Introduction

The Sustainable Tourism Working Group (STWG) of CEEWEB started a series of workshops in 2006 dealing with the “Cycle of Sustainable Tourism Development” (see graph in the annex). The first meeting in April was about tourism assessment and the SWOT analysis as tool to evaluate the data compiled in the course of the assessment. The second meeting in June addressed the topic of defining and implementing a tourism strategy. In this context, special focus was placed upon tourism product development.

The forthcoming meeting, supported by UNESCO-Bresce and conducted as combined workshop of the STWG and the UNESCO Summer School, will be concerned with Tourism Impact Assessment and Management. A topic, which not only forms the third part of the above mentioned tourism development cycle, but which is generally a very important factor in tourism development planning. The assessment of impacts, as well as their further management and later their monitoring and evaluation are most important not only regarding the valuation of tourism in a region, but it is also decisive regarding the question how to add value to the tourism-related potentials of the region.

The workshop’s topic “Tourism Impact Assessment and Management” therefore comprises of both, the more passive appraisal of tourism’s positive and negative impacts as well as of the active implementation of the appraisal’s results into a suitable management strategy with its related measures and activities.

The workshop will thus provide for an insight into basic impact assessment and management methods and tools. Moreover, the concept of adaptive management based on the approach of the CBD Guidelines on Biodiversity and Tourism Development will be introduced as superordinate framework. In a short outline, monitoring and evaluation will top off the workshop contents.

General Proceedings

As the workshop forms part of the series of workshops of the STWG, the members of this working group dispose of a rather homogenous knowledge. In order to ensure this
level of knowledge also for the rest of the participants, the materials of the first two workshops (handouts and PowerPoint presentations) will be provided to the workshop members beforehand.

The workshop will consist of theoretical and practical units. Short theoretical introductions in the form of presentations will be complemented by practical group work in the field. Therefore regions which are affected by tourism, favourably suitable areas within the BR and/or a tourist hotspot at the Black Sea Coast, will be visited in order to assess impacts and to review and discuss existing and potential future management steps.

The common discussion of the field work’s results will consolidate the experiences the participants gained during the self-dependent exercises.

In addition to the overall topic of “Tourism Impact Assessment and Management”, the workshop will be concerned with two more topics:

1) **Biosphere Reserves**: The participants shall be introduced to the concept of biosphere reserves (MAB), its specific features compared to other protected areas, e.g. national parks. If possible this information shall be transferred to the participants during visitations of the biosphere reserve by ETE, experts from the BR and MAB (Mr. Vladimirov). A special focus will also be placed on the local BR during the practical field work related to impact assessment and management.

2) **Sustainable Tourism in Bulgaria**: The member organisations of the STWG from Bulgaria as well as additional local NGOs (e.g. [www.discoverstrandja.com](http://www.discoverstrandja.com)) shall be involved in the workshop and contribute with their regional knowledge to the better understanding of Bulgaria’s specific conditions for sustainable tourism development.
## Draft Agenda

### 1st Day / Technical Meeting STWG

23.10.2006

**Morning Session (starts at app. 9.30 a.m.)**

1. Introductory Round
2. Presentation of the STWG and its activities in 2006
3. Short Presentation on processes regarding the Carpathian Convention
   → Distribution of responsibilities, setting of deadlines

**Afternoon Session (starts at app. 2 p.m.)**

5. Campaigning (discussion about the contents of the training and possible location)
6. Pilot Project (discussion about possible locations)
7. Funding Possibilities
8. Presentation of the brochure on ST
   → Group work on texts

### 2nd Day

→ *First day for all Participants*

**MORNING SESSION**

1. Introduction
   1.1 Participants
      After a short introduction round where the participants will shortly present their technical and national background, the agenda of the workshop / summer school will be presented to the participants.
   1.2 Location
      ▪ The concept of Biosphere Reserves (MAB) and their specific situation in Bulgaria
      ▪ Short introduction on the BR Ouzounbodzhak and the Strandja Nature Park (with their specific features, highlights and problems)
2 The Status Quo of Sustainable Tourism (ST) in Bulgaria
   - Short introductory presentation based on the Country Report (EO Rhodope)
   - Discussion with the local NGOs, experts and organisations from Bulgaria

3 General Introduction on Impact Assessment and Management
   Placement of this overall topic into the “Cycle of Tourism Development”
   and the concept of adaptive management (based on the CBD Guidelines)

AFTERNOON SESSION

4 Field Trip 1: “Bad example”
   Visitation of tourism hot spot in order to see impacts of uncontrolled, fast
   tourism development e.g. at the coast

3rd Day

MORNING SESSION

1 Brainstorming on Tourism Impacts and Impact Management

2 Impact Assessment Methods
   & Discussion and Questions

AFTERNOON SESSION

4 Impact Assessment Methods - Exercises
   on Environmental Impact Assessment, Limits of Acceptable Change
   (LAC) and Recreation Opportunity Spectrum (ROS)

5 Concluding discussion

4th Day

MORNING SESSION

1 The framework: Limits and Indicators of Sustainable Tourism

2 Planning for Sustainability in Tourism
   2.1 Mapping, Planning, Zoning, Visitor Management, etc.
   2.2 Codes of practices (for companies, visitors and residents)

AFTERNOON SESSION
Field trip 2: “Good Example”
Visitation of approaches inside the Strandja Nature Park, which are more oriented towards sustainable tourism development

5th Day / Conclusions & Application

MORNING SESSION

1 Field trip 3: Application of lessons learnt in the field

Provide for an insight into local planning/management of tourism, through

a) Visitation of the BR administration: review of visitor management plans, zoning, mapping, etc. will illustrate how impact assessment and management can be dealt with in a BR/Nature Park
b) assessment of tourism impacts in the BR/Nature Park, e.g. in a village with more tourist attendance

→ Group work!

LATE AFTERNOON SESSION

2 Presentation of Results of Group Work from the morning

3 Evaluation of the Workshop’s Contents and Implementation
   Questionnaire & Discussion