

# ECOTOURISM IN ACTION

8 DECENT WORK AND  
ECONOMIC GROWTH



*Productive employment and decent work play a key role in poverty reduction and achieving justice between people. Improved equality benefits entire societies, as more people are productive, contribute to the growth of their country and keep the peace. It also reduces unemployment, which is a driver of instability.*



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## WORKING TOGETHER TO DEVELOP ALTERNATIVE FORMS OF TOURISM

The Bio-Cultural Heritage Tourism (BCHT) project celebrates heritage and cultural practices relating to the environment and develops new tourism products. Four biosphere reserves have joined forces on the Interreg project: Iles et Mer d'Iroise Biosphere Reserve, Marais Audomarois Biosphere Reserve in France, and Brighton & Lewes Downs Biosphere Reserve and North Devon Biosphere Reserve in England.

New discovery experiences for some less-sensitive sites are being developed by local businesses, with guidance and support from the biosphere reserves. Cultural and food resources, as well as the sites' qualities (e.g. silence, nature, etc.) are highlighted. The purpose of this tourism strategy is to reduce the impact of visitors on sensitive sites and feature new activities and little-known places in the four biosphere reserves.

## ESTABLISHMENT OF AN INTERNATIONAL DARK SKY RESERVE

MAB France

### CÉVENNES BIOSPHERE RESERVE

Light pollution is a little-known issue given the context of entrenched sociological and cultural perceptions of the night. Cévennes Biosphere Reserve improved the quality of its night sky to be certified as an International Dark Sky Reserve, one of only 18 sites worldwide. Consultations and funding meetings were held, and local authorities and citizens were made aware of best lighting practices and the challenges of preserving nightscapes.

A new form of tourism has since developed in the Cévennes, offering introductions to the starry sky and nocturnal life.



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## AND WORLDWIDE?

LEBANON

Jabal Moussa Biosphere Reserve

In Jabal Moussa Biosphere Reserve in Lebanon, a new fully equipped kitchen has been made available to women living in the villages. The small-scale processing workshop helps add more value to local products like figs, tomatoes and spices. The products made are sold to visitors, and tourism thus broadly benefits the biosphere reserve's inhabitants.

MORE INFO HERE:



SCAN ME!