

# Sustainable Destination Award Good Practice Story

## **ECST in Protected Areas, a participatory methodology for planning a more sustainable**

Consolidate Alto Minho as a nature tourism destination; Involve public and private agents of the territory in the planning and development; Promote networking among nature tourism entrepreneurs to create products that have higher added value; Raise awareness among tourism agents to the need of introducing environmental and social economy concerns in their activities. Promotion of an ongoing participatory process that actively involved public and private actors in elaboration of a territory diagnosis; action lines; prioritization of solutions. Promotion of greater involvement through ECST Phase II which recognizes tourism entrepreneurs who are committed to improve their activity regarding environmental and social economy.

Alto Minho territory became fully recognized by ECST. Alto Minho will also be 1st ECST in Portugal to implement ECST Phase II, recognizing their tourism entrepreneurs as ECST partners. National pilot experience: implementation process in its final stage, and it will be the first time at European level that this award will be given to entrepreneurs that are organized in a consortium.

