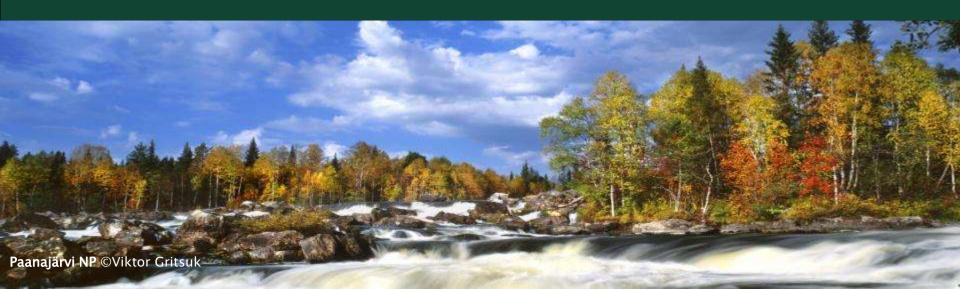
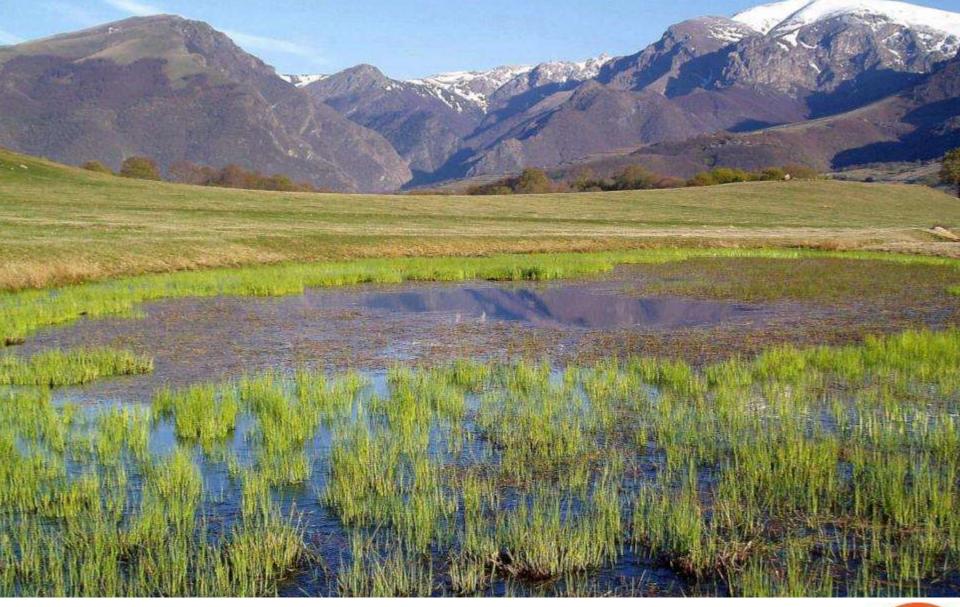


# Business development, tourism and conservation of nature - a paradox? NO

Zoltán Kun, Director PAN Parks Foundation









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

























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





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







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







- Challenge: restirctions 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!!!



- Management / organisational
- Economical
- Ecological
- Social



- 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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