



The growth of birdwatching in the Mediterranean is tied directly to increased economic opportunities in rural areas with important natural values, particularly in the European context.

However, the professionalism in these areas has not always been accompanied by proper planning and tourism development. A correct training on common standards is essential to ensure that supply corresponds with demand specificities, and will make it easier the development of sustainable eco-tourism with the environment.



More information:

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Funded by:



IPOT - International Project of ornithological tourism in protected areas in the Mediterranean Basin 2011-13



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Leonardo da Vinci II, Transfer Innovation Project, Call 2011



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

The project is based on expand, adapt and transfer the main results of a previous project, iberaves, thought to train professionals of tourism sector into birdwatching tourism services in different countries of the Mediterranean basin.

That means transfer a course on-line, adapting the content required (eg laws and regulations, all units of natural resources) as well as the application for smartphones, materials all them, that were created with the iberaves project.

In addition, expand and improve the on-line course for transfer to other sectors such as professionals working in the Biosphere Reserves in all Mediterranean countries participating in the project (Spain, Portugal, Greece and Cyprus). And prepare all these results to be assimilated by other Mediterranean countries.