

The **ECO-DESTINET** partnership
invites you to take part in the

Seminar

on

“Certification of Quality in Ecotourism – The European Ecotourism Labelling Standard”

to be held in S. Antonio di Mavignola, Italy
21th – 25th June 2009

This training seminar aims to discuss the newly developed European Ecotourism Labelling Standard (EETLS) and its prospect for implementation around Europe. The Seminar has two main aims. First to provide an insight to participant on the EETLS and request their input and support for its further implementation. Second to provide train of trainers on Ecotourism Certification needs based on an integrated approach on the ecotourism products. The Seminar will explore such topics as:

- Ecotourism in Europe and Ecotourism Labels
- The European Ecotourism Labelling Standard
- Criteria and Indicators for Ecotourism Components
- Training for Ecotourism Quality

The Target Group: *ecotourism organisations, protected area managers, ecotourism labels, environmental NGOs, academics, local and regional authorities and development agencies, social partners*

The Seminar welcomes participants from all over Europe, south, north, east and west, who work in the field of ecotourism and sustainable tourism. The course is designed for 30 participants who will be invited to share their experiences, to acquire new knowledge and skills and to benefit from the

wide networking opportunities offered by the event.

Participants should have a reasonable command of English.

Format: *Open sessions, lectures, workshops, study trips and discussion fora.*

The Seminar will take place at S. Antonio di Mavignola (Trento province), Italy. The first day includes an open session and three lectures followed by a workshop on the current status of Ecotourism in the participants' countries. The second day will be devoted to the EETLS with two lectures on the theme, plus an introduction on the follow up to the seminar training activities (e-course). The third day includes study visits in separate groups to neighbouring areas of ecotourism interest and a plenary session in the evening of the group reports. The last day will be devoted on the training needs regarding Ecotourism certification, which includes a lecture on the theme, and discussions on the future implementation of EETLS around Europe. Award of Diplomas will be followed by a cultural evening.

A more detailed schedule will be published in early May 2009.

Course support: *Handbook to Ecotourism Labelling Criteria and Good Practises in Europe and a Participants' Handbook*

Course materials will be provided before and during the Seminar in printed and electronic format. These include a course manual on the theme Ecotourism Labelling Criteria and Good Practises in Europe; and a Participants' Handbook, containing practical information, explaining the methodology that will be used during the Seminar, and providing a list of tasks to be prepared by participants before their arrival.

Location

S. Antonio di Mavignola is a village of the municipality of Pinzolo, Trento Province, Trentino, in the heart of the Parco nazionale Adamello Brenta. The park has joined the European Charter for Sustainable Tourism (www.pnab.it), and the municipality itself (www.comune.pinzolo.tn.it) has recently agreed, with other adjoining ones, to a Strategic Plan for Sustainable Development. The area offers attractive natural and agricultural environments and rural experiences.

The seminar will take place in a local House of the Park, where a limited number of beds is also available, in shared rooms. (12, 8, 4 beds)

Accommodation of participants is planned in the local Albergo alla Posta (www.albergoallaposta.it) where reduced rates have been agreed, or in other local hotels, b&b's or agrotourism accommodations.

Pinzolo is easily accessible from outside Italy though the airports of Bolzano/Bozen and Verona, but also Milan, Bergamo, Venice and Treviso airports can be used.. From the airports, we suggest the participants to reach Trento by train (www.trenitalia.com) and then reach Dimaro, from which a shuttle will be organized, by a minor railway (<http://www.ttesercizio.it/Orari/Ferrovia>). Or, S. Antonio can be reached from Trento (www.ttesercizio.it/Orari/Extraurbano) by bus. On the same sites, ticket prices can be found.

Participation Cost

Full Travel and Subsistence are covered by the organisers

How to apply

To apply for the Seminar, please visit the Eco-Destinet website at http://www.ecoroute.eu/destinet/en/learning_seminar.php?id=7

or send an email to Antonio Raschi and Sonia Trampetti:

a.raschi@ibimet.cnr.it
s.trampetti@ibimet.cnr.it

The deadline for applications is 10th June 2009

About the Eco-Destinet Partnership

Eco-Destinet or a *Network Developing a European Quality Label for Ecotourism Destinations*, is a project co-funded by the European Commission under the Lifelong Learning Programme. The aim of the initiative is firstly to develop a list of baseline criteria that will define the European Ecotourism Labelling Standard (EETLS), in cooperation with existing initiatives related to ecotourism quality labelling; and secondly to develop and test training methodologies, materials and tools that will support trainers to train ecotourism providers wishing to apply the labelling standards of EETLS across Europe. For more information please visit the project website at: www.ecoroute.eu

Partners:

- **Institute of Biometeorology - National Research Council of Italy (IT) - project leader**
- **PRISMA Centre for Development Studies (GR)**
- **European Centre for Eco and Agri Tourism - Projects (ECEAT-Projects) (NL)**
- **European Network for Sustainable Tourism Development (ECOTRANS) (DE)**
- **University of Helsinki, Ruralia Institute Seinajoki Unit (FI)**
- **Association of Ecotourism in Romania (RO)**
- **Bulgarian Association for Rural and Eco Tourism (BG)**
- **Euracademy Association – The European Academy for Sustainable Rural Development (EU)**





Education and Culture DG

Lifelong Learning Programme