The Future of Tourism in Natural Areas: Impact, Governance, Financing
A creative Lab for Policy Makers and Practitioners at the time of Covid-19

3 Jul. 2020 | International webinar
15 Oct.-26 Nov. 2020 | Community Lab

PROJECT OUTLINE
Rationale

The Covid-19 pandemic has heavily affected tourism worldwide and it is expected to continue doing so over the coming months.

In such a changing context, there is a widespread acknowledgement that **tourism will never be the same** in the Covid-19 aftermath. The effects of the pandemic will modify the way we move, the way we stay, and the way we experience destinations.

This massive **change will not be linear** and destinations around the world will face unprecedented challenges. Hence, the demand for new skills, new tools and new strategic approaches will increase.

The recovery of tourism requires conceiving **innovative ideas and views**, considering all phases of the customer journey. Each stage, from the “dreaming phase” to the pre-travel information-gathering, the arrival to the tourism destination and to the living experience will undergo substantial changes: overall, new responses will be sought and experimented. New solutions are key since a return to the past is not desirable.

The recovery will require a long time and, now more than ever, there is the need of a transition toward a more **sustainable tourism**. The sustainability concept should be intended in a broader perspective, and the United Nations 2030 Agenda for Sustainable Development should be regarded as the reference guideline for such transformation. This will be particularly important when it comes to the future of tourism in natural areas as the protection of nature will be particularly important after the pandemic.

Why a focus on natural areas, and why now?

Based on various analyses of Covid-19 impacts on tourism, it is fair to assume that nature will be explored more in the post-Covid-19 era.

Free spaces, remoteness, air purity, water freshness will gain more value in the eyes of travellers, and **Protected Areas** might expect a significant rise in the number of visitors, particularly by domestic tourists. This will have advantages but also side effects and will require more responsible management of negative impacts to find new solutions, to build a more sustainable tourism in Natural Areas, and to improve resilience to future shocks and instabilities. Transforming the crisis into an opportunity depends as well on the capacity of the policymakers and operators to gain a deep understanding of the situation and to shift toward **new models and settings**.

The theme of the Future of Tourism in Natural Areas project (Tour.Nat) is **tourism management** in natural and protected areas: how to design it, how to make it more balanced, how to reshape the experiences, how to govern and manage the visitors’ flows, how to minimise the negative impacts, how to manage the relationship with local communities, how to engage with nature stakeholders, and how to govern it for the benefit of the local people and the natural environment. These issues were already important before Covid-19, but now they are absolutely paramount.

Given the current circumstances, the Tour.Nat initiative shall build on a **twofold question**: on one hand, dealing with the dramatic downturn in tourism demand, posing primary survival challenges for the tourist businesses in the short run; on the other hand, addressing structural issues and finding new paths for sustainable tourism, resilient to the shocks, crisis and dramatic changes.

The target participants, policy and decision makers as well as professionals of the tourism sector professionals, **should dare and be creative** in figuring out unprecedented solutions for the “new normal” after Covid-19.

Such a **case study-centred approach** will be complemented by an analysis of the national and local recovery policies and strategies that framed each case, in order to find the needed policy-practice linkages for a new action to sustainable tourism in natural areas.

At the end of the training experience, participants will develop skills to **find effective solutions** to reinvent and repurpose sustainable tourism management after the pandemic. Participants will thus work together to build up expertise in formulating successful strategies to address the change, in the light of the pandemic impacts and with an eye on the UN Sustainable Development Goals in natural and protected areas. In fact, it is not only a matter of designing means and tools, but also of taking a quantum leap, a shift in the tourism paradigm.

Tourism and nature in Trentino Alto Adige South Tyrol

Trentino Alto Adige South Tyrol is a small region in Northern Italy, mostly covered by mountains. Since the economic boom of the Sixties, tourism has always represented one of the main pillars of the economy of Trentino Alto Adige which counts for more than 15% of regional GDP and almost 60mln overnight stays in 2019. The local communities and policymakers were able to leverage the natural richness of the territory, thus favouring the touristic flows during winter and summer seasons. In addition, more than 30% of the natural areas of the region are protected. Protected natural areas include national parks, reserves, biotopes, and UNESCO sites. Since protected, the natural sites have specific regulations that preserve and protect the flora and fauna. Such regulations imply a diverse concept of tourism, which has been recently redesigned to protect the environment on one hand, and on the other to enhance its essential value. It is hence clear the importance of tourism and nature altogether for the economic development of the destination. Covid-19 pandemic represents a threat, a challenge and an occasion to redefine tourism, to promote and preserve the natural environment, and to engage local stakeholders in a perspective of a long-term sustainability.
The conceptual framework and the main topics

Since no ready-to-use and multipurpose recipe is available to tackle the aforementioned issues, Tour.Nat implements an innovative approach to find new solutions after the pandemic and build a more sustainable tourism resilient to future shocks and instabilities.

