



Linking Tourism
& Conservation

2022 Annual Report



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Who We Are

Linking Tourism and Conservation (LT&C) is a nature conservation NGO and international membership network founded in 2014 by experienced conservation, tourism, and business professionals.

We support the UN goal of protecting 30% of the planet by 2030 (30x30) by showing how the tourism sector can be a leading contributor to the goal by supporting a global network of protected areas such as national parks and marine reserves.

What We Do

We share examples of how nature and people can benefit from protected areas supported by well-managed tourism.

LT&C Examples are best practices of tourism supporting financially, politically, and educationally the establishment and development of protected areas. By identifying and profiling examples, we provide models that can be adapted, replicated, and implemented globally.

We link tourism and conservation professionals, lobby internationally, contribute to policy frameworks, and share the knowledge of our network to strengthen global connections and cooperation to increase the size and number of protected areas worldwide.

Why

Protected areas are one of the most effective ways to fight climate change and biodiversity loss. If managed well, these areas can safeguard biodiversity, provide essential ecosystem services, and help communities cope with the impacts of climate change ([IUCN, 2019](#)).

Research shows that for every dollar governments invest in protected areas and support for nature-based tourism, the economic rate of return is at least six times the original investment – an investment that creates jobs, improves incomes, and protects biodiversity. ([World Bank 2021](#)).

It is estimated that protected areas globally receive about eight billion visitors per year, generating around USD 600 billion in in-country expenditure. And tourism in protected areas can help to achieve the objectives of sustainable local livelihoods and biodiversity conservation. ([UNESCO and German Federal Agency for Nature Conservation, 2021](#)).

Our Vision

A world where the tourism industry is a main patron of a global network of well-managed protected areas representing and sustaining the world's diversity of habitats and ecosystems.

Messages from LT&C's Chairs and Honorary President



Diana Körner, Chair of the Board

■ Looking back at 2022 brings mixed feelings, as the urgency to fight against climate change and biodiversity loss is ever-increasing. Even though many promising international processes are advancing, from my perspective, they fail to tackle the challenges of our time with the speed and effectiveness required.

That said, what gives me hope is to see the continuous efforts of members from our network striving towards protecting the most valuable places on earth and harnessing the power of well-managed tourism in these natural areas.

2022 was my first year as chair of LT&C. It has been a year of learning, building and strengthening ties and partnerships with colleagues from the conservation and ecotourism world, with the guidance and ongoing support of our honorary president Peter. I continue to be deeply passionate about the vision of our organization: supporting tourism to be a leading actor in achieving the goal of protecting 30% of our planet by 2030. And I can see with my own eyes here in Zanzibar, on Chumbe Island, the many benefits ecotourism can bring to conservation and communities.

Despite our virtual setup and limited capacities – all of us providing our time and efforts free of charge – I am proud to see the **advocacy and “connecting” impacts** made in 2022, which we share in this annual report. I cannot thank certain members of our network enough, who have provided considerable time, input, and expertise this year to support LT&C – your help is deeply appreciated!

Advancing, funding, and generating long-term impact is never easy for an NGO, especially in a post-COVID world. I call on all members and like-minded conservation and ecotourism advocates to support us in our goal: reach out if you have any suggestions, joint projects, or partnership proposals.

We are facing the challenge of transitioning from a 100% volunteer organization to a more project-based one. And we invite you to help us make this leap because we can only achieve positive change by working together, sharing knowledge and experience, and inspiring each other.

Heading into my second year as chair, I hope for LT&C to represent this spirit more than ever and to be as inclusive as possible. We want to offer opportunities, support, and visibility to all, especially young conservationists and ecotourism professionals from developing destinations, who represent a much-needed community perspective, to find their place in our organization. Inter-generational and intercultural exchanges are crucial. For this reason, we are aiming to launch a mentoring program in 2023 in connection to the East Atlantic Flyway. More information on the program will be provided during the year.

There are many ways to get involved with LT&C: we are only as strong and active as our members. So please, become a member, renew your membership, or join us as a partner organization. Meeting in person is not always easy, but we are only a Zoom call away.

We look forward to working more closely with you in 2023 and beyond!



Michael Meyer, Co-Chair of the Board

■ Time has passed so quickly since I first chatted with Peter Prokosch in the autumn of 2021 about becoming a member of LT&C. We discussed how well the aims of our two organizations, **Ecological Tourism in Europe** (ETE) and LT&C, match. And it was a short step from LT&C membership to becoming the co-chair of LT&C. During this time, thanks to our chair, Diana Körner, we have made a lot of effort to strengthen the network and prepare for the merger with ETE.

