Business development, tourism and conservation of nature – a paradox? NO

Zoltán Kun, Director
PAN Parks Foundation
What is PAN Parks?
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PAN Parks works to **protect** Europe’s wilderness, the continent’s most undisturbed areas of nature.
What is PAN Parks?

Applies a truly integrated approach to mobilise sustainable tourism development for strengthening wilderness conservation.
What is PAN Parks?

Goal by 2015: effective conservation of 1 million hectares of wilderness in Europe
What is PAN Parks?

PAN Parks develops a network through linking wilderness protected areas in Europe.
PAN Parks Foundation deals with wilderness areas which are often remained in mountain rural areas in Europe

- Challenge: restrictions versus benefits for locals
- Solution: offer long-term benefits to local businesses in order to compensate restrictions
- The compensation must not be based on subsidies!!!
Innovation for sustainability

PAN Parks Foundation uses the prism of sustainability innovated by Wuppertal Institute

• Management / organisational
• Economical
• Ecological
• Social
Innovation for sustainability

Integrating tourism (and tourism development) into management strategies

• Challenges
  • economic interest of local residents versus ecological interest of PA managers
  • interest of ‘urban’ residents versus ‘rural’ (local) residents
  • usually there is a lack of management knowledge regarding tourism

• Solution: call in experts of tourism from outside (develop a new governance system)
Innovation for sustainability

Governance

• Challenge:
  • lack of knowledge and expertise

• Solution:
  • forming a local PAN Parks group which sets and accepts local sustainability standard and tourism development principles

• Example:
  • Oulanka, Finland and Rila, Bulgaria
Innovation for sustainability

Business operation

- Challenge:
  - following sustainability principles for the benefit of business

- Solution:
  - energy saving which makes the clients believing in the business

- Example:
  - Knappgarden, Fulufjallet, Sweden
Innovation for sustainability

Tourism Product Development

• Challenge:
  • seasonality
  • engaging young generation

• Solution:
  • develop new, if necessary non-traditional, tourism products (think out of the box)
  • link to music file (separate CD)

• Example:
  • Basecamp Oulanka, Oulanka, Finland
Innovation for sustainability

Ecological sustainability / Research

• Challenge:
  • getting proper information on what’s going on in the area (evidence based conservation)

• Solution:
  • forming a consortium of researchers based on complementary expertise

• Example:
  • Wilderness Think Tank (application to 7FP)
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www.panparks.org