The project intends to build an agile living laboratory of practical seminars, individual research, working groups, creative sessions, interactive discussions, and online tutoring. Bearing in mind that no “one-size-fits-all” solutions for the current and post-Covid-19 challenges exist, the steering concept of Tour.Nat is to leverage on the case studies and on the participants’ first-hand experiences. The ideas and actions of the post-pandemic tourism - that participants have been developing and are going to test during the summer - will be discussed, studied, analysed and compared to draw practical lessons and viable solutions for the forthcoming seasons.

Such a case study centred approach will be complemented by an analysis of the national and local recovery policies and strategies that framed each case, in order to find the needed policy-practice linkages for a new action to sustainable tourism in natural areas.

The Covid-19 crisis has shown that nature can survive and thrive without humans, but humans cannot survive without nature. The weeks of quarantine have left millions of people with the desire of going outside and ‘being in the nature’, and hopefully appreciate its value. However, the risk of “short memory”, of quickly forgetting and slipping into the old habits that focus on fulfilling the consumption needs at the cost of exploiting the natural environment, has not gone away.

Now more than ever it is important to address these issues with a long-term, balanced and more responsible approach that puts the protection and conservation of nature as the core paradigm at the centre of any strategy. Nature is no longer the “stage” for tourism experiences but the core value of the destinations offer. This requires minimising the exploitation of natural resources, waste and disruption of fauna and flora, to find a balance between nature protection and open access to nature; to balance the development of the sector, such as improvements in tourism infrastructure, with the impacts on wildlife. Many other issues related to the usage and interaction with nature should be at the heart of any planning strategy for tourism in natural areas. Knowledge and expertise to deal with problems around the management of tourism in Protected Areas, from both pre-Covid-19 and the Covid-19 crisis, must be shared and the lessons learnt, in order to be able to build resilience for the benefit of people and the natural environment.

In dealing with the twofold practice-oriented and policy-making challenge, Tour.Nat builds around three main topics: impacts, governance and financing.

Impact

How to measure the positive effects of projects undertaken to absorb the impact of Covid-19 on tourism in natural areas? How to define the success of a project of natural protection and tourism development?

It is still enough to define the proper framework, to engage local stakeholders, to create a good team to evaluate a project? It is the right time to change the attitude toward new assumptions that consider the outcomes as crucial for the quality of the project?

Social, economic and environmental impacts relate to the long-term potential positive changes for individuals, local entrepreneurs, communities, and tourists that result from activities or services provided in natural areas.

Focusing on the impacts of the projects and activities redefines the policies and strategies for tourism in natural areas in a more effective and efficient way.

Governance

In the Covid-19 era, tourism is a major issue posing challenges that engage directly local and national governments. In many countries and destinations, tourism is one of the main pillars of the local economic development and, in the next few months, natural areas will experience an unprecedented situation that will put a lot of pressure on local management.

Rethinking tourism means redesigning the architecture of the governance systems, defining new roles and responsibilities of the decision makers, and the way decisions are taken across the various levels of government and along the decision-making chain, taking into considerations all social, environmental and economic impacts.

Financing

The maintenance and management of the majority of natural areas are financed by public administration. In the next months, tax revenues will decrease and governments will cut public spending in many sectors, likely including the protection of natural areas. In addition, the shrinking of the touristic flows over the next months will contribute to a further loss of tourism-related revenues.

The perfect storm is coming to parks and natural areas: it is thus necessary to think about new ways and mechanisms to fund nature protection, e.g. by creating partnerships with private entrepreneurs and by engaging local communities, the citizens, and the tourists.

