on the prevalent ecosystems. The training course in the UNESCO Rhön Biosphere Reserve will focus on low mountain ecosystems.

Block 1 – Tourism Trends, Innovation and Emotion

The specific objective of this block is to provide the basics of biodiversity and tourism. It presents trends in the tourism industry related to conservation and sustainability and the relation of emotion and innovation for the tourism consumers' experience.

- 1.1 Biodiversity facts and figures
- 1.2 The tourism consumer and biodiversity
- 1.3 Innovations in the source market
- 1.4 Emotions as a matter of choice

Block 2 – Understanding Biodiversity - News, Concepts and Methods

The specific objective of this block is to understand the overall concept of biodiversity and conservation in its context of existing theory basics, guidelines and policies.

- 2.1 Biodiversity basics: Landscapes and natural and cultural heritage
- 2.2 Convention on Biological Diversity and the CBD tourism guidelines

Block 3 – Cooperation, Marketing and Communication

The specific objective of this block is to explain the concept of branding, tourism marketing basics, tools and trends to market biodiversity conservation, the necessity to cooperate with key partners and why well positioned marketing can make the difference between success and failure of a product.

- 3.1 Business platforms and destination cooperation
- 3.2 Branding, marketing and communication in the context of biodiversity conservation
- 3.3 How to mainstream biodiversity into the tourism sector

Block 4 – Biodiversity Based Tourism Product Development and Management

The specific objective of this block is to present the roles and responsibilities of involved stakeholders of the government throughout the tourism value chain. The sequence demonstrates how the actual biodiversity tourism product is developed by applying criteria, how to price it, set its standards and maintain quality at the point of consumption.

- 4.1 Umbrella functions for biodiversity conservation and allocation of roles and responsibilities
- 4.2 Good practices and pricing of products

Block 5 – Integrating Biodiversity Conservation into Tourism Development

The specific objective of this block is to provide information and practices on the interface of Biodiversity conservation and tourism development. It explains why in order to well-manage this interface, planning processes, SWOT and benchmarking methods, labeling and certification is of major importance.

- 5.1 Integrating biodiversity conservation into tourism development
- 5.2 Destination-level planning and destination management
- 5.3 What does the competition do? Labeling, certification and benchmarking

Block 6 – Opportunities and Drawbacks of Tourism Practices

The specific objective of this block is to highlight the opportunities and drawbacks in tourism stakeholder behavior and practices for environmental conservation.

- 6.1 Discussion on opportunities and drawbacks in tourism stakeholder behavior and practices for environmental conservation
- 6.2 Wrap-up session: post-evaluation of the training by the participants

*Please find the detailed [Agenda](#) attached below

No fee will be charged for participation. Board and accommodation will be provided during the training course. Air transport to and from Germany is to be covered by the country sending the participant, while domestic transport in Germany will be covered by UNWTO. In exceptional cases, especially for participants from developing countries and economies in transition, participants may apply for support of travelling costs. Requests are to be addressed in writing to thomsen@unwto.de.

Please submit all documents for application (Application Form, Formal Letter of NTA, Letter of Motivation, and Copy of Passport) by e-mail to:

Janet Thomsen
UNWTO Consulting Unit on Tourism and Biodiversity

E-Mail: thomsen@unwto.de

Hermann-Ehlers-Str. 10
53113 Bonn - Germany
Phone: +49-228-8150555

Fax: +49-228-8150554
www.unwto.de

Logistic aspects will be communicated in a second step, following the acceptance of your participation.

Agenda

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
09:00-16:00 Arrival and registration	09:00-09:30 Welcome by officials 09:30-12:00 Biodiversity facts and figures	09:00-13:00 Innovations in the source market	09:00-13:00 Emotions as a matter of choice	09:00-13:00 Convention on biological diversity and the CBD tourism guidelines	09:00-13:00 Branding, marketing and communication the context of biodiversity conservation	09:00 Full Day Excursion	Free Day	09:00-13:00 Umbrella functions for biodiversity conservation and allocation of roles and responsibilities	09:00-13:00 Working groups	09:00-12:00 Integrating biodiversity conservation into tourism development	09:00-13:00 What does the competition do? Labeling, certification and bench-marking	Departure of participants all day
Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	
	13:00-15:00 Hiking tour	14:00-17:30 Practical session	14:00-15:30 Biodiversity basics: Landscapes and natural and cultural heritage	14:00-17:30 Business platforms and destination cooperation	14:00-17:30 How to mainstream biodiversity into the tourism sector	& Press conference		14:00-17:30 Good practices and pricing of goods	14:00-17:30 Working groups	13:00-17:00 Destination-level planning and destination management	14:00-17:30 Discussion on opportunities and drawbacks & Wrap-up session	
16:00-18:00 Training course pre-evaluation	15:00-17:00 The tourism consumer and biodiversity		15:30-19:30 Practical session							17:30-18:00 Rhön Biosphere Reserve visitor center		
Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	Dinner	19:00-21:30 Dinner & Evening visit	Dinner	Dinner	Dinner	
20:00 Introduction and warm up	20:00 Introduction to Rhön Biosphere Reserve				20:00 Case Study Rhön Biosphere Reserve				20:30 Night excursion		20:00 Farewell	