



PLAN DE VALORIZACIÓN DE IPOT

January 2012

IPOT Project

BirdLife International is a network of organizations working for the conservation of birds and their habitats on five continents. A network that has more than 100 countries and more than 2,500,000 members, such as BirdLife Cyprus, HOS, SEO / BirdLife, SPEA, Cyprus, Greece, Spain and Portugal respectively. These entities for their experience working for the conservation of natural areas, understand that it is closely linked to the development model is applied to them. Nature conservation and rural development walk hand in hand. A development model completely related to the conservation of natural resources themselves, relying scheduled inhabitants of the territory, ensuring future continuity of the same model and strengthens its base. There are numerous examples where human development wholly unrelated to the environment has failed or is unable to extricate itself from external grants. The EU is fully aware of this point and through Red Natura 2000 (European network of protected natural areas to ensure the conservation of biodiversity in Europe), and the reform of the CAP (Common Agricultural Policy, 2007), recognizes the significant value of natural areas and encourages member states to encourage local policies and sustainable rural development to ensure the conservation of natural heritage. Both BirdLife International as BLC, HOS, SEO / BirdLife and SPEA have incorporated into their strategies work for sustainable



Leonardo da Vinci

rural development, agriculture and environmentally strengthen a Natura 2000 network should ensure the conservation of Europe's natural values without limiting the human development of the inhabitants of these protected areas.

Europe is the world tourist destination (54.4% of the total, with an annual growth of 2.7%, 2006 data, Source: World Tourism Organization (WTO)). As noted by the WTO for many destinations, visitor spending on accommodation, food and drink, local transport, entertainment, shopping, etc., is an important factor in their economies, creating a much needed employment and opportunities for development. In 2006, according to WTO data, some 75 countries received more than one billion dollars in international tourism. The WTO estimates that worldwide revenue from international tourism amounted to 584,000 million euros in 2006. In absolute terms, international tourism receipts grew by 40,000 million euros this year. Income in absolute volume, the region that has collected in 2006 is still Europe, which won a total of 298,000 million euros (51% of world total). In this context, France, followed by Spain are the main tourist-receiving countries worldwide.

In a globalized world, the importance of providing a quality product is essential, but also what are innovation and new approaches that will facilitate competitiveness. In this sense, the development of ornithological tourism and nature tourism, especially for tourists from countries with greater environmental sensitivity (central and northern Europe and the U.S.), require improvements in the supply of tourism

products, as well as specialization in the sector, which today has no specific certified training tools.

The Mediterranean basin, has an unmatched biodiversity across Europe, which together with the fact of being one of the major tourist destinations, opens a great opportunity to exploit this resource that directly relates tourism, rural development and environmental conservation.

But to develop the tourism sector with full guarantees must be taken into account that the action (birds and nature) is very sensitive to human impact, which requires specific knowledge for development. One of the main attractions for tourists are the birds endemic bird of very restricted distribution or not possible to see in countries of origin of tourists. Therefore, it must be extremely careful to exploit ornithological tourism so as not to jeopardize these species (threatened). As example is that Spain hosts 99 species to endangered categories (Red Book of Birds of Spain, SEO / BirdLife 2004) equivalent to 25% of the total Spanish avifauna. In addition, the public (birders) to be targeted by the precise bird tourism and knowledge about environmental requirements and also very specific birds by their host sector and therefore require a high degree of specialization . And finally, this is an activity with specific needs and different from what other states such as adventure tourism, cultural ... Therefore, the development of this sector should be based on four aspects: human, as a pillar the same is the development of the people who live in the places visited, combining this activity with the characteristic of them; environmental issues as key to the success of

it is a high degree of conservation not only of birds and habitats but also of the host landscape itself, the scientific rigor, as the information provided must be truthful, consistent and supported by experts. The ethical aspect that includes honesty as they should know what needs this type of tourism and offer accordingly and within the real possibilities, as well as incorporating a code of good practice and demonstrate knowledge of the aspects that can be put into endangered species themselves observed.

