

International Project of ornithological tourism in protected areas in the Mediterranean Basin.

2011-1-ES1-LEO05-35897

<http://www.adam-europe.eu/adam/project/view.htm?prj=10170>

Project Information

Title: International Project of ornithological tourism in protected areas in the Mediterranean Basin.

Project Number: 2011-1-ES1-LEO05-35897

Year: 2011

Project Type: Transfer of Innovation

Status: completed

Country: ES-Spain

Marketing Text: IPOT, develops Mediteraves: a training product addressed to tourism professionals from countries of the Mediterranean basin. The main objective is to enhance their training, in order to improve their offer and to direct it to the ornithological tourism, developing a product, environmentally and socially sustainable.

Summary: Ornithological tourism or birdwatching, as a form of nature tourism, is growing in recent years. This activity is directly linked to rural areas with high natural values, so it is essential to sustainable development activity to ensure their future survival. Moreover, this activity due to their characteristics and requirements requires specific knowledge and practices that professionals should know, because customers demand it. The Mediterranean countries are recipients of this type of tourism, so it is essential to ensure the development of the business without compromising the conservation of the resource itself. This project also marks common standards that ultimately benefit the whole of professionals improve their quality and competitiveness.

SEO/BirdLife, SPEA, BirdLife International, HOS and BirdLife Cyprus, has joined into an international project that aimed to transfer training products of improving the Education in the professional sector of Ornithological Tourism in Biosphere Reserves and other protected areas, and countries around the Mediterranean basin.

The project provided training modules, aimed at different sectors operating in bird tourism. In addition to the dissemination and promotion of the project, which is a fundamental part of it, an i-phone application (that collects ornithological information, good practices and some of the information included in the training modules) has been created.

The consortium had a relationship between partners much stronger than the generated by the project itself, which together with the common interest in sustainable rural development, and this ensures the future continuity of their results. Interest is expected to increase in the medium and long term, among the target sectors and also at geographical level.

Description: The project has been based on expand, adapt and transfer the main results of a previous project (iberaves), to train professionals in the tourism sector into birdwatching; in different countries of the Mediterranean basin and outside the EU (Greece, Cyprus, Tunisia and Morocco). During the project lifetime training courses has been transferred, adapting the content required (eg laws and regulations, all units of natural resources) as well as the application for Smart Phones, which were created in the project iberaves. For Spain and Portugal, and also for the rest of countries outlined above, the training courses has been expanded and adapted for professionals working in Reserves de Biosphere. Now, once the project finished, the training courses can be easily assimilated by other Mediterranean countries. Regarding the administrative and financial project: the consortium has been working together in the preparation of the interim and final reports; all contracts beneficiary-partner have been signed; has transferred the first and second payments to all partners; and distributed and reviewed the Administrative and Financial Project Guide (available in Files). Regarding the technical part of the project: A web to hold training courses has been created (www.mediteraves.org); and all partners has collaborated in the transfer of training courses. Also BirdLife International (UK) has been developing the App for Smartphones (Android) named "Mediterranean Birds" that can be free download from www.mediteraves.org or by google play. All planned valorisation actions have been carried out successfully (available in Files and Products). Regarding the pilot courses

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(Spain, Portugal, Greece and Cyprus) have finally made more than expected, and they have been very well received in the training courses.

Finally training courses are named "mediteraves", and the App for smart phones "mediterranean birds". The project logo has been developed and distributed (available in Files), the different partners have made more than 20 oral presentations of the project, on-line and printed presentations of the project (including the World Birdwatch Magazine publications with circulation in 147 countries); a specific banner for each project partner has developed (so as to facilitate the presentation of it in fairs and workshops); and also two brochures (a first brochure describing the project that has been developed also to attend various international events (Ramsar COP in Bucharest 2012; British Birdwatching Fair in Rutland, UK, 2012 and 2013); and the final brochure that is available in French, English, Greek, Spanish and Potugues (all of these materials are available in Files).

Also some partners has identified lack of information concerning birdwatching, and and developed specific leaflets for Portugal and Cyprus. And for Greece has been developed a publication Birding in Greece: A travel guide to birdwatching sites in Greece (available in Products).

During the last year of the project, eight pilot groups have been organized in Cyprus, Spain, Greece and Portugal, among tourism professionals.