I am impressed by the commitment and dedication of the board members of LT&C to support Diana's and my work for the organization. However, without the legacy of our honorary president Peter, this would have been impossible to achieve.

We are now building the foundation for a solid organization consisting of ETE and LT&C. Our merger will lead to more action on the ground as we support sustainable tourism around a worldwide network of protected areas. Since we have prepared well in 2022, 2023 and beyond will bring many interesting projects, enabling the new organization to become more financially independent.

With the support and help of all of you, we can grow our network and connect to more best practice examples, which serve as learning sites for the growing global community concerned about sustainable development and nature conservation.



Dr. Peter Prokosch, Co-Founder of LT&C and Honorary President

■ 2022 can be seen as the beginning of a new era for LT&C. I still remember when Ottar Nakken and I met and discussed establishing the conservation NGO "Linking Tourism & Conservation" to start a global movement for protected areas supported by tourism. Under the same name and intention, a small project had been running since 2007 by GRID-Arendal, a Norwegian foundation established by the government to support the UN Environment Programme (UNEP). Ottar registered us in Brønøysundregister as a Norwegian "forening", based in Arendal.

However, we always saw LT&C as an international organization. We started with a board from three countries: sustainable tourism experts Denise Landau from the US and Anja Szczesinski and Peter Zimmer from Germany. The official launch of LT&C in the spring of 2014 was organized by the German embassy in Madrid in cooperation with UNWTO and UNESCO World Heritage, clearly demonstrating an international and UN-related spirit.

At that time, we were a support organization for the UN Convention on Biological Diversity (CBD) and its "Aichi target 11" to achieve by 2020 a global network of protected areas covering 17% of the land and 10% of the seas. Since 2015 this target has become a subgoal of the Sustainable Development Goals (SDGs) 14 and 15. We believe tourism should be the most important supporter of these biodiversity goals as intact

Continues on p. 4 ►



Hikers in a protected area in Slovakia

► Message from Dr. Peter Prokosch continued

nature is a fundamental base for an ever-increasing large tourism sector. We knew fantastic examples existed where tourism supports national parks and other protected areas and that they needed to be better understood and profiled for replication.

We are proud that today our members – spread throughout the world – have described 53 such brilliant LT&C Examples on different continents. Still, the challenge is to speed up to mainstream such examples to have them replicated exponentially. To strengthen LT&C, we decided in 2022 to build our membership-based NGO further by engaging in larger projects. We are preparing to merge with ETE in this context. We plan to move the headquarter from Norway to Germany, the country with one of the most numerous tourism activities and businesses.

The other part of the new phase for LT&C the world agreed upon in December 2022. The Parties of the CBD at COP15 decided and committed that by 2030 30% of the global land and ocean will be protected. This new goal, called “30x30”, is now part of SDGs 14 & 15 and makes LT&C the orga-

nization that should bring large amounts of global tourism actively supporting this crucial goal.

To lead us into this new phase, I am glad Diana Körner has taken over as chair of LT&C. Diana is an inspiring and influential young force on our board. She is an experienced and internationally known sustainable tourism expert, presently engaged in making our world-famous LT&C Example, Chumbe Island Coral Park, an inspiration to create similar examples. Diana now acts with LT&C co-chair Michael Meyer from the board of ETE. And I am sure the positive impact of linking tourism and conservation will get into new dimensions.

I thank my founding colleague, Ottar Næken, for eight years of superb collaboration. And all our past and present board members, I will remember for the always pleasant working together. Running an organization together in a positive spirit and without conflicts seems unusual for any organization. I am happy to continue my involvement in this great organization in my new and free “emeritus” position as “Honorary President.”

2022 in Numbers

300+ members

4 new corporate &
NGO partnerships

7 virtual board meetings

41 news items published

LT&C Examples in Numbers:

53 Examples

In **46** countries

With **13** UNESCO World
Heritage Sites

Protected areas covering around
1.7 million km²
of land and inland waters &
328,000 km²
of ocean

LT&C Examples protect many IUCN Red List of Threatened Species, including Eastern lowland gorillas, Yellow-eyed penguins, Green sea turtles, Apennine wolves, Aders's duikers, White-shouldered and Giant Ibis, and other endemic species.