Currently the only training modules that address, together, all these issues are created in the project iberaves (SEO / BirdLife, SPEA and BirdLife International). Therefore, we believe that expanding the training and recognition tool will facilitate access to specific knowledge to improve the capabilities of the sector, and open new expectations for students of tourism and related training modules. At the same time provide a greater sensitivity to local people in rural areas of high ornithological value.

The project therefore will develop a training tool that incorporates aspects of management and conservation in Natura 2000 sites and Biosphere Reserves, as well as aspects of demand, needs and resources available to offer. Thus ensure a high level of respect with the environment (which may be applicable to any other area excluded) and quality of tourism (as they are areas where there are good populations of birds) in some of the Mediterranean basin countries.

Project goal and targets

The main project goal is to strengthen the professional ornithological tourism sector, standardizing training criteria and standards to improve its competitiveness while ensuring the sustainability of economic activity in the Mediterranean basin.

To achieve this goal have set specific targets:

- Promote and facilitate self-learning to improve skills in the tourism sector in rural areas of high environmental value, protected areas and Biosphere Reserves.
- Develop a tool that helps to promote a model of sustainable rural development through ornithological tourism to enhance the conservation of natural heritage.
- A training tool which is common, and in turn keep the specifics of each state of the Mediterranean, to facilitate the purchase of a homogeneous, knowledge needed to expand the capabilities of a sustainable sector.
- Validate self-learning training tool by the sector itself, that is by professionals working in these areas, so that it suits the educational and social needs of the environment to which it is addressed. At the same time looking for that can be incorporated into vocational training or university cycles creating the figure of ornithological tourism professional.
- Disseminate training tool created between the sector in different countries of the Mediterranean basin.

Expected results

- 1 .- Training module on ornithological tourism in the Mediterranean basin aimed at professionals – companies. 07/31/2013
- 2 .- Training module on ornithological tourism in the Mediterranean basin aimed at technicians. 07/31/2013
- 3 .- Training module on ornithological tourism in the Mediterranean basin aimed to other services operating (hotels...) . 07/31/2013
- 4 .- Evaluation of the modules (results 1, 2 and 3). 02/09/2013
- 5 .- Certification. 09/24/2012
- 6 .- Web site with information about the project and its products, available in different languages. 30/06/2012
- 7 .- Application for smart phones on tourism in the Mediterranean basin. 12/30/2012
- 8 .- Handbooks and other documents for management and internal quality control of the project. 01/31/2012
- 9 .- Plan of valorization of project to reach different members of the EU and the countries and Mediterranean professionals. 01/31/2012
- 10 .- Brochure of the project. 30/09/2013

Target audience of the products resulting from the project

Target groups of short and long term, and expects to have the impact on them.

The educational product generated by the project is therefore as target groups:

1. Tour guides and adventure sports companies, nature and mountains.
2. Local agents (food, accommodation, local authorities responsible for space management, monitoring, outreach, etc).
3. Students of tourism training.

In this way the project wide and transfers to other countries of the Mediterranean basin, an innovative training tool for the sector, as well as providing improved training that will benefit rural dwellers in the loss and aging population is a serious problem. This project is not intended to provide the solution, although it is intended to help establish a sustainable rural development model with the environment and time.

Valorisation Plan

Responsible for implementing the valorisation plan

The valorisation plan that is dissemination and exploitation of project results will be developed at consortium partners, ie SEO / BirdLife, SPEA, HOS, BLC and BirdLife International.

In addition and to be members of an international network with presence in all European countries and more than 100 worldwide, all partners BirdLife will have knowledge and access to the main results of the project. Thus those involved in the dissemination of its results beyond the three partners in the consortium.

Audience targeted by the valorisation plan

The valorisation plan should include five different target groups, and therefore must include actions to reach them all:

- Associates BirdLife (over 100 at least will be essential to disseminate the project between the European partners)
- Partners BLC, HOS, SEO / BirdLife and SPEA as well as partners of the partners of BirdLife.
- Professionals and students from the tourism sector, especially in rural areas associated with natural areas.
- Local, regional and national of Greece, Cyprus, Tunisia, Morocco, Spain and Portugal.
- Inhabitants of rural areas with high natural value and the general public.