In addition on-line evaluations of the course have been collected and analyzed (which was already available at the beginning of the project in Spanish and Portuguese). During this time has been reached the 1,780 registrations to the on-line course. In addition all the feedback, both pilot groups such as on-line ratings, give it a very high score in all fields: design and structure, themes, content development, practical and self-assessment exercises, duration, registration facilities and facilities for access to course ...) (available in Files)

Themes: *** Quality
 *** Sustainability
 *** Lifelong learning
 *** Open and distance learning
 *** Ecology
 *** Continuous training
 ** Utilization and distribution of results
 ** ICT
 ** Enterprise, SME
 ** Access for disadvantaged
 ** Equal opportunities

Sectors: *** Accommodation and Food Service Activities
 *** Professional, Scientific and Technical Activities
 *** Arts, Entertainment and Recreation
 ** Administrative and Support Service Activities
 * Other Service Activities
 * Information and Communication
 * Education
 * Agriculture, Forestry and Fishing

Product Types: others
 website
 teaching material
 modules
 open and distance learning

Product information: During the first year (2011-12) of project progress has been made developing of some of the products of the same, but not finalized. The project website (available in Products). During the second year (2012-2013) all expected products has been reached.
 Here, we describe the organization of work to get the products and results. The IPOD has divided its project work plan in five work packages:
 (WP1) Development and validation of the training modules. It started in January 2012. Have been made and all revisions, updates and adaptations iberaves of the course. Have been completed translations and the adjustments to Greece, Cyprus,

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Morocco and Tunisia.

Also, pilot groups have been organized and the feedback was collected with tourism professionals attending these pilot groups.

(WP 2) Online training modules are available in the project website www.mediterraves.org and users can get to it from the websites of the Mediterranean partners of the project.

(WP3) Application for smartphones: Mediterranean birds. It is about developing an app for smartphones to disseminate good practice in ornithological tourism (including content developed during the project) as well as information to tourists and birdwatchers, to travel the Mediterranean countries of the project. Now the Application is free downloaded from google play or from the project website.

(WP4) Project Valorization. A website is ready (available in Products), housed in the beneficiary of the project, with information on it, the other partners also have information about the project. A Valorization Plan of the project was approved during the first meeting (January 2012), and all valorization materials have been made in the development of valorization materials (available in Files).

(WP5) Internal management of the consortium. This work package has been developed smoothly, have been reached all the goals and actions planned for the two years of the project.

Project homepage: <http://www.mediterraves.org>

Project Contractor

Name: Sociedad Española de Ornitología (SEO/BirdLife)
City: Madrid
Country/Region: Comunidad De Madrid
Country: ES-Spain
Organization Type: association/non-governmental organisation
Homepage: <http://www.seo.org>

Contact Person

Name: Cristina Sánchez Alonso
Address: C/ Melquiades Biencinto, 34
City: Madrid
Country: ES-Spain
Telephone: +34932892284
Fax: +34932892284
E-mail: catalunya@seo.org
Homepage: <http://www.seo.org>

Coordinator

Name: Sociedad Española de Ornitología (SEO/BirdLife)
City: Madrid
Country/Region: Comunidad De Madrid
Country: ES-Spain
Organization Type: association/non-governmental organisation
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Partner

Partner 1

Name: Sociedade Portuguesa para o estudo das Aves
City: Lisboa
Country/Region: Lisboa
Country: PT-Portugal
Organization Type: others
Homepage: <http://www.spea.pt>

Partner 2

Name: BirdLife Cyprus
City: Lefkosia
Country/Region: Kypros / Kibris
Country: CY-Cyprus
Organization Type: others
Homepage: <http://www.birdlifecyprus.org>

Partner 3

Name: BirdLife International
City: Cambridge
Country/Region: Berkshire, Buckinghamshire, Oxfordshire
Country: UK-United Kingdom
Organization Type: others
Homepage: <http://www.birdlife.org>

Partner 4

Name: Hellenic Ornithological Association
City: Atenas
Country/Region: Attiki
Country: EL-Greece
Organization Type: others
Homepage: <http://www.ornithologiki.gr>

Project Files

01 IPOT Project Administration Guidelines.pdf

<http://www.adam-europe.eu/prj/10170/prj/01%20IPOT%20Project%20Administration%20Guidelines.pdf>

Guidelines for administrative and financial management of the consortium created to IPOT. This guide is based on the draft proposal by the Leonardo's Agency, but includes the specific management needs, the consortium itself and its partners.

