

UNITING
YOUTH
FOR ECO
TOURISM

YEE!

YOUTH AND
ENVIRONMENT
EUROPE

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Source: Erasmus+ Programme Guide

http://ec.europa.eu/programmes/erasmus-plus/documents/erasmus-plus-programme-guide_en.pdf

More about the Erasmus+ Programme: http://ec.europa.eu/programmes/erasmus-plus/index_en.htm

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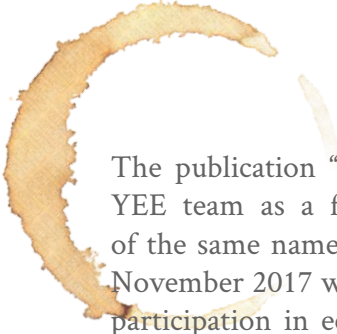


Marion Bonnouvrier



Prague, June 2018

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The publication “Uniting youth for ecotourism” was created by YEE team as a follow-up of the international training course of the same name. The training course was organised by YEE in November 2017 with the aim of exploring youth involvement and participation in ecotourism activities. We wanted to learn more about what ecotourism is and how young people can get involved with their local communities through organising ecotourism events and activities.

This publication was created to continue our exploration of ecotourism and also to reach more young people who are interested in the topic. In this booklet you can find out more about ecotourism: what it is, how it came to be and what its current data is. You can also find out more about the criteria and labels which are used in Europe for ecotourism business and projects. Another important aspect of any ecotourism activity is involvement of local communities - read more about community-based ecotourism. The second part of the booklet is filled with practical information and tips aimed to help young people who would like to start their own ecotourism activity. There are chapters on how to develop an idea, prepare a business plan, some tips for fundraising and promotion.

We invite you to explore this publication, find out more about ecotourism and get inspired to start your own activity. We also hope that this booklet will serve as a starting point and invitation for further exploration of a complex world of ecotourism.

Natalia Luchko
On behalf of the editorial team



ABOUT
the training course
UNITING YOUTH FOR ECOTOURISM



The training course “Uniting youth for ecotourism” was organised by Youth and Environment Europe. It took place on 6-13 November 2017 in the ecological centre Kapraluv Mlyn, Ochoz u Brna, Czech Republic. There were 32 participants from 13 countries: Czech Republic, Armenia, Kosovo, Georgia, Russia, Serbia, Hungary, Portugal, Italy, Germany, Spain, Macedonia and Azerbaijan.

During the 2016 Annual Meeting several YEE member organisations expressed their interest in exploring the topic of ecotourism. Some members even pointed out the need to further develop this type of tourism in their countries. Moreover, ecotourism was identified as a current topic and a good way to promote active citizenship among young people. We believe that ecotourism can connect different parts of communities and could therefore be an innovative approach for promoting youth participation.

The aim of this training course was to strengthen youth participation and active citizenship through ecotourism and related projects.



There were 6 working days at the training course and 2 experienced trainers prepared the programme: Helena Kosková (Czech Republic) and Sebastian Eslea Burch (Spain). During the training course we used different methods of non-formal and intercultural education: group discussions, working in small groups, research, role-plays, practical activities, excursions to local businesses. We explored what ecotourism means to the participants and shared the examples of various ecotourism projects.

You can read more about the training course and find the detailed report from sessions here: <http://yeenet.eu/index.php/projects/yee-completed-projects/1494-training-course-uniting-youth-for-ecotourism>

Photo: Training course "Uniting youth in ecotourism"



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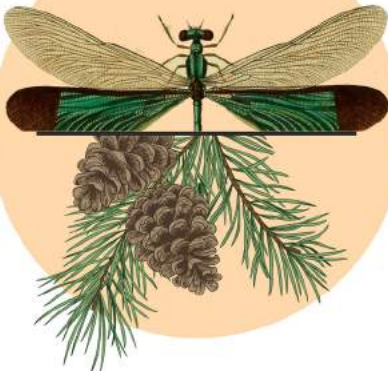
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WHAT IS
ECOTOURISM

DEFINITION of ECOTOURISM



Globalisation, infrastructure improvements, falling prices of plane tickets, world economic growth are all factors that stimulated the increase of the tourism sector in the last 30 years. However, the growth of tourism on a global scale posed serious questions concerning the quality of the services offered, the environmental impacts and the negative consequences for local communities.

Ecotourism is a late 20th century concept (recorded for the first time in 1965¹) and it represents an attempt to face the issues affecting the tourism sector rising from global economic and social changes.

But how is ecotourism defined?

There is no universally accepted definition of ecotourism. The definition depends on whom you talk to: tour group operators, government officials, business owners and conservationists have spent a great deal of time trying to agree on one common definition, but have failed to do so.

For the purpose of this publication, we adopt the definition provided by The International Ecotourism Society, which has been revised several times and assumed its final form in January 2015.



Ecotourism is now defined as:



“responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education²”.



The concept of ecotourism is based on three main pillars:

ENVIRONMENTAL PILLAR



Conservation of the environment

Through market-linked long-term solutions and effective economic support, ecotourism promotes the conservation and enhancement of local natural and cultural heritage and the biological diversity.



¹Bulbeck C., “Facing the wild: Ecotourism, Conservation and Animal Encounter”, Earthscan, 2005, London

²The International Ecotourism Society: <http://www.ecotourism.org>

SOCIAL PILLAR



Empowerment of local communities

Ecotourism represents a great opportunity for capacity building, empowerment of communities and increase of employment opportunities, while respecting sustainable development principles.




CULTURAL/EDUCATIONAL PILLAR



Mutual education

Ecotourism promotes the interpretation of natural and cultural heritage, which is the processes of understanding and appreciating local nature and society. Additionally, ecotourism provides a unique opportunity for mutual cultural exchanges between local communities and guests.





In a few words, ecotourism is an attempt to combine environmental, social and cultural and educational elements; the declared goal is building a social-ecological conscience and ethics in relation to nature.

It means that those who implement, participate in and run ecotourism activities should adopt the following ecotourism principles:

- Minimise physical, social, behavioral, and psychological impacts. Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts. Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private business.
- Deliver memorable interpretative experiences to visitors that help to raise sensitivity to host countries' political, environmental, and social climates.
- Design, construct and operate low-impact facilities.
- Recognise the rights and spiritual beliefs of the local people in community and work in partnership with them to create empowerment³.



As you can see, ecotourism can provide an alternative way for economic sustainable development for local communities and other income-generating options. At the same time, ecotourism is an opportunity to increase the level of education and activism among travelers, making them the environmentally-friendly travellers of tomorrow.

References:

- The International Ecotourism Society: <http://www.ecotourism.org>
- Bulbeck C., "Facing the wild: Ecotourism, Conservation and Animal Encounter", Earthscan, 2005, London

⁴The principles have been discussed and revised several times by The International Ecotourism Society; they assumed their current form in January 2015.

HISTORY of ECOTOURISM



Ecotourism was established through the growth of mass tourism and rise of environmental awareness. The phenomenon itself existed long before the term was introduced.