2022 Highlights

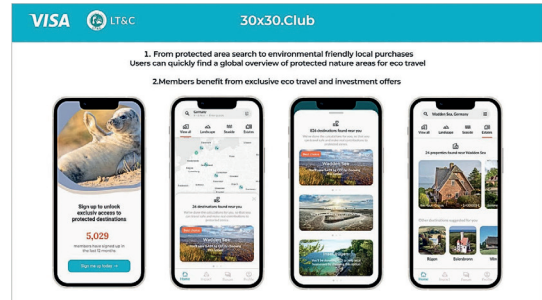
December



LT&C represented at COP15: Our co-chair Michael Meyer and board member Oliver Hillel flew the LT&C flag at the 15th Conference of the Parties to the Convention on Biological Diversity (COP15 CBD) in Montréal, Canada. Michael participated in a “Nature Positive Travel & Tourism” panel, met with tourism industry and NGO representatives, and contributed to the content of meeting documents. LT&C also joined the World Travel & Tourism Council (WTTTC), United Nations World Tourism Organisation (UNWTO), and Sustainable Hospitality Alliance-led partnership to support a nature-positive approach to tourism and contribute to the Global Biodiversity Framework. COP15 ended with the signing of a historic agreement to adopt the global goal of protecting 30% of the planet by 2030 – a goal LT&C has supported since the CBD began negotiations in 2018.

November

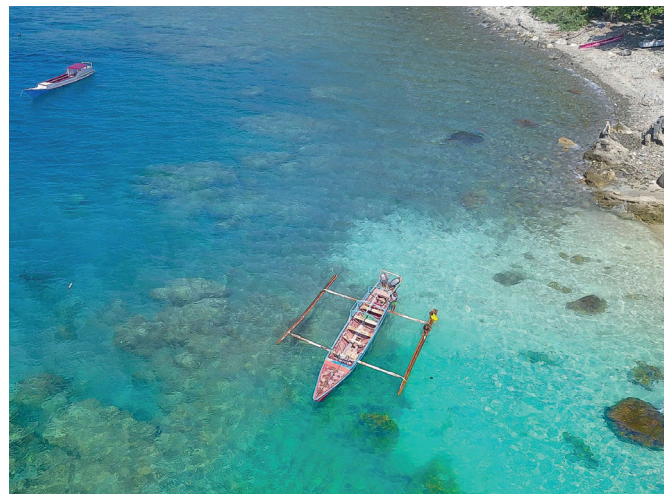
LT&C-led team wins 2nd prize in a hackathon: A “30x30.club” platform concept to promote LT&C Examples as destinations and support tourism in protected areas was pitched to a panel of tech and business



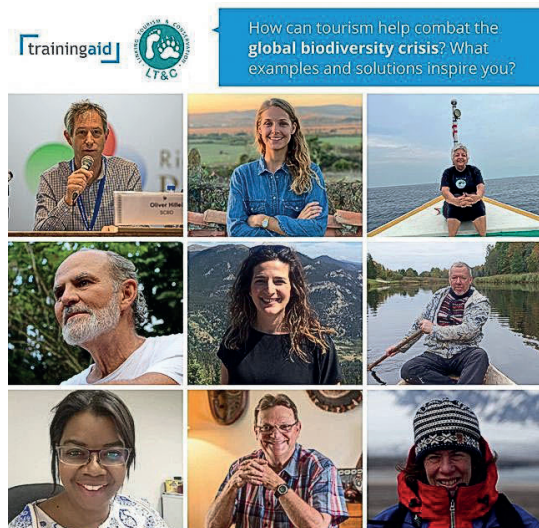
experts in Berlin. The hackathon was organized by LT&C member, N3XTCODER, and the prize was used to support the development of the platform.

October

New LT&C Example ‘Reviving Timor-Leste’s Reefs Through Tourism’: Timor-Leste’s Ataúro Island, a 25km stretch of volcanic rock home to the most biodiverse reefs in the world, became our 53rd LT&C Example. The work of ATKOMA, the local destination management organization, is an award-winning example of community-led tourism economically supporting the people of Ataúro while minimizing the negative environmental and socio-cultural impacts.



August

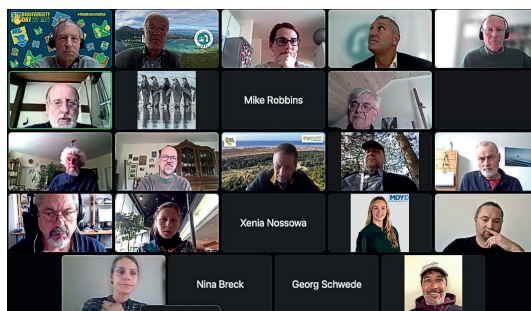


TrainingAid partnership and panel: LT&C members and example providers took part in a TrainingAid online [panel](#) on 'Tourism and Biodiversity' to discuss nature-positive tourism as a solution for protecting, restoring, and reviving biodiversity. TrainingAid is an international tourism training company specializing in sustainable tourism.

July

LT&C Examples invited to take part in a research white paper: We partnered with researcher Chloe King from Solimar International to survey tourism businesses' experiences financing and implementing nature-based solutions for an industry publication.