8_2 R4-1 Valoraciones cursos on-line.pdf

http://www.adam-europe.eu/prj/10170/prj/8_2%20R4-1%20Valoraciones%20cursos%20on-line.pdf

Evaluation training modules

8_2 R4-2 Valoraciones Grupos Piloto SEO.pdf

http://www.adam-europe.eu/prj/10170/prj/8_2%20R4-2%20Valoraciones%20Grupos%20Piloto%20SEO.pdf

8_7 R10-IPOT_folleto final EL.pdf

http://www.adam-europe.eu/prj/10170/prj/8_7%20R10-IPOT_folleto%20final%20EL.pdf

8_7 R10-IPOT_folleto final EN.pdf

http://www.adam-europe.eu/prj/10170/prj/8_7%20R10-IPOT_folleto%20final%20EN.pdf

8_7 R10-IPOT_folleto final ES.pdf

http://www.adam-europe.eu/prj/10170/prj/8_7%20R10-IPOT_folleto%20final%20ES.pdf

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8_7 R10-IPOT_folleto final PT.pdf

http://www.adam-europe.eu/prj/10170/prj/8_7%20R10-IPOT_folleto%20final%20PT.pdf

Greece Birding Guide.pdf

<http://www.adam-europe.eu/prj/10170/prj/Greece%20Birding%20Guide.pdf>

A Travel Guide for Birdwatching in Greece. This publication aims to be a useful tool for birdwatchers who want to explore the birdlife of Greece. It includes 33 of the most interesting birdwatching sites, covering all the aspects of the exceptional habitat diversity found in the country; from alpine grasslands to river deltas and from maquis scrub to dense pristine woodland. Priority has been given to sites that hold populations of Mediterranean or rare and endangered species.

The sites have been grouped in seven different regions, depending on their geographical location. A detailed map is given for each site, along with instructions on how to get, the highlight species with their status of presence, and an explicit description of the suggested routes within the site. There is also information for other interesting animal or plant species and any other (cultural, archaeological, etc) attractions.

At the end of the book, there is useful contact information, a checklist of the birds of Greece, along with blank pages for your notes and drawings.

IPOT Logo Mediteraves.pdf

<http://www.adam-europe.eu/prj/10170/prj/IPOT%20Logo%20Mediteraves.pdf>

It has approved a name for training products: mediteraves, referring to the Mediterranean basin, and the ornithological tourism. Once agreed the name of the product, the brand, has designed its image, the logo. This represents the Mediterranean basin, with the silhouette of birds. This aims to integrate, in a single image, the product information.

Project Files

IPOT Valorisation 2011-12.pdf

<http://www.adam-europe.eu/prj/10170/prj/IPOT%20Valorisation%202011-12.pdf>

IPOT Valorisation Activities 2011-12.

This is a summary of the main project valorisation activities developed by the partners of the same, during the first year (2011-12). Are described in greater detail in section of products.

IPOT Valorisation Plan.pdf

<http://www.adam-europe.eu/prj/10170/prj/IPOT%20Valorisation%20Plan.pdf>

When the project was developed Valorisation Plan thereof, which was approved by all project partners during the first partners meeting held in Barcelona in January 2012. Throughout the project, periodically review the status of implementation of the plan, and includes actions that have been developed apart from the main described therein.

Products

- 1 IPOT Valorisation Activities 2011-12
- 2 IPOT web
- 3 Final project leaflet
- 4 Birding Guide in Greece Ipot- Mediteraves Project

Product 'IPOT Valorisation Activities 2011-12'

Title: IPOT Valorisation Activities 2011-12

Product Type: distribution methods

Marketing Text: During the first year of the project, different partners of the same, have conducted a series of activities and events for recovery of the same in all countries (Spain, Portugal, United Kingdom, Greece and Cyprus).

Description: Different valorisation activities consisted of speeches and presentations, development of a presentation brochure, development of banners on the project for different countries, stand and fairs (RAMSAR COP-5 in Bucharest, Romania; BBF in Rutland, UK)

Target group: Different valorisation activities have led to all kinds of audiences, from the tourism sector professionals, government, managers, educators and conservation agencies and environmental education, as well as the general public.