- **17th and 18th century** - Age of the Grand Tour, a traditional trip of Europe undertaken by mainly upper-class young European men visiting places of natural and cultural interest (mostly France and Italy).
- **1797** - The naturalist Alexander von Humboldt and the botanist Aime Bonpland had five-year journey through Mexico, Colombia, the Orinoco and the Amazon basins.
- **1835** - Darwin's expedition on Beagle. His visit to the Galapagos islands is of crucial importance for the composition of *On the Origin of Species* (1859).
- **1848** - Alfred Russel Wallace and Henry Bates expedition to Amazon rainforests.
- **19th century** - Yellowstone National Park (1872, US), Royal Park (1879, Australia) and Banff Park (1885, Canada) are established as "natural area for protection and recreation in the form of natural parks"
- **1950s** - The Golden Age of Capitalism: postwar economic boom and beginning of the mass tourism.
- **Late 1960s - Early 1970s** - First steps of the environmental movement. Recognition of the potentially devastating effects of mass tourism.
- **1965** - *Ecotourism* coined as a term by Dr Nicolas Hetzer, who identified four pillars: minimizing environmental impact, respecting lost cultures, maximizing the benefits of local people and tourist satisfaction.

- **1983** - The term is used again by the Mexican environmental architect Hector Ceballos-Lascurain, who defined it as “the tourism that involves travelling to relatively undisturbed natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects found in these areas”.
- **1990** - Foundation of *TIES - The International Ecotourism Society* in Florida (USA).
- **1996** - Publication of “*Tourism, Ecotourism, and Protected Areas: The State of Nature-Based Tourism Around the World and Guidelines for Its Development*” by Ceballos-Lascurain.
- **2002** - The United Nations celebrated the *International Year of Ecotourism*.
- **19-22 May 2002** - *World Ecotourism Summit (WES)* in Quebec, Canada where the 8 basic principles of Ecotourism were identified.
- **2003** - Foundation of *The Center for Responsible Travel (CREST)* by Dr. William Durham and Dr. Martha Honey.
- **2004 till now** - Ecotourism is unanimously recognized as the fastest growing sector of the tourism industry (+10% - 30% per year).
- **2015** - The definition of ecotourism is now interpreted as “*responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education*”.
- **2017** - The United Nations’ *International Year of Sustainable Tourism for Development*.

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CRITERIA *for* ECOTOURISM



As we have seen in the first part, the term “ecotourism” defines a very specific kind of activity. In order to ensure that the principles of ecotourism are respected, there must be some criteria that any business or project has to comply with in order to be considered as “ecotouristic”. This will give you a better understanding of what an ecotourism business really implies, and later you can use these criteria as guidelines when you start developing your own project.



ECOTOURISM OR GREENWASHING?



Greenwashing...

The main idea to set criteria for ecotourism is to avoid the spreading of “greenwashing”, a practice understood as a form of “disinformation disseminated by an organisation so as to present an environmentally responsible public image”¹. A business that “greenwashes” will promote either wrong information, or confusing signs that will lead the consumer to believe that their activity has a “green” and ethical side, even if it may be the exact opposite.

The main risks of greenwashing:

- It causes degradation of the local economic, environmental and social stability, despite the good will of the customers, and even sometimes of the providers themselves.
- It harms the image of some providers who are themselves making efforts to respect the core idea of ecotourism and bring some benefits to the local area.

...vs. Ecotourism

The first attempt to define some criteria specific to ecotourism was the Mohonk agreement, signed in 2000 by the most important certification programs at the time². This agreement provided a framework for defining ecotourism criteria. According to this document, criteria should provide minimum standards for the following features:

- **Focus on personal experiences of nature** to lead to greater understanding and appreciation
- **Interpretation and environmental awareness** of nature, local society, and culture
- **Positive and active contributions** to conservation of natural areas or biodiversity
- **Economic, social, and cultural benefits** for local communities
- **Fostering of community involvement**, where appropriate
- **Locally appropriate** scale and design for lodging, tours and attractions
- **Minimal impact** on and presentation of local culture



¹Oxford online dictionary. Greenwash. <https://en.oxforddictionaries.com/definition/greenwash>

²Mohonk Agreement. 2000, United States. <https://www.rainforest-alliance.org/business/tourism/documents/mohonk.pdf>



A plurality of certifications

The Mohonk agreement may have defined a common framework, however the criteria that define ecotourism are still not homogeneous due to many certifications which set them. Even though some international programs are already running and getting stronger, most of the certifications are efficient only on national levels. Some of them belong to the same network. In Europe for example, the [VISIT portal](#) gathers 7 different ecolabels. Some certifications can also be specific to the kind of product or service offered. For example, there is the “[Green Key](#)” worldwide label that focuses mainly on accommodation services.



The European Ecotourism Labelling Standard (EELTS)


Today, one of the most complete and detailed set of criteria for ecotourism in Europe is formulated by the European Ecotourism Labelling Standard (EELTS), created in 2007 by the European Ecotourism Network, and officially recognised by the Global Sustainable Tourism Council (GSTC).

EELTS criteria are divided in four groups³:

0.1/ Demonstrate effective sustainable management

- **A long-term sustainability management system** (“suitable to its reality and scale, and that considers environmental, sociocultural, quality, health, and safety issues.”)
- International, national and local **legal compliance**

¹The source and direct quotes - The Partnership for Global Sustainable Tourism Criteria: http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/turizem/Global_sustainable_tourism_criteria.pdf

- 
- **Employee training** with fair working conditions
 - **Customer satisfaction** (measured and implemented)
 - **Responsible marketing** towards clients (accuracy of promotional materials, that “do not promise more than can be delivered by the business”)
 - Responsible **design and construction of buildings** and infrastructure (respecting the local area requirements, following the sustainable construction principles and providing an access for people with disabilities)
 - **Information about and interpretation of the natural surroundings, local culture and cultural heritage**, as well as “explaining appropriate behaviour” according to the local context
 - **Compliance of activities with special regulations** in protected areas
 - **Raise visitors’ sensitivity of the host destination**

0.2 / Maximise social and economic benefits to the local community and minimise negative impacts

- **Community Development** (support initiatives that improve and develop the well-being of the community)
 - **Local employment** (during construction as well as operation phases, including management positions and trainings)
 - In accordance with **Fair-trade** principles
 - Encourage **local entrepreneurs** to develop sustainable products that are “based on the area’s nature, history, and culture”
- 
- 

- **Responsible behaviour towards local communities** (establish a code of conduct with their collaboration and consent)
- Implement a **policy against all forms of exploitation** (“commercial, sexual or any other form of exploitation and harassment, particularly of children, adolescents, women and minorities”)
- **Equitable hiring** (women, minorities and other vulnerable groups in all positions, including management)
- **Employee protection** according to the national legislation, including a fair wage
- Not taking over the provision of basic services to neighbouring communities

0.3 / Maximise benefits to cultural heritage and minimise negative impacts

- Providing a **cultural code of conduct** in order to minimise the visitors’ impact
- **Protection of historical artefacts**
- **Protection and preservation of the local sites** (historically, culturally and spiritually important sites)
- **Incorporating elements** of local art, architecture or cultural heritage, whilst respecting the intellectual property rights

0.4 / Maximise benefits to the environment and minimise negative impacts

- Respecting a **fair goods and resources consumption** (consumable goods, energy and water consumption)
- Sustainable **waste disposal** (monitoring, reducing and recycling the water and solid waste, measuring and minimising the production and use of harmful substances and other pollutants)
- Protecting **wildlife and biodiversity**, supporting its conservation, and monitoring human interaction.

