

The 2nd European Ecotourism Conference will be held in Poiana Braşov, Romania, from October 23rd to October 25th 2013.

DETAILED PROGRAM

Tuesday, October 22

15.00 – Arrival and registration

19.00 – 20.30 Dinner

Wednesday, October 23

08.00 –
09.30 Breakfast

09.30 –
10.00 Official opening

Main presentations: European standards, destinations and businesses

1. Ecolnet project: the European Ecotourism Labelling Standards (EELS) and European Ecotourism Network

(EEN).

10.00 –
11.30 2. Ecotourism certificates in Europe: transparency on standards, verification procedure, sustainability issues.

3. PAN Parks Network of wilderness destinations.

4. Europarc – Charter Parks.

5. AER – Ecotourism network of products and destinations.

11.00 –
11.30 Coffee break

How European standards can be integrated into tourism businesses and destinations and how these

11.30 –
13.00 standards can be better understood by consumers;

Round table/talk show facilitated with public interactions

13.00 –
14.30 Lunch

Facilitated Workshops

14.30 –
17.30

Topic 1: Improving the Benefits provided by Certification Programs and Standards

Certification schemes and quality assurance standards as networking and marketing tools for ecotourism businesses and destinations”

Topic 2: Multi-Stakeholder Approaches to Developing Ecotourism Destinations

The role of local, national and international stakeholders in developing and promoting ecotourism destinations (ecotourism businesses, protected area authorities, government, international organisations etc.)

Topic 3: Practical Tools for conservation and local development

Effective solutions (e.g. financial mechanisms) to maximize ecotourism’s benefits for nature conservation and local development”

Topic 4: “Product Development Strategies for Better Visitor Experience

How to create quality ecotourism experiences and achieve sustainable destinations”

17.30 – Side events
19.00
19.00 – Dinner
21.00

Thursday, October 24

08.00 – Breakfast
09.00
09.00 – Field trip (trekking, cycling, wildlife tracking, medieval culture tour)
17.00
18.30 – Panoramic walking tour of Brasov
20.00
18.00 – Dinner in Brasov
21.00

Friday, October 25

08.00 – 09.00 Breakfast
09.00 – 11.00 World cafe based on the four topic discussions (part 1)
11.00 – 11.30 Coffee break
11.30 – 13.00 World cafe based on the four topic discussions (part 2)
13.00 – 14.00 Lunch
14.30 – 16.00 Conclusions for the four topics
16.00 – 16.30 Coffee break
16.30 – 17.30 General conclusions
19.00 – 21.00 Festive dinner and concert

Saturday, October 26

08.00 –
09.00 Breakfast

09.00– Transfer to the airport (Bucharest) or departure in your pre-booked [post-conference tour](#)