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Objectives

- To think the unthinkable: building innovative paths to the new tourism in Covid-19 aftermath. How to turn the unprecedented crisis as an opportunity to conceive new sustainable tourism in natural areas? Policy issues and practical implications.
- To create an intercultural, international environment where to share, compare, evaluate ideas and experiences around tourism management in natural areas. To provide a common interpretation language to evaluate and discuss participants' case studies as well as projects and local practices aimed at fostering new sustainable tourism in natural areas.
- To elaborate on the “impact – governance – financing” natural tourism triple-helix, and to reflect on conducive policies to enable such virtuous dynamics.
- To elaborate on the sustainable nature-based tourism prospects and sustainable policies in the pandemic aftermath, as part of a wider re-thinking of circular economy and society.
- To foster networking and debate around relevant case studies and best practices from the participants on how to cope with the Covid-19 impact on tourism in natural areas.
- To promote online and offline social networking among participants and experts during and after the course, in order to exchange knowledge, practical experience and work methodologies on tourism, sustainability and local development.

Structure

The Project, capitalising on the 2019 OECD-Tsm project on Tourism management for UNESCO designated sites in Natural Areas (T.UN.NA), is conceived on a full web-based peer-to-peer training and capacity-building concept and is built on 3 main components:
- International open webinar
- Open call
- Community Lab

The Project will act as a funnel that drives from the general to the specific, from global to local. The operations will start with an international webinar on tourism scenarios open to everyone and will end up with a selected group of 30 participants working on sustainable tourism strategies for natural and protected areas.

Tour.Nat international open webinar (3 Jul. 2020)

The unprecedented crisis the world is facing urges to reshape the tourism policies and industry. The appropriate framework to highlight the major issues and possible scenarios will be defined together with some international experts. The webinar was held on 3 July 2020, counting on a wide and qualified international audience.

Tour.Nat open call (Deadline 7 Oct. 2020)

The second phase aims to collect cases and experiences from various places around the world in order to create an inventory of "tourism resilience projects" in protected natural areas during the Covid-19 crisis.

A call for application has been launched on 3 July 2020, during the international webinar, to submit viable solutions or ideas that the candidates have developed, or they are seeking and experimenting against the current downturn. An on-line tutorial and toolkit is made available to ease the task of the candidates to submit their candidacy.

Among the received case studies, 30 will be selected to be further elaborated during the next stages of the Tour.Nat learning experience.


The selected case studies will be divided into 5 groups made of 6 participants, which will work intensively during the months of October and November.

The Community Lab will have two stages:

I. 15 October - 15 November. Each group will count on online tutorship by Tour.Nat staff in order to analyse each participants’ case study, assess the strengths and weaknesses, and elaborate on the main ideas of the presented case studies concerning the three pillars of the Project – impact, governance and financing. The estimated individual workload is of a maximum of 20 hours.

II. 23 - 26 November. A four-day intensive online Lab of plenary sessions (4 hours per day) to compare and build on the main lessons learned and fresh concepts developed in the previous four weeks of group work. During the plenary sessions, each group will present the main results of the group works to a panel of international experts and to the other participants to draw some strategic indications and insights on how to reshape tourism in natural areas, dealing with both practical lessons and policy solutions. Each working day will be devoted to a different pillar of the Project, while the fourth day will gather all the concepts with the aim of developing a shared outcome.
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■ Timeline

3 JUL. 2020
INTERNATIONAL WEBINAR
upon registration
500 places available

3 JUL. - 7 OCT. 2020
OPEN CALL
online application
30 case studies selected

15 OCT. - 15 NOV. 2020
COMMUNITY LAB PHASE I
online tutorship
5 sub-groups

23 - 26 NOV. 2020
COMMUNITY LAB PHASE II
online Lab
4h per day

■ Participants profile

The international seminar was open to everyone interested in Tour.Nat topics.

The Community Lab targets:

→ Practitioners (local and regional Destination Management Organisations, tourism business operators, tourism agencies, experts, representatives of sectoral interest groups and associations, researchers);

→ Policy makers (local, regional and national authorities, national and regional agencies, international tourism sector organisations, tourism management institutions and bodies);

→ Parks and natural areas’ managing authorities and natural areas regulating institutions.

■ Working language

English.

■ Online platform

The webinar and the Community Lab will be held in digital format through the ZOOM platform. Connection is possible via computer, tablet or smartphone.

■ Costs and participation

There is no participation fee.

The participation to the international webinar on 3 July 2020 was only subject to online registration. The replay of the webinar can be found here.