If you want to know more about EELTS ecotourism criteria, you can have a look at the ECOLNET publication “[The European Ecotourism Labelling Standard – EETLS](#)”, available online. You will find a more detailed explanation of these criteria, some useful tips in order to get them implemented in your business, as well as some examples of best practices for each category.



Hopefully this explanation of ecotourism criteria gave you a more detailed picture about what ecotourism really means. These criteria can be used as a checklist, to sum up the important elements not to forget about when you start working on your project. This can also help you later if you want to apply for a certification.

INTERESTING RESOURCES



References

- Center for Ecotourism and Sustainable Development. A simple user’s guide to certification for sustainable tourism and ecotourism - Bien Amos: <https://www.ecotourism.org/sites/ecotourism.org/files/document/Certification/Ecotourism%20Handbook%20I%20-%20A%20Simple%20User%27s%20Guide%20to%20Certification%20for%20SustainableTourism%20and%20Ecotou.pdf>
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0.2 /



**EXPLORING
ECOTOURISM**

DATA
about
ECOTOURISM



Experts generally agree in considering the ecotourism sector as the fastest growing segment within the worldwide tourism industry.

From the early 1990s, the ecotourism sector has been growing by...

..... **20% to 34% / year**

while the overall tourism industry has been growing by...

..... **4,3% per year**

- In 1998, ecotourism accounted for approximately **20%** of total international travels
- Compared to the global industry in 2004, ecotourism was growing three times faster

TOP ECOTOURISM DESTINATIONS
IN THE WORLD



TOP ECOTOURISM DESTINATIONS IN EUROPE



The high level of environmental awareness among European citizens and the variety of sites of natural and cultural interest make Europe one of the most attractive continents for eco-tourists.

The International Ecotourism Society indicates as top European ecotourism destinations:

Greece // over 300 [Blue Flag](#) labelled beaches, ancient ruins, traditional architecture, gorgeous vineyards, extraordinary biodiversity, plenty of UNESCO World Heritage Sites and natural parks.

Estonia // about 50% of the country is covered by forests and woods. The biodiversity is extraordinary and includes eagles, wolves, brown bears and lynx. Estonians often call themselves the “forest people”.

Sweden // the Scandinavian country known for its natural beauty hosts one of the world’s leading ecotourism quality labels, [Nature’s Best](#), which, when it was first established in 2002 was the first of its kind in the Northern Hemisphere.

United Kingdom // the UK boasts 27 breathtaking natural and cultural UNESCO world heritage sites while, on the other hand, many parts of the UK remain wild and pristine.



TRAVELLER'S PROFILE



The general profile of the European eco-tourist is:

- well-educated (in particular environmentally)
- well-travelled

We can identify 2 categories of eco-tourists:

0.1 / Senior Travellers

- Travellers between 50-70 years of age
- Their adult children do not live with them anymore
- Experienced travellers who like to spend time in natural, quiet environments and look for new experiences
- They want to receive high quality of tourism for high price and are willing to pay more for authentic experiences
- They generally seek higher standards of comfort than younger people

0.2 / Younger travellers

18 to 44-year-olds are the second largest segment for nature and ecotourism. Most of them have travelled a lot and worked or studied abroad. They are increasingly interested in exploring new destinations further away.





There are two groups of younger travellers:

a) High income, little time

- Mostly it is people between 31-44 years-olds
- Young professionals with high incomes but not much time to travel (up to 3 weeks)
- Often travel in couples
- This group is looking for unusual ‘once in a lifetime’ experiences (scuba diving, jungle trekking, etc.)
- They want to fit as much into their holiday as possible
- Comfort and high quality services are important to them

b) Smaller daily budgets, extensive time

- Mostly between 18-30-year-olds
- The majority are backpackers and gap year travellers
- Small daily budgets but they travel over extended periods of time (usually between a month and a year)
- These travellers choose cheaper accommodation and cheap activities, but authenticity is important to them
- They want to engage with local communities and experience local activities and products
- Giving back to the local community is especially important to eco-travellers
- They often combine their travel with volunteering activities on community or conservation projects





INTERESTING RESOURCES



References

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ECOTOURISM and LOCAL COMMUNITIES



An ecotouristic activity cannot be considered as such without a plan ensuring the well-being for local people. Local communities are also part of the ecosystem in which you plan to implement your activity. Therefore, protecting and empowering local people is as much important as any environmental approach. In this chapter you can read more on why it is important to ensure that your business or project brings positive impacts to the local community and how to do so.

The impacts of (eco)tourism

Ecotourism can take place in remote and less-developed areas because of their unique natural resources. In these areas, even the small change can have huge consequences. Implementing tourism in these regions has a direct impact on the communities¹:

- **Social and cultural impact:** Local people are going to be in contact with tourists from different cultures, with different lifestyles, who will not necessarily understand the local culture, beliefs and way of life.
- **Economic and social impact:** Tourism can disturb the whole local economy, and therefore enhance and create new economic inequalities between locals².
- **Impact to the landscape and environment:** Tourism implies changings in the surroundings: new people coming everyday, new facilities, new local activities, etc. Tourism also impacts the land, with the intensification of food production for feeding visitors, and produces other environmental changes, for example, related to waste and water management.

¹Cater E. Ecotourism in the Third World: Problems for sustainable tourism development. Tourism Management, 1993, United States. p.14.

²Scheyvens R. Case study. Ecotourism and the empowerment of local communities.

Tourism Management, 1999, United States. P.247: <http://citeseerx.ist.psu.edu/viewdoc/>

Even with the best intentions you need to keep in mind that your activity will necessarily have some impacts. Therefore, when planning your ecotourism activity, remember about the following principles:

- **Minimising negative impacts** (social, cultural, economical, environmental, etc.)
- **Protecting what has to be protected** (local culture, traditions and beliefs, local environment and surroundings, etc.)
- **Creating benefits and opportunities for locals** (capacity building, employment opportunities, fair retribution and fair share of the benefits, new facilities, enhancement of local environment, culture, traditions and know-hows, etc).

The principle of community-based tourism

Community-based tourism is an approach that has been developed in order to ensure a strong link between touristic activities and the local communities, so these activities do not happen at the cost of local people. According to this approach, any touristic activity should “start from the needs, concerns and welfare of local host communities.”³ In this way, it is needed to “ensure that members of local communities have a high degree of control over the activities taking place”, and get a fair share of the benefits resulting from this activity.⁴

In this sense, ecotourism should therefore protect and enhance the local environment, as well as protect, bring benefits to local communities, and involve them in the decisions.



