

## **Declaration of the 2nd European Ecotourism Conference**

### **Following the deliberations and discussions of the participants of the 2nd European Ecotourism Conference,**

We recognise these common needs:

- to bring sustainability and nature conservation to the ecotourism destination regions;
- to develop a common understanding of ecotourism in Europe as a conservation and development tool;
- to co-ordinate communications for ecotourism destinations in order to attract guests; and
- to communicate the benefits of ecotourism to policy and decision makers.

and,

We agree with the following ecotourism destination concept.

Ecotourism destinations in Europe should have:

- A protected area associated with the destination.
- A critical mass of local ecotourism businesses.
- A sustainability plan under implementation, in developing ecotourism.
- Nature and local culture as the main ingredients in product development and marketing.
- Active participation of local communities based on shared values, empowered through education and awareness raising.

We, the 80 participants from 20 European countries, including ecotourism and sustainable tourism associations and networks, ecotourism businesses, education institutions, experts and consultants on ecotourism, have endorsed this statement and committed ourselves to use it as a guide for future action.

Poiana Braşov, Romania, 23-25 October 2013.