Main dissemination and exploitation of results

Preparation and approval of a corporate image (logo)

- Preparation of project dissemination materials:
 - articles in professional journals (such as each member of the consortium, World Birdwatch, or similar)

- on the project Web
 - brochure about the project and its results
 - Materials or diffusion (banner..)
 - press releases about the project (Application iPhone, pilot groups, presentation training modules ...)
-
- Launching of the project in Greece, Cyprus, Spain, Portugal and through BirdLife International
 - Presentation of the project and its results in different fora concerned
 - Promotion of the project for the development of pilot groups
 - Development of pilot groups
 - Exploitation of key results of the project (on-line course, iPhone Application ...)

Implementation schedule of the main actions

The timetable for implementation of valorisation actions is based on project schedule discussed and agreed at the first meeting of members (January 2012).

Here are the main decisions taken at that meeting regarding the timetable for implementation of the valorization of project:

IPOT project planning	tasks	partners responsibility	2012													
			gen	febr	març	abr	maig	jun	jul	ago	set	oct	nov	des		
	logo-image	SEO/BirdLife	■	■												
	Project presentation	ALL			■	■	■	■								
	Article on the project (own or specialized magazines)	ALL			■	■	■	■	■	■	■	■	■	■	■	■
	Article on the project for tourism magazine	ALL			■	■	■	■	■	■	■	■	■	■	■	■
	Website (SEO) link of the 5 partners	ALL		■	■	■										
	Other public events dissemination	ALL		■	■	■	■	■	■	■	■	■	■	■	■	■
	Meetings with another organizations to present the project	ALL		■	■	■	■	■	■	■	■	■	■	■	■	■
	Meetings with agencies / authorities to explain the project	ALL		■	■	■	■	■	■	■	■	■	■	■	■	■
	List-inventory-media entities potentially interested in the project (important for pilot groups)	ALL		■	■	■	■	■	■	■	■	■	■	■	■	■
	Materials of Dissemination of the project (banners, posters ...)	ALL						■	■	■	■	■	■	■	■	■
	Press release on the training modules and pilot groups	ALL (except BI)												■	■	■
	Call for pilot groups	ALL (except BI)												■	■	■
	Article or press release presentation and Final Project	SEO + ALL						■	■							
	Disseminate the project among the partners of BirdLife International	BLI + ALL		■	■	■	■	■	■	■	■	■	■	■	■	■
	Updates the contents of the web	SEO + ALL						■	■	■	■	■	■	■	■	■
	Valorisation plan	SEO + ALL		■												
	Review the contents of the final brochure (gathering information from the various partners)	ALL														
	Brochure explaining the project at the end	SEO + ALL														
	Meetings with agencies / authorities to explain the project	ALL	■	■	■	■	■	■	■	■	■	■	■	■	■	■

IPOT project planning	partners responsibility	2013									
		gen	febr	març	abr	maig	jun	jul	ago	set	
logo-image	SEO/BirdLife										
Project presentation	ALL										
Article on the project (own or specialized magazines)	ALL										
Article on the project for tourism magazine	ALL										
Website (SEO) link of the 5 partners	ALL										
Other public events dissemination	ALL										
Meetings with another organizations to present the project	ALL										
Meetings with agencies / authorities to explain the project	ALL										
List-inventory-media entities potentially interested in the project (important for pilot groups)	ALL										
Materials of Dissemination of the project (banners, posters ...)	ALL										
Press release on the training modules and pilot groups	ALL (except BI)										
Call for pilot groups	ALL (except BI)										
Article or press release presentation and Final Project	SEO + ALL										
Disseminate the project among the partners of BirdLife International	BLI + ALL										
Updates the contents of the web	SEO + ALL										
Valorisation plan	SEO + ALL										
Review the contents of the final brochure (gathering information from the various partners)	ALL										
Brochure explaining the project at the end	SEO + ALL										
Meetings with agencies / authorities to explain the project	ALL										

Resources to be exploited for development

To develop this valorization plan, we must emphasize that the consortium now has:

- Web project partners widely visited by birdwatchers from all over Europe, as well as web partners at BirdLife.
- Specific publications of the consortium partners.
- Personal, of each consortium partner, specializing in public communication to both specialist and the general public and the media.