³Scheyvens R. Case study. Ecotourism and the empowerment of local communities. *Tourism Management*, 1999, United States, p.246: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.465.2062&rep=rep1&type=pdf>

⁴The same source. p.246



A community-based ecotourism should follow these principles:

- “Maintain local ownership and control
- Result in minimal impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people
- Raise sensitivity to host countries’ political, environmental, and social climate”⁵.

This aspect of ecotourism is closely linked with the idea of community empowerment, a way to ensure that the community efficiently benefits from the implementation of an ecotouristic project in the area. J. Friedmann, who worked on community and regional planning, identified 4 different levels of empowerment: economic, psychological, social, and political⁶. Here is what it means for ecotourism:

- **Economic empowerment:** Equal opportunities, fair distribution of the benefits, fair access to resources of production, stable level of living.
- **Psychological empowerment:** Self-confidence of local population about their abilities, culture and traditions, optimism for the future.
- **Social empowerment:** Reinforcement of a community’s “sense of cohesion and integrity”⁷ through inclusive projects, fostering social development.
- **Political empowerment:** Inclusion of local communities in decision-making processes, representing and taking into account all the voices from different groups, building confidence and ability in taking part in decisions.

In practice

Planning ecotourism with communities: In order to be sure that the implementation of a project of ecotourism will be done with the local communities, it is necessary to implicate them already at the very early stage of the project. Local people should be represented adequately, listened and taken into account. It is necessary that they understand what is at stake and give their consent to what is going to be developed.

Here are some tips on how to involve local people in ecotourism activity: to implicate properly local people in the decision-making processes:⁸

- Recognise and ensure the fact that local communities have rights over their land and resources, as well as regarding their cultural, social and psychological well-being.
- Put everybody around the table. You need a representation of local people (including the different groups inside the community) as well as all other stakeholders: local authorities, local entrepreneurs, NGOs, conservation agencies, etc.
- Develop altogether a “community-led and community-focused strategy”, agreed and understood by everybody.
- Be conscious about the way local communities consider the arrival of tourists: take into account the expectations, first attitudes, level of awareness, concerns of the local population.
- Identify the “acceptable level of change”: what locals’ limits are, what they do not want to be changed, and which level of tourism they wish to have. These changes can be related to local culture, traditions, beliefs, landscape, as well as local environment in itself⁹.
- Help the local communities to develop their decision-making and negotiation skills. Provide them trainings and information, and make sure they know about their rights.



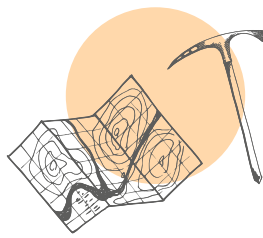


Photo: Training course “Uniting youth in ecotourism”

Managing impacts

Planning altogether and involving local communities in the realisation of your project will ensure more equity in the process and will limit negative impacts. However, as a provider you still carry out the responsibility for managing these impacts. Here are some tips for limiting negative impacts:

- **Local environment:** Pay attention to the design of your facilities, as well as your use of water and energy, the way you manage waste, eventual pollution.
- **Economy:** Make efforts to use local products and services, favour the employment of local people, pay attention to the distribution of income in order to avoid inequalities.
- **Culture and society:** Inform and educate tourists about the local environment and people, make them conscious about their potential impact. You can propose some codes of conduct and even encourage tourists to spread the word in social media, for example, by telling about their experience and the ecotouristic holiday¹⁰.



“Amazon interactive” game

To put your brand-new knowledge in practice and to get a better idea of what ecotourism implies for the local communities and environment, you can try playing the “[Amazon interactive](#)” online simulation game. This game gives you the possibility to develop virtually your business, and to clearly realise which kind of impacts (eco)tourism can produce on the environment and the local community.



Supporting local communities is one of the pillars of ecotourism. Tourism generates huge impacts (positive and negative), and ecotourism is not an exception to the rule. Any initiative needs to focus first on local people’s needs, to listen and take into account local people during the whole process of planning and implementation the project. It is also needed to ensure a fair distribution of the profits and to act positively for the protection and promotion of the local resources (environment, culture, beliefs, traditions, etc.)

⁵Sustainable Bolivia. Community based ecotourism: <http://www.sustainablebolivia.org/comunidad.html>

⁶Friedmann J. Empowerment. The politics of alternative development. 1993, United States.

⁷Scheyvens R. Case study. Ecotourism and the empowerment of local communities. Tourism Management, 1999, United States, p.248. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.465.2062&rep=rep1&type=pdf>

⁸ WWF International. Guidelines for community-based ecotourism development. 2001, United Kingdom.

⁹Tips for visitor management. The same source. p.14

¹⁰ WWF International. Guidelines for community-based ecotourism development. 2001, United Kingdom.



INTERESTING RESOURCES

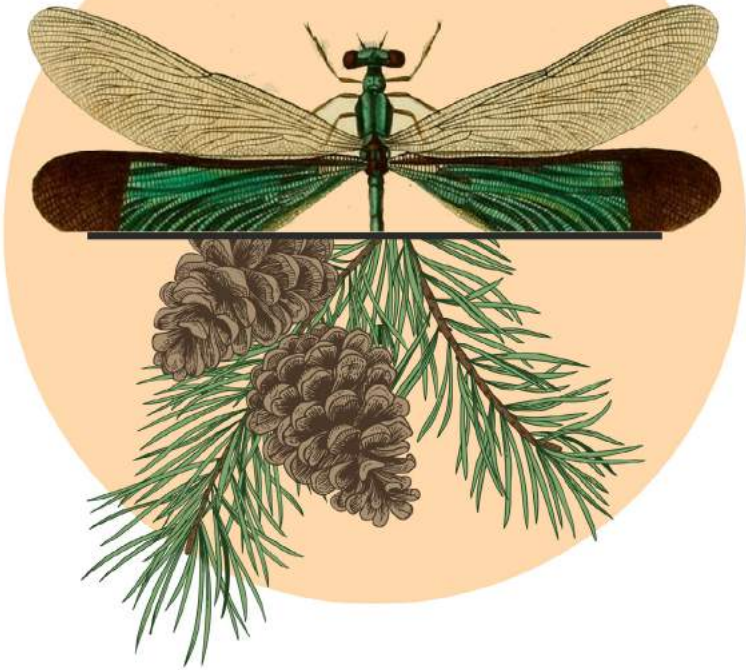


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0.3 /



**HOW TO START
AN
ECOTOURISTIC
ACTIVITY**

DEVELOPING

an IDEA



Are you ready to start your ecotouristic activity? Stop for a moment. Before going further, take the time to reinforce your core idea. Developing your idea is one of the main part of managing a project. You are about to start a business! Therefore you need to make sure that your idea is relevant, useful for people, and that you have the adequate resources to carry it out. First, there are some simple rules to keep in mind.

TO KEEP IN MIND



0.1 / Remember the principles of ecotourism

At each step remember the principles of ecotourism: conservation, community, interpretation. Think in terms of causes and consequences and try to ask yourself: “Does my idea really fit these principles?” Be flexible, it is never too late to reshape your idea so it can give birth to an efficient and smart ecotouristic project.