The detailed open call has been launched on 3 July 2020 and applications will be submitted online. In order to apply, candidates must fill in this online form which requires to provide by 7 October 2020:

• Personal and professional information.
• Motivations for participating in the Community Lab
• A case study (project, programme or initiative, which is directly related to the candidate’s professional experience and based on sustainable tourism strategy in natural area to face the Covid-19 challenge).
• CV in PDF format.

A panel of experts will select 30 participants for the Community Lab considering the curriculum and the presented case study. Selected candidates will receive all material supporting the course in digital format, instruction on the use of the online platform and technical assistance on how to best organise their participation.

■ Contact

OECD Trento Centre for Local Development:
paolo.rosso@oecd.org

tsm-Trentino School of Management:
alessandro.bazzanella@tsm.tn.it
Organisers

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Cooperation and Development), whose mission is to promote better policies for better lives. The OECD facilitates a dialog among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The mission of the Trento Centre is to build capacities for local development in OECD member and non-member countries. The 2018-2020 vision combines an enhanced international role as capacity building provider for national and sub-national authorities on issues related to local development and a new development as a centre of excellence on issues related to spatial productivity. www.trento.oecd.org.

tsm - Trentino School of Management is a consortium composed of the Autonomous Province of Trento, the University of Trento and the Region of Trentino Alto Adige-Südtirol. tsm is committed to both training and applied research in the public and private sectors, with a particular focus on the Trentino economy. The core activity of tsm is to provide training courses to public sector stakeholders and main actors (i.e. the Autonomous Province of Trento) and related organisations and companies. By creating a growth-friendly environment, tsm supports a development vision based on life-long learning principles. At the local level, tsm stands out as an integral part of a system improving skills in the public administration, and a reference point for training and research in the Autonomous Province of Trento. www.tsm.tn.it.

The OECD Tourism Committee analyses and monitors policies and structural changes affecting the development of domestic and international tourism since 1948. It provides policy-makers with concrete analysis of key challenges and policy responses that will shape tourism in the years to come. The Committee actively promotes an integrated, whole-of-government approach linking tourism to policies such as economy, investment, transport, trade, inclusive growth, employment, innovation, green growth, local development, SMEs and entrepreneurship. The Committee also supports work on tourism policy performance and evaluation through its tourism policy reviews. www.oecd.org/cfe/tourism

Organising Team

Alessandro Bazzanella, Project Co-ordinator, tsm | smtc School of Tourism and Culture Management
Elisa Campestrin, Research Assistant, OECD Trento Centre for Local Development
Paolo Grigolli, Director, tsm | smtc School of Tourism and Culture Management
Giulia Martinelli, Project Assistant, tsm | smtc School of Tourism and Culture Management
Paolo Rosso, Policy Analyst, OECD Trento Centre for Local Development
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- Detailed agenda
Tour.Nat international open webinar

Envisioning the future of tourism in natural areas after Covid-19

Location: ZOOM platform

WATCH THE REPLAY

12.30-12.35  ○ Welcome
Paolo Grigolli, Director, tsm | smt School of Tourism and Culture Management
Paolo Rosso, Policy Analyst, OECD Trento Centre for Local Development

12.35-12.55  ○ Tourism policy responses to the coronavirus (COVID-19)
Jane Stacey, Head of Tourism Unit, Centre for entrepreneurship, SMEs, Regions and Cities, OECD
Q&A

12.55-13.15  ○ Sustainable and responsible tourism in natural areas
Anna Spenceley, Chair, Tourism and Protected Areas Specialist (TAPAS) Group, IUCN World Commission on Protected Areas (WCPA)
Q&A

Geof Giacomini, Executive Director, Caucasus Nature Fund
Q&A

13.35-14.00  ○ The Tour.Nat project: Why and how getting involved
Alessandro Bazzanella, Project Co-ordinator, tsm | smt School of Tourism and Culture Management
Q&A

Experts (in speaking order)

Jane Stacey is Head of the Tourism Unit in the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. She is responsible for the work of the OECD Tourism Committee, and its Working Party on Tourism Statistics. Among other things, Jane led the preparation of the 2020 edition of the OECD's flagship publication Tourism Trends and Policies, and is co-ordinating work on tourism policy responses to COVID-19. With over 20 years of experience in tourism in public, private and academic sectors, she holds a primary degree in Economics and Political Science and post-graduate qualifications in Tourism Management and Education.