May



New LT&C chairs and board members elected at AGM: Diana Körner became chair and Michael Meyer co-chair of LT&C; Greg Bakunzi and Harald Förster joined the board, and Peter Prokosch became honorary president.

Merger announced with ETE: LT&C's merger with ETE was presented at the AGM with the goal to develop a stronger, more structured organization for the future.

April

Study tour to Georgia: The Georgian National Tourism Agency (GNTA) and LT&C member XENOSTOURS invited seven ornithologists to explore Georgia and expe-



rience its birdwatching tourism. Meetings were held with the Georgian Ecotourism Association, GNTA, and WWF on the potential for Georgia to become a country-wide LT&C Example.

March

Machaon International joins LT&C: We partnered with Machaon, an organization from Slovakia that supports protected areas, biodiversity conservation, and the preservation of cultural heritage through international projects and knowledge sharing.

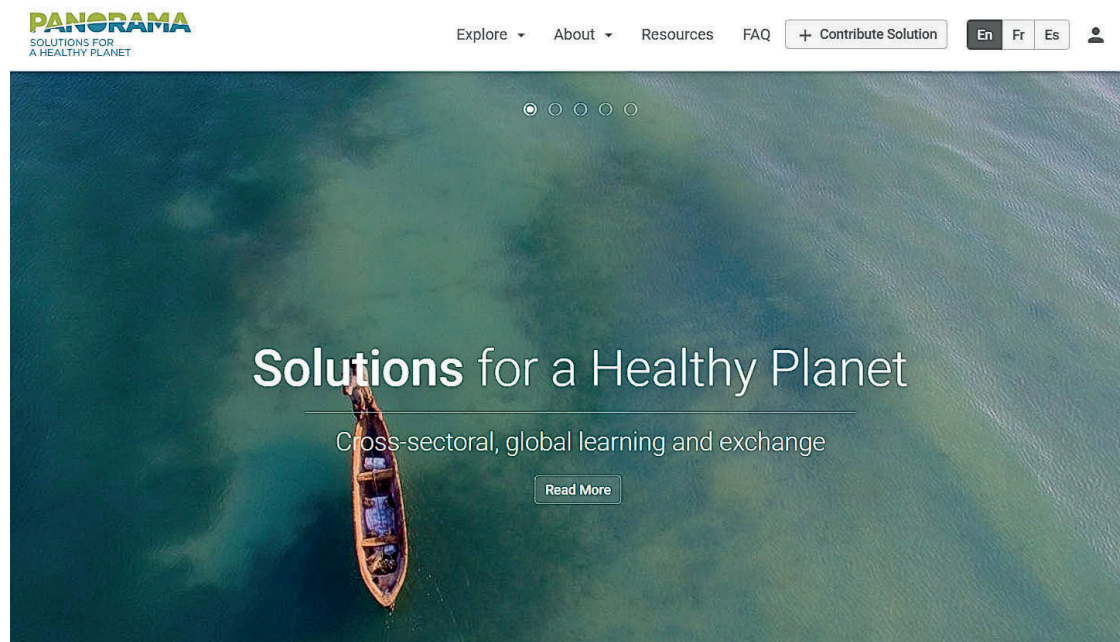
February

Collaboration with PANORAMA: LT&C members were invited to provide examples

of tourism supporting protected areas for an IUCN-led **PANORAMA** project, 'Sustainable Tourism and Protected Areas in a Post-COVID World'. PANORAMA, an online open-access portfolio, sources worldwide best practice examples to showcase successful community-based tourism models.

January

East Atlantic Flyway Youth Forum: Youth from over 30 countries attended the first East Atlantic Flyway Youth Forum, organized by Youth Engaged in Wetlands, the Wildfowl and Wetlands Trust, and the Common Wadden Sea Secretariat, an LT&C partner. The challenges facing migratory birds and wetlands were explored, and how to improve intergenerational communication.





Merger with ETE

Ecological Tourism in Europe (ETE) / Ökologischer Tourismus in Europa (ÖTE) was founded in Bonn in 1981 to support the development of sustainable tourism in Germany and Europe.

Today, ETE provides sustainable tourism management, planning, and policy advice, especially in central and eastern Europe, implements projects, and carries out capacity building, education, and training. Like LT&C, ETE focuses on developing tourism in protected areas.

ETE has two working groups:

1. Sustainable Tourism of the Central and East European Network for Biodiversity (CEEweb) with 52 members
2. National Working Group on Sustainable Tourism, supported by the German Federal Ministry for the Environment, with members from science, tourism, government, and tourism-related organizations.



has developed a draft framework paper for 2022-2032 for member consultation.

ETE's focus on Germany and