0.2 / Take into account the local communities

When you develop your idea, remember that local people have rights over their own environment, landscape, culture and inheritance. Remember that your project idea needs to fit these needs and the best way to do so is to implicate locals at the early stages of the project. To know more about how to take into account local communities in your project, have a look at the chapter “Ecotourism and local communities”.



0.3 / Rethink your idea

Remember that your project does not involve only yourself. You may have a very exciting idea for a project, but it has to be interesting for others. Do not forget that your project is done in order to be useful (for tourists, the environment, the local community, etc.) This means that you need to be ready to modify your idea if you find that it is not appropriate to the local context.

0.4 / Keep it specific

It is always better to have a small and well-defined idea than to get lost in something that is too general. Even if you can have bigger views for the future, starting small is a way to ensure the efficiency and the sustainability of your project. You can always extend later, when you will have more experience and a better view of what is feasible and what works well.

0.5 / Check what is already working and get inspired by others

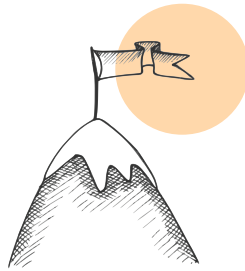
Having a look at what is already done and working is a good way to get fresh ideas. It is also a way to find out how others have succeeded to deal with the common challenges related to ecotourism.

Do you have a very original idea? Do not keep it to yourself, share it with others! It is better to find help than struggle by trying to be the first one on the market. Do not hesitate to contact similar businesses, you can get some helpful input from people who have some experience with the topic.

HOW TO DEVELOP YOUR IDEA



Maybe you are interested in starting an ecotouristic activity but you are still looking for an idea. Or maybe you already have an idea, but you do not know about its potential outcomes. Here are some guidelines that could help you in both cases. The best way to develop a solid idea is to ask yourself some basic questions you may have not thought about in the first place. It will help you to go over your project and to question its relevance and coherence. You will also save time and energy.



0.1 / Why? Identify the problem

The best way to make sure that your project will have a positive impact is to check if it is designed to solve a particular problem. Maybe there is something in your community that currently does not work (polluted waters, depreciation of the local heritage, etc.) Start from there.

For example: There is a river going through your city and unfortunately it is currently full of trash. Moreover, recent analysis showed the presence of micropollutants in the water that are harmful for the biodiversity.

0.2 / What for? Find your aim

Your aim is what you are heading towards. Consider the problem you have identified and think about your hopes and dreams for the future. Your aim is general, broad and communicative.

For example: A world without plastic, clean oceans, etc.

0.3 / What? Set your objectives

Now is the time to give more shape to your idea by setting some specific objectives. Consider your aim and determine your objectives according to the changes that have to be made in order to reach them.

Keeping it specific is the best way to ensure the feasibility of your project. If you set to yourself objectives that are too wide, there is a high risk that you would spread yourself too thin, lose energy and never reach your goals.

*For example: "In 5 years, the level of micropollutants in our river will be lowered by 50%."*¹

0.5 / How? Choose your methods

Now is the moment to define the nature of your activity. Take back your objectives, and try to figure out how you should realise them. Should you produce a good? Provide a service (tours, experience, accommodation)?

For example: Cleaning the area with the help of the city council and volunteers, and creating a swimming spot in the river with sustainable facilities, to encourage people to feel responsible about taking care of the river. Starting canoeing excursions with a guide who explains the fragility of the water ecosystem, and the importance to preserve it.

¹Community toolbox. Creating objectives. <https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/create-objectives/main>



HOW TO SET A SMART OBJECTIVE²



Specific // Make sure your objective is well-defined, concrete and practical. Avoid unclear and general thoughts.

Measurable // In order to know if your objective is achieved or not, you need to be able to measure the results.

Attainable // Be realistic! Think about what is possible to do in terms of skills, finances, time, amount of work, etc.

Relevant // Your objectives have to be coherent with your general aim and with the context in which your project will take place.

Timed // Fix a horizon by putting a deadline. It is important to know until when your objective has to be reached.

Remember! Your objectives specify how much of what will be accomplished by when. Another example of a SMART objective: “By 2025, the totality of the forests that belongs to our city will be clean of all garbage.”



²Youth and Environment Europe. How to be a leader in an environmental organisation. 2012: http://yeenet.eu/images/stories/PUBLICATIONS/Booklets/How_to_be_a_leader/How_to_be_a_leader_in_an_environmental_organisation.pdf



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0.6/ For whom? Choose your target group

Consider the kind of people who would be interested in your product or your services. Are you targeting locals or tourists (or both)? From which age range? Which interests? Which socio-economic status? Try to create a portrait of your potential client and remember that it is better to identify a concrete group than aim for a wider public. For example, start focusing on locals and nationals before trying to reach people abroad.

Consider your contacts and networks. Maybe you already know in your community a group of people that would be interested by your activity. Your direct contacts can provide a convenient and essential database of customers.

For example: Canoeing excursions could be designed for families from the area and are looking for something special to do together for the weekend, as well as tourists who are interested in an alternative way to discover the city. The swimming area can be also designed for families, as well as for local young people who want to get together and have fun.

Remember that the more determined your target is, the easier it is to define measurable objectives! This way you will be able to estimate the number of people you can reasonably reach.

0.7 / With what? Estimate your resources

Consider the resources you already have (land, qualified people, etc.), and the resources you will need in order to carry out your project.

THE SCHEMES CHECKLIST³



What to take into account

- **Space** - Physical (land), or virtual (time)
- **Cash** - Funds available/needed
- **Helpers/people** - People involved in the project
- **Equipment** - Transportation means, production tools, computers, etc.
- **Materials** - Raw materials (e.g. wool), written or virtual materials (educational documents, etc.)
- **Expertise** - Skills and competences
- **Systems** - Common methods and practices (agricultural methods, online platforms, etc.)

Do not forget that you need to comply with the various existing regulations (preservation of the natural heritage, access for disabled people, etc.).

You can find **more information about budget planning in the “business plan” section.**

For example: The swimming area

Space - You will need to find a space on the river and prepare and manage it

Cash - You may have some funding from the local area, from a European grant, etc. You also need to decide if you will set or not an entrance fee.

Helpers - You will need workers or volunteers in order to take care of the spaces and facilities, for cooking and selling refreshments, etc.

Equipment - compost toilets, sustainable showers, disabled facilities, a zero-waste food stand, card payment terminals, recycling bins, tools and machines, etc. If your target group implies local young people, you can think about finding some music equipment, and why not a small stage for local bands.

Materials - *wooden boards for building the facilities, sawdust for the compost toilets, local raw food, etc.*

Expertise - *You may need some help in business planning and management, have a knowledge in local and national regulations, etc.*

System - *Why not adopt the zero-waste approach? You can also decide to follow a self-managed principle of organisation within your team.*

0.8 / **When? Establish an action plan**

Set a deadline for your project // When should your project be up and running? Having a set date gives more consistency to your project and helps you to keep track.