Anna Spenceley is the Chair of the Tourism and Protected Areas Specialist Group (TAPAS Group) at IUCN World Commission on Protected Areas (WCPA). She is a tourism expert with over 20 years international experience and an extensive publication record, rich diversity of project experience, an international network of associates with whom she collaborates. She is a leading authority in sustainable and responsible tourism with a focus on biodiversity conservation, protected areas and transfrontier conservation areas, certification, indicators, concessions and public-private partnerships, triple bottom line assessments (i.e. economic, social and environmental), value and supply chains, small enterprise development and poverty reduction.

Since 2016 Geof Giacomini has been the Executive Director of the Caucasus Nature Fund (CNF) - which provides long-term financial support and management assistance to the protected areas of Armenia, Azerbaijan and Georgia in order to conserve the unique nature of the Caucasus and improve the lives of its people. Prior to joining CNF, Geof was Country Director with Save the Children in Azerbaijan and Egypt. A citizen of Italy and the United States, Geof has degrees from the University of California at Berkeley and Santa Clara University.
Tour.Nat open call

Tourism resilience projects in protected natural areas during the Covid-19 crisis

Online application from 3 July 2020

APPLY HERE

Call for application

3 Jul. 2020
7 Oct. 2020

Open to any international participant interested to Tour.Nat Project.

The profile of the applicants includes tourism management organisations and professionals, natural areas management professionals, researchers, experts and consultants, tourism policy makers and relevant departments’ local / regional / national civil servants.

The application must include, besides information on the professional experience and the motivations and expectations of the applicant, a short outline of a case study/project/initiative drawn from applicant’s direct experience dealing with tourism Covid-19 recovery.

An online tutorial and toolkit is available to elaborate the cases to be submitted and to guide the on-line application.

Deadline for applications: 7 October 2020.

Selection process

7 Oct. 2020
12 Oct. 2020

Selection of 30 participants for the Community Lab.
**Community Lab - Tutorship**

The 30 selected participants for the Lab will split into 5 groups and each group will count on an experienced tutor of the Tour.Nat staff.

The Tutorship aims to encourage individual concept elaboration as well as the mutual knowledge and the exchange of ideas among participants: dialogue, openness, peer-to-peer exchange and constructive criticism are the key words under a perspective of both individual and collective awareness raising. Pilot case studies selected by the organisers will exemplify how to apply the methodology for each of the three Project pillars - impact, governance and financing.

The Tutorship is therefore conceived at two levels:

1. **Individual case study revision** *(estimated workload 10h)*: each participant will undertake the analysis of her/his case focusing on one of the three pillars, according to a common format template circulated in advance. If needed, the tutors will provide assistance and advice to the participants individually.

2. **Group work** *(estimated workload 10h - 5 meetings of 2h each)*: each web-based working session is planned in two parts. In the first part of the live session, each participant will share the results of the individual analysis within the group. The second part will be devoted to identifying the common weaknesses and strengths, extracting the best practices, the dos and don’ts, and draw some group conclusions on the theme. Each group will then share the outcomes with the other participants, and further elaborated them, in the plenary sessions during the second phase of the Community Lab at the end of November, thanks to the support of invited experts.

### Group work #1 Introduction and case study presentation

**15/17 Oct. 2 h**  
The first meeting will be devoted to the introduction and individual presentation of the participants and of the tutor, after the explanation of the methodology of this phase of the Lab. The participants will then present the individual case study submitted in the application, addressing the aims, the target, and the results of the project. The tutor will wrap up the session and introduce the topic of the second meeting.

### Group work #2 Pillar: Impact

**19/23 Oct. 2 h**  
The rapid evolution of the typology of tourists and their behaviour together with climate change have been showing huge consequences on the natural environment. Evaluating the impacts of a project becomes crucial to redefine the policies and strategies for tourism in natural areas to be more effective, efficient and sustainable. However, a common framework of impact assessment of tourism in natural areas is missing. Therefore, the session will be devoted to: exchanging the methods adopted by the participants for the evaluation of the social, economic and environmental impacts in their respective experience; peer-to-peer learning and confrontation on tourism impact on natural areas; and digging on the possible sound combination of the salient aspects.

