



# Destination PARKS

In Destination Parks, the ALPARC network will collectively promote and develop sustainable, nature- and experienced-based tourism in protected areas of the Alps

The protection and sustainable development of the Alps requires the promotion and development of new, sustainable forms of tourism. Natural parks in the Alps can play a key role in the development of such new tourism strategies, based on strong ecological and social values.

To this day, sustainable nature-based tourism and its products lack visibility and establishment on national and international level and among their main target group: tourists. There is a large potential to jointly position protected areas and their regions based on common values and qualities and to collectively market their products.

This requires professional marketing and the development of qualitative products.

Together with protected areas and tourism organisations ALPARC will

- + elaborate a joint positioning and marketing strategy
- + promote and develop flagship products
- + develop communication tools to market products

Destination Parks builds on various national and international initiatives and projects. It seeks a broad partnership rather than competition. It will foster the exchange between protected area managements, tourism organisations and tour operators regionally and internationally. It will work with best practices in selected sustainable, nature-based tourism destinations.

Ultimately, Destination Parks seeks to make a concrete contribution to sustainable, nature-based tourism in Alpine protected areas and beyond.

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Photo: Andreas Hollinger: Gesäuse National Park, Austria