Brainstorm the smaller tasks and prioritise them by deadlines // Starting a business or organising an activity implies a fair amount of smaller tasks related to different aspects of your project (e.g. funding, regulations, certification, communication). In order to avoid being surprised by a deadline or stressed because of an essential task you did not think about, take some time for a brainstorming with your team. Review all the tasks, and set a deadline for each of them. It will help you to reduce stress by accomplishing one thing at a time.

Analyse and delegate tasks // Consider each task independently and ask yourself: is this task essential? Do not try to carry out all the tasks by yourself and think about delegating what can be done by others.

Learn from your action plan and revise it for the next time⁴ // Your action plan can change. You can always add more tasks and change the deadlines if needed. As you move forward in your project, take the time to look backwards and think about how to improve your action plan for a smoother process during the realisation of your next projects.

³Mind Tools. Action plans - Small-scale planning. https://www.mindtools.com/pages/article/newHTE_04.htm





WRAP IT UP!



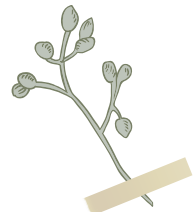
Define your vision and mission statements

Now that you have worked a bit more deeply on your idea, it is important to formulate what you already have, in a clear and concise way. To keep in mind who you are and what you are heading towards, you can write your vision and mission statements. Your vision represents your dreams, what you wish to accomplish in the long-term. It focuses on the future. Your mission, on the contrary, focuses on the present and represents what your business does on a daily basis.

Vision statement //

Here are some guiding questions for you to define your vision statement:

- **What are your hopes, what are your dreams?**
- **What problem would you like to solve?**



WHAT WOULD YOU LIKE TO CHANGE?



Mission statement

Your mission statement usually includes:

- What you do
- For whom
- How you serve them

An example: Patagonia's vision⁵ and mission statements

Vision: "A love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the overall environmental health of our planet."

Mission: "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."

References

- Community toolbox. Creating objectives. <https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/create-objectives/main>
- Mind Tools. Action plans - Small-scale planning. https://www.mindtools.com/pages/article/newHTE_04.htm
- Youth and Environment Europe. How to be a leader in an environmental organisation. 2012. http://yeenet.eu/images/stories/PUBLICATIONS/Booklets/How_to_be_a_leader/How_to_be_a_leader_in_an_environmental_organisation.pdf

⁵Patagonia: <http://www.patagonia.com/company-info.html>





ECOTOURISM *and* BUSINESS PLAN



Planning is a fundamental part of every human activity. In this chapter you will learn to write your business plan and to organise every phase of your entrepreneurial initiative.



WHAT IS A BUSINESS PLAN?



A business plan is a working document associated with any stage of a business life cycle (planning, management, communication). An effective business plan:

- sets key objectives
- allocates resources
- forecasts potential problems, risks and opportunities
- facilitates a business' growth potential and development according to set priorities
- secures funding, manages personnel and markets the business
- ensures competitiveness and sustainability.


WHAT ARE THE COMPONENTS OF A BUSINESS PLAN?



There is no fixed way to shape your business plan. Its structure and components depend on the nature of your business, your goals and also on your working style.

However, business handbooks generally identify 4 different components of an effective business plan:

- **Business description:** it is a section in which you specifically define the size and composition of your business besides your mission and vision.
- **Marketing description:** it is a section in which you specifically define your marketing strategies, your target groups, their expectations and demographic needs as well as products and marketing techniques to satisfy their demands.
- **Financial description:** it is a section in which you specifically define the capital costs associated with starting or modifying your ecotourism business as well as your project anticipated revenues/expenses and financing options.
- **Management description:** it is a section in which you specifically define the activities you will need to account for in managing your ecotourism business.



“ Within each of these components, we can identify particular topics or section that you have to consider carefully while developing your business plan (next page):

0.1 / Business plan topic

0.2 / Questions for consideration

- 
- *Business description* .. **Where** do I want my ecotourism business to go?
 - *Internal Resources* **What resources** do I have at my destination that can assist with my ecotourism business development?
 - *External Resources* **What resources** are available to develop my ecotourism business?
 - *Market Analysis* **To whom** will I provide my service or product?
 - *Competition* **Will I be offering** a product similar to those that other ecotourism operators are offering in my area?
 - *Service or product Development Plan* **What ecotourism service or product** will I offer and how can I diversify this offer?
 - *Marketing plan* **How can I market** my ecotourism business? **Who** are my customers and **what** do they want?
 - *Capital costs* **What costs** will I sustain to start or modify my business?
 - *Expense projections* ... **How much income** and expense will my ecotourism business have each year?
 - *Financing* **Will I need additional funding** to start or modify my ecotourism business?
 - *Operating procedures* .. **How will I implement** my ecotourism business?
 - *Sales plan* **What are my sales goals** and how will I reach them?
 - *Management plan* What will my organisation structure **look like**?
 - *Personal plan* **Who will assist me** in my ecotourism business? »

Source: T. D. Bustam, T. Stein, Principles for Developing Your Ecotourism Business Plan, FOR237 School of Forest Resources and Conservation Department, UF/IFAS Extension, March 2016, USA: <http://edis.ifas.ufl.edu/fr299>

WHAT ARE THE DIFFERENCES BETWEEN A BUSINESS PLAN AND AN ECO-BUSINESS PLAN?



Once you decide to start your eco-business, you implicitly accept the principles and philosophy of ecotourism. This acceptance has to be taken into consideration when you shape the eco-business plan. Again, there is no fixed way to shape your eco-business plan; however, some fundamental points should be kept in mind, for example:

0.1/ Goals beyond profit maximisation

Making money obviously represents a goal for every entrepreneur: but it should not be the only one. Is my ecotourism activity promoting the conservation of the natural and cultural heritage? Are local communities benefiting from my initiative? Bear in mind these questions when you evaluate your ecobusiness!

0.2/ Importance of the concept of locality/community

Keep in mind that the concept of locality/community is one of the three pillars of ecotourism. Your ecobusiness should be framed while keeping an eye on the capacity building of locals, the empowerment of communities and the increase of employment opportunities.

0.3/ Synergy between business and environmental conservation

The conservation of the environment is another pillar of the ecotourism ideology. The conservation and enhancement of local natural heritages is a cornerstone on which every phase of your business plan (planning, marketing, etc.) should be based.

0.4/ Centrality of the concepts of education/ interpretation/cultural and environmental awareness

How can my ecobusiness contribute to the increase of environmental awareness of visitors? How can it promote mutual cultural exchanges between local communities and guests? These questions are fundamental in the development of your business plan and should always be kept in mind!

0.2/ Importance of certification(s)

Certifications are important tools by means of which the quality of your service is attested.



The integration of these elements in your eco-business plan depends on the nature of your business, your goals and also on your working style. Nevertheless, the points above should represent the ideal cornerstones on which your business is based and should not be violated by your entrepreneurial activities.

