



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

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# What is PAN Parks?



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PAN Parks works to **protect Europe's wilderness**, the continent's most undisturbed areas of nature







Oulanka NP ©Hannu Hautala



Paanajärvi NP ©Viktor Gritsuk

















# What is PAN Parks?

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Applies a truly integrated approach to mobilise sustainable tourism development for strengthening wilderness conservation



# What is PAN Parks?

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Goal by 2015: effective conservation of **1 million hectares** of wilderness in Europe



# What is PAN Parks?



As of October 2009 there are 11 certified PAN Parks.



PAN Parks develops a network through **linking wilderness protected areas in Europe**





# Innovation for sustainability



**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

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

- **Management / organisational**
  - **Economical**
  - **Ecological**
  - **Social**
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## 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)

## 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

## 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

## 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

## 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](http://www.panparks.org)