Result: For now, failing to complete the project (2013) there is no quantifiable indicators of the results of these valorisation activities. What we can say, is the large number of different sectors of the public that has an interest in the same.

Area of application: These examples of valorisation activities may be applied not only to this project, but as examples to any project that seeks to develop actions for recovery of the same.

Homepage:

Product Languages: Spanish
English
Greek
Portuguese

Product 'IPOT web'

Title: IPOT web

Product Type: website

Marketing Text: To disseminate the project is necessary to have on-line tools that amplify the audience you will reach.

Description: Web section where you can have a first description of the project (in the absence of the completion of the second year of it) and know who their partners.

Target group: All audiences.

Result: For now, and in the absence of having more online results not quantified the number of visits to it.

Area of application: Project valorisation platform and training platform once the online course be developed, evaluated and approved by the project partners.

Homepage: <http://www.seo.org/2013/02/19/proyectos-de-turismo-ornitologico/>

Product Languages: Spanish

Product 'Final project leaflet'

Title: Final project leaflet

Product Type: others

Marketing Text: A Brochure that introduces users into Birdwatching in the mediterranean, aproaching the IPOT-Mediteraves project and the Application for Smartphones.
(see Files)

Description: The project final leaflet tries to compile the highlights of the project and also the importance of the mediterranean basin for birdwatching in an international context.

Target group: This material is a support material for professionals of tourism, but also a useful material for visitors ad tourist.

Result: Final leaflet is available in Spanish, French, English, Portugues and Greek.

Area of application: This meatrial is common to be used in all the Mediterranean Basin countries, but specially in Spain, Greece, Cyprus and Portugal.

Homepage: www.mediteraves.org

Product Languages: French
Greek
English
Portuguese
Spanish

Product 'Birding Guide in Greece Ipot- Mediteraves Project'

Title: Birding Guide in Greece Ipot- Mediteraves Project

Product Type: teaching material

Marketing Text: This publication will benefit all professionals of tourism from Greece, also will contribute to disseminate the information concerning ornithological tourism in the East the Mediterranean Basin.

Greece is well known for its natural beauty. The surrounding sea with all those beautiful islands and the thousands of islets, the intense relief and the pollution-free rivers and lakes constitute a popular destination for ecotourists. Furthermore, its geographical location, being at the crossroad of three continents - in one of Europe's southernmost areas - is a fascinating feature per se, and the fact that Greece lies on several migration corridors of migrant birds makes it very attractive for birdwatchers.

This publication unfolds knowledge in order to protect these beautiful creatures that fill and make our planet more beautiful. We plead for your contribution to help them continue to exist and perpetuate. There are ethic rules for nature lovers. Respect is the most important.

Description: This guide aims to be a useful tool for birdwatchers who want to explore the birdlife of Greece. It includes 33 of the most interesting birdwatching sites, covering all the aspects of the exceptional habitat diversity found in the country; from alpine grasslands to river deltas and from maquis scrub to dense pristine woodland. Priority has been given to sites that hold populations of Mediterranean or rare and endangered species.

The sites have been grouped in seven different regions, depending on their geographical location. A detailed map is given for each site, along with instructions on how to get, the highlight species with their status of presence, and an explicit description of the suggested routes within the site. There is also information for other interesting animal or plant species and any other (cultural, archaeological, etc) attractions.

At the end of the book, there is useful contact information, a checklist of the birds of Greece, along with blank pages for your notes and drawings.

Target group: Professionals of tourism, visitors and tourist.

A crowd of people from all over the world: foreign birdwatchers, most of them Europeans, have realised the importance of Greece and its richness in bird species and visit it every year and not just for their summer vacations.

A crossroad of three continents with great habitat diversity (and in a much better condition compared to the other Mediterranean neighbours) and more than 445 species of birds "are waiting" for birdwatchers to find them.

Result: Printed Handbook: Travel Guide to Birdwatching Sites in Greece.

Area of application: As an important Valorisation of the IPOT project in Greece, the East Mediterranean Basin and all Europe.

Homepage: www.mediteraves.org

Product Languages: English