References

- T. D. Bustam, T. Stein, Principles for Developing Your Ecotourism Business Plan, FOR237 School of Forest Resources and Conservation Department, UF/IFAS Extension, March 2016, USA
<http://edis.ifas.ufl.edu/fr299>
- The Green Business Plan Guide, Green for All, pdf
<https://d3n8a8pro7vhmx.cloudfront.net/greenforall/pages/5054/attachments/original/1430257488/Green-Business-Plan-Guide.pdf?1430257488>



ECOTOURISM and FINANCES



Now that you have developed your project or business idea and prepared the business plan, you can focus on the financial part of ecotourism activity. In order to start your business or project, you will need to have some resources prepared, such as financial support, deals with sponsors, etc. In this part we will have a look at how you can plan your finances and do some fundraising.

CALCULATING YOUR POTENTIAL COSTS



0.1 / Identify potential income sources

How much money will you get every month. The sources could be funders, sponsors or profit from business.

0.2 / Identify fixed costs

These are the expenses which will cost the same amount every month.

0.3 / Identify flexible costs

These are the expenses which may happen every month but do not have fixed cost.

0.4 / Consider one-time spends

These are the costs which you might not plan and which you will have to buy or pay for only once

0.5 / Put all those costs in one document.

This simple exercise can give you an idea on how much money you might need for your business, how much income you can have and how much profit you could make. However, it is always better to do a good research on preparing business or project budgets. Once you start your business, find a professional accountant to help you keep your books and follow the law.

Read more on how to calculate a budget:

- [How To Start a Business Budget](#)
- [How to Estimate Startup Costs](#)

CALCULATING YOUR POTENTIAL COSTS



As you will be starting a business or even a non-profit project, one source of financial support could be receiving funds from various donors and foundations. Therefore, it would be good to know some basic principles of fundraising which you and your team could use to approach donors.

0.1 / Trust yourself

You need to believe in what you are doing and therefore what you are raising money for.

0.2 / You need to know your subject well

It can be about the purpose of your business or project, the situation in the local community where you are going to work, etc.



0.3 / Develop your fundraising strategy

Identify clear reason for support // why the funder should support your work. You should be able to explain what problem you want to address and which solution you are proposing. What difference can your business or project make if it succeeds?

Make a potential donors list // these can be foundations which support ecotourism, individuals who believe in the cause, local businesses who can profit from a new ecotourism project, investors, development banks, governments and municipalities. Be aware that different type of funders should be approached in a different way.

Structure your fundraising // decide who will be responsible for it and how it will be done.

Do a detailed research on donors // find specific foundations or people who will be likely to support your initiative. Check if some of those funds already have some procedures for applying for grants. For example, check the [overview of EU grants](#) which support tourism.

Decide how much money you can ask for and prepare an answer on what this money will be spent on. Different funders can give different amounts // therefore, you can make a plan on how many funders you can approach and how much money you can ask for.

Ask for money // apply for grants, create crowdfunding page online, contact businesses and companies, make special fundraising events.

Be accountable // make sure that you are transparent in your handling of finances and can always provide clear demonstration of how you are using funds. Make sure to build lasting relationships with donors - thank them, update them on your progress, invite them to join you.

INTERESTING RESOURCES

References

- Fresh Books. Create a Business Budget in 5 simple steps: <https://www.freshbooks.com/blog/the-5-step-plan-to-creating-a-balanced-business-budget>
- The Guardian. Angela Cluff. How to build a successful fundraising strategy from scratch: <https://www.theguardian.com/voluntary-sector-network/2014/jul/23/building-a-charity-fundraising-strategy>
- Aimee Russillo, Martha Honey and Abigail Rome. Practical steps for funding certification of tourism business: <http://www.ecotourism.org/sites/ecotourism.org/files/document/Certification/Ecotourism%20Handbook%20II%20-%20Practical%20Steps%20for%20Funding%20Certification%20of%20TourismBusinesses.pdf>
- Abigail Rome. Financing tourism certification programs: <http://www.ecotourism.org/sites/ecotourism.org/files/document/Certification/Ecotourism%20Handbook%20IV%20-%20Practical%20Steps%20for%20Financing%20Tourism%20CertificationPrograms.pdf>
- Conservation Finance Network. Maki Tazawa. Ecotourism Investment Begins to Flourish: <https://www.conservationfinancenetwork.org/2017/08/29/ecotourism-investment-begins-to-flourish>

ECOTOURISM and MARKETING



An important part of any project or business is visibility and promotion. Good marketing strategy is essential for the success of an ecotourism project. You need to reach your target group (clients or participants) so that they know about your offer and get interested to visit you. So make sure you plan it well. Here we give some tips on how you can prepare marketing plan for your ecotourism project.

Ecotourism marketing plan can use the tools from both business and tourism marketing. You can use the rules of the four Ps (product, price, promotion, place) and the three Ps (programming, people, partnership).

THE FOUR PS OF BUSINESS MARKETING



0.1 / Product

It is essential that you know your product and can answer the following questions:

- What makes your product special?
- What would interest tourists to visit your project?
- What is the unique point of your product?
- Is it environmentally-friendly, responsible and sustainable?
- Is it easy to access for visitors?
- Is it good value for money?



Key components of ecotourism products

- Quality, authenticity and security. It is important to ensure that you address these three aspects. Quality includes attention to detail and understanding customer needs. Authenticity is about recognizing a visitor desire to 'see the real thing' but also respecting the needs and sensitivities of local communities and environments. Security concerns visitor safety and also wider issues of reliability.
- Priority to the interpretation of nature and culture. The most attractive component of any ecotourism product is the beauty and uniqueness of the landscape and wildlife. While it is the main motivation for ecotourists, they also want to meet local people and experience cultural traditions and lifestyles.
- Design and manage service facilities to ensure sustainability.
- Relate ecotourism to sustainable activity tourism. Ecotourism can appeal to people who enjoy activities such as hiking, trail riding, diving, yachting.

0.2 / Price

You need to identify the price of your product in order to meet ecotourists' demands and your own financial goals. The pricing depends on several factors: the quality of product, competition, cost, seasonality, profit margin.

It is good to think about potential competition with these questions:

- Is there any other enterprise that offers similar products in your country or region?
- How do they compare with your products?
- Are their products good value for money?
- Are they easy to access?

0.3 / Promotion

Plan your promotion strategy to attract attention, create interest, invite people to visit your project.

Here are some ideas to get you started:

- **Create a good website:** if possible, hire a website designer or use free website templates. Make sure that your website is easy to navigate and the main message is obvious. The website should be updated regularly with well-written articles, good quality pictures, etc.
- Include a **travel blog** in your website and write more current news and your own ideas on the topic.
- Use **social media** to reach your potential visitors: share short but catchy posts with attractive photos, post regularly. You can use free graphic design software (for example, [Canva](#)) to create catchy promotional materials.
- Contact **guidebooks** and provide them with information about your project and ask to include it in the next edition.
- Promote ecotourism **as a concept**.
- Provide **detailed and educative information** at all stages. “Ecotourists need to know what to expect. As well as covering travel details and facilities, this should include information on the ecology and culture of the area and how to respect it.”¹

0.4 / Place

Identify areas and places where you can reach your desired clients or visitors. Here are some ideas:

- Contact **ecotourism and sustainable tourism websites** and ask them to feature you in their articles.
- Design **leaflets and flyers** and distribute them in relevant areas (hotels, infopoints, etc.)
- Use a **power of word of mouth** - satisfied customer will always recommend the experience to their friends.
- Contact **tour operators**.