### Group work #3 Pillar: Governance

**28/30 Oct. 2 h**  
In the last few months, the Covid-19 pandemic had two opposite effects on the touristic sector. On one side, Coronavirus did not stop summer tourism; on the other side, many natural sites became not accessible because of the spreading of the virus. Local management organisations were not ready to face such an unexpected turn, and the governance systems experienced a lot of pressure. They were then compelled to reinvent themselves to survive in the new situation. This group session will focus on the exchange of experiences on governance and the way it adapted to the “new normal” in order to draw the main messages for the future.
Public administration is the major stakeholder in both the maintenance and the management of natural areas, and the Coronavirus forced governments to adopt emergency measures and plan cuts in public budget affecting the available resources for natural areas’ protection. Were innovative ways and mechanisms to fund nature protection implemented to prevent and respond to this situation? Participants will share the practices adopted and discuss the future development of funding of natural areas, also rethinking the existing instruments in place striving how to increase the resilience of the system.

The last meeting will address how to draw and formulate the main conclusions of the group work and to prepare the presentation that will be held in the plenary session.

Tutors (in alphabetical order)

Alessandro Bazzanella is a Senior Trainer and Researcher at tsm-Trentino School of Management. In the last 15 years he has managed more than 50 projects aimed at promoting the competitiveness and sustainability of tourist destinations. His fields of work include, in particular: complexity management, strategic thinking, service and experience design, organizational development.

Juri Bottura is the Founder and Coordinator of Academic Affairs of Dolomit, a Trentino-based initiative in Italy which provides international students with dynamic learning experiences. Dolomit organises courses combining interactive classwork and outdoor educational activities in a cohesive program, tackling issues of global concern, improving students’ communication skills in Italian, and fostering their critical thinking.

Paolo Grigolli, after a degree at the Faculty of Economics, a Master in Marketing Management and several working experience in Italy and abroad, becomes Director at the Academy of Trade and Tourism, the Business School of the Chamber of Commerce of Trento and then Director of the School of Tourism Management of tsm -tsm-Trentino School of Management, working in planning and management vocational training programmes and action research activities. He managed many projects related to local development and tourism both as consultant and for tsm in Romania, Hroatia, Chile, Republic of Altaj and Caucasus, Uzbekistan. In 2011 he published “Turismi Responsabili” by Franco Angeli. From 2013 he is in the advisory board of “Natourism ltd”, the business incubator born for the interest of the Province of Trento.

Marta Mills is a Sustainable Tourism Adviser with communications and stakeholder engagement background, specialising in planning and implementing responsible tourism in emerging destinations. She has good knowledge of tourism in Georgia (Caucasus region) and in the Balkans and is Mentor and an Associate Staff member at Leeds Beckett University for the MSc in Responsible Tourism Management course.

Paolo Rosso is a Policy Analyst at the OECD Trento Centre for Local Development. His main areas of activity and experience include policies for local and regional development, small and medium-sized enterprises, territorial innovation, regional, national and international co-operation initiatives and capacity building for local development. Before joining the OECD, he worked as professional senior expert for international institutions (the same OECD, the Inter-American Development Bank, the World Bank) as well as national and regional governments in Italy, Europe and Latin America.
Tour.Nat Community Lab – Sharing and exchange

The future of tourism in natural areas: Impact, governance, financing

Location: ZOOM platform

Community Lab - Sharing and exchange

Four-day intensive on-line Lab of plenary sessions (4 hours per day) focused on comparing and building on the main lessons learned and fresh concepts developed in the previous four weeks of individual and group work. During the sessions, each group will present the main achieved results to an international expert and to the other participants in the quest for drawing some strategic indications and insights on how to reshape tourism in natural areas, dealing with both practical lessons and policy solutions. Each working day will be devoted to a different pillar of the Project, while the fourth day will gather all the concepts with the aim of developing a shared outcome.

23 Nov. 2020 • Pillar: Impact

Expert: Anna Spenceley, Chair, Tourism and Protected Areas Specialist Group (TAPAS Group), IUCN World Commission on Protected Areas (WCPA)

Morning
11.00-13.00

Problems & challenges
- Welcome addresses
- Icebreaking exercise
- Keynote speech and group interview
- Group exercise presentations on the impact

Afternoon
14.00-16.00

Possible solutions
- Peer Learning Workshop in groups & Results of the Peer Learning
- Keynote expert revision of group work and recommendations
- Conclusions of the day

24 Nov. 2020 • Pillar: Financing

Expert: David Meyers, Executive Director, Conservation Finance Alliance, US and environmental finance expert

Morning
11.00-13.00

Problems & challenges
- Keynote speech and group interview
- Group exercise presentations on the financing

Afternoon
14.00-16.00

Possible solutions
- Peer Learning Workshop in groups & Results of the Peer Learning
- Keynote expert revision of group work and recommendations
- Conclusions of the day
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25 Nov. 2020

Pillar: Governance

Expert: Peter Haxton, Policy Analyst, Tourism Unit, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

Morning
11.00-13.00

Problems & challenges
- Keynote speech and group interview
- Group exercise presentations on the financing

Afternoon
14.00-16.00

Possible solutions
- Peer Learning Workshop in groups & Results of the Peer Learning
- Keynote expert revision of group work and recommendations
- Conclusions of the day

26 Nov. 2020

Conclusions and the way forward

Expert: Nicola Bellini, Professor of Management, Scuola Superiore Sant’Anna in Pisa, Italy & former Director, Research Institute on Tourism Management, La Rochelle Business School, France

Morning
11.00-13.00

- Each group works on the 3-day conclusions, excerpting overall recommendation
- Sharing of the main takeaways
- Keynote speech

Afternoon
14.00-16.00

- Common lessons from the Community Lab (guidelines and possible manifesto)
- Final conclusions

Experts (in speaking order)

Anna Spenceley is the Chair of the Tourism and Protected Areas Specialist Group (TAPAS Group) at IUCN World Commission on Protected Areas (WCPA). She is a tourism expert with over 20 years international experience and an extensive publication record, rich diversity of project experience, an international network of associates with whom she collaborates. She is a leading authority in sustainable and responsible tourism with a focus on biodiversity conservation, protected areas and transfrontier conservation areas, certification, indicators, concessions and public-private partnerships, triple bottom line assessments (i.e. economic, social and environmental), value and supply chains, small enterprise development and poverty reduction.

David Meyers is an environmental finance expert and entrepreneur with more than 25 years of experience in sustainability, business strategy and management, environmental economics, international conservation and development, environmental impact assessment, training, education and research in ecology and evolution. David has launched and managed various companies including a financial services company providing online marketplaces for impact investing and environmental assets, a triple bottom line bamboo flooring manufacturer in Madagascar, and a technology incubator. David has spent well over a decade in Madagascar and has worked in 46 countries. In Madagascar, he helped the country plan and execute a tripling of the area under conservation, including establishing the Makira Natural Park 370,000 hectare protected area using REDD+ financing. He holds a Doctorate in Biological Anthropology and Anatomy from Duke University and an MBA from the Yale School of Management.

Peter Haxton is a Policy Analyst at the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. Peter is currently responsible for the OECD Tourism Committee’s work on Managing Tourism Development for Sustainable and Inclusive Growth. He has authored various chapters in the biennial OECD flagship publication, OECD Tourism Trends and Policies, including Rethinking Tourism Success for Sustainable Growth in the 2020 edition. Publications include, Analysing Megatrends to Better Shape the Future of Tourism, Intermodal Connectivity for Destinations, Effective Policies for Tourism Growth and many others. Before joining the OECD, Peter worked as a Senior Tourism Development Manager with the London Development Agency. He has also held Senior Policy Advisor roles with both Tourism Queensland and the Australian Department of Industry, Science and Resources.

Nicola Bellini is Professor of Management at the Scuola Superiore Sant’Anna in Pisa, Italy. Previously, he was the Director of the Research Institute on Tourism Management at La Rochelle Business School (France) (2014-2018) and the Director of the Regional Institute for Economic Planning of Tuscany (IRPET) (2009-2011). Among his publications: Tourism in the City. Towards an Integrative Agenda on Urban Tourism (curator with C. Pasquinielli), Berlin: Springer, 2017; Gastronomy and Local Development. Quality of products, quality of places, quality of experiences (curator with C. Clergeau and O. Etcheverria), London: Routledge, 2019.
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INFORMATION
OECD Trento Centre for Local Development: paolo.rosso@oecd.org
tsm-Trentino School of Management: alessandro.bazzanella@tsm.tn.it

@OECD_local @tsmtnit #OECDtourism

OECD Trento Centre for Local Development
Vicolo San Marco 1, 38122 Trento, Italy
cfetrento@oecd.org | www.trento.oecd.org

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