0.1 / Programming

Programming means focusing on the activities that would help you to establish your uniqueness and encourage ecotourist participation. Programming can help you to diversify your activities and offers and can include special activities, topical events, educational programmes, etc. This way you can make more of your visitors happy - different people might be interested in different activities.

0.2 / People

These are your visitors or clients - people who will come to experience your ecotourism activity and who will define the success of your project. You need to identify the market group, if any additional services are required (transport, food, accommodation), different interests within different groups, the location of those people and how to best communicate and reach them (internet, television, tour operators).

To identify your market group ask yourself these questions:

- Is your activity aimed at domestic or international visitors?
- Do you want to work with short-term or long-term visitors?

Several studies also made classifications of ecotourists which might be helpful for you when planning the promotion and product.

¹Product development, marketing and promotion of ecotourism: summary report. Dr Richard Denman, UK: https://bsc.smebg.net/ecotourguide/best_practices/articles/files/Product_development.pdf

One classification identified:

- **Hardcore nature tourists** - researchers or people who travel for educational purposes
- **Dedicated nature tourists** - people who travel to protected areas to learn more about local natural and cultural history
- **Mainstream nature tourists** - people who visit famous nature destinations
- **Casual nature tourists** - people who go to visit natural locations only by accident during holiday trips.

0.3 / Partnerships

Partnership is a great way to promote and expand your ecotourism activity through cooperation with different stakeholders. You can form a partnership with local businesses, municipalities, NGOs, youth centers, governmental departments, etc.

- Address the needs and opportunities of **local community**. It is important to encourage individual entrepreneurship, community-based enterprise and employment opportunities for local people.
- Recognise the role of **private sector businesses**. It is essential and important to build links between private operators and local communities. Tour operators can promote ecotourism, but also bring their experience and knowledge during your product development.
- Protected areas are important points for ecotourism products and marketing. The relationship between protected area authorities, local communities and ecotourism coordinators is essential for success. Make sure you are involved in the dialogue with both groups and you listen to their opinion and advice while developing your projects.

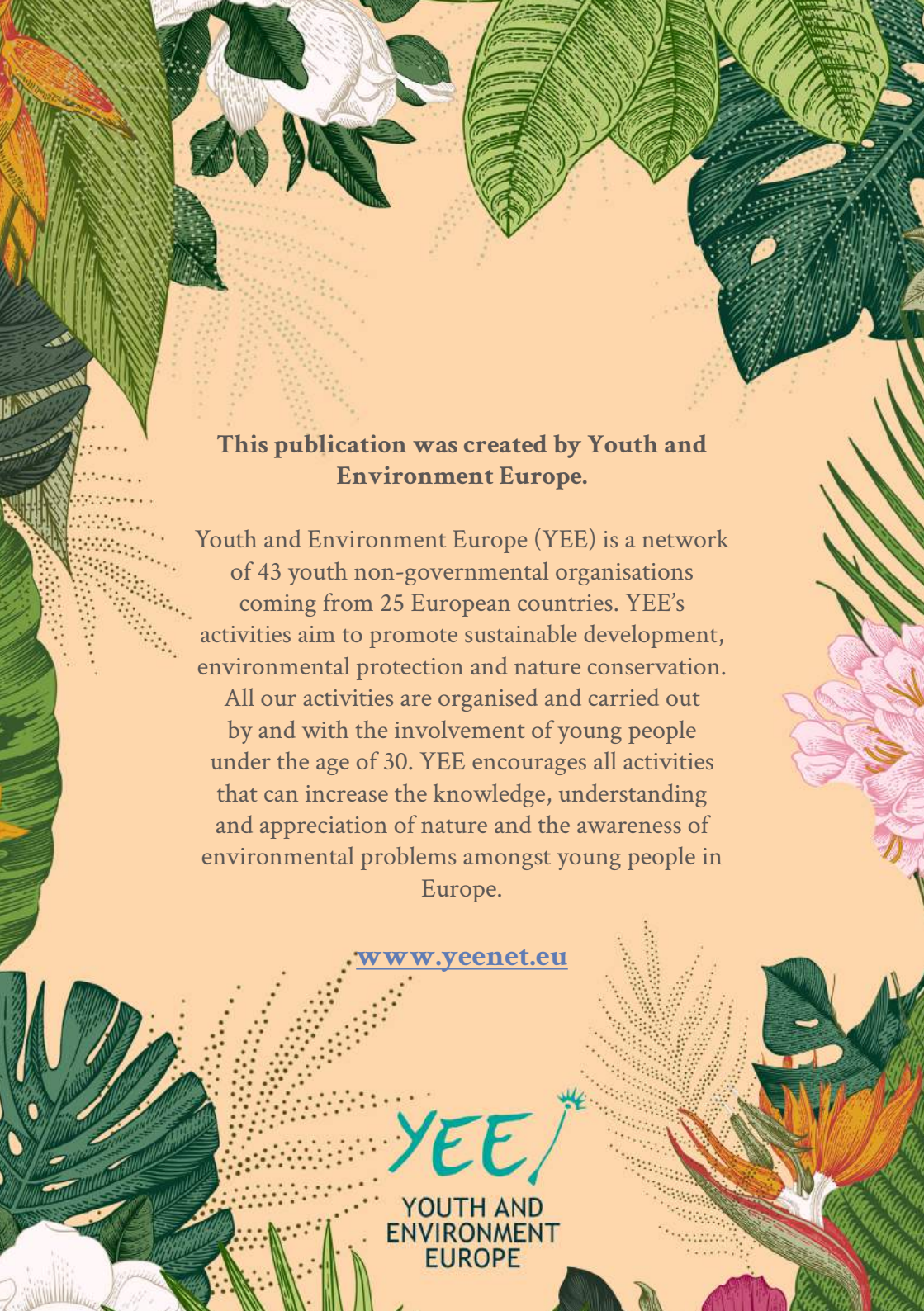
- Try to involve and secure support from **national and local government** for product development and marketing of ecotourism. They can help with infrastructure improvement, such as sustainable transport. Ecotourism can also be featured in destination promotional campaigns



Here are some basic ideas on how to plan the promotion and marketing of your ecotourism activity. Make sure to do some research before starting to work - it will help you avoid unnecessary mistakes and stress.

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The page is framed by a vibrant border of tropical plants and flowers. On the left, there are large green leaves and a white rose. On the right, there are large green leaves with holes and a pink flower. At the bottom, there are more green leaves, a white rose, and a colorful bird of paradise flower. The background is a light beige color with a pattern of small dots.

This publication was created by Youth and Environment Europe.

Youth and Environment Europe (YEE) is a network of 43 youth non-governmental organisations coming from 25 European countries. YEE's activities aim to promote sustainable development, environmental protection and nature conservation. All our activities are organised and carried out by and with the involvement of young people under the age of 30. YEE encourages all activities that can increase the knowledge, understanding and appreciation of nature and the awareness of environmental problems amongst young people in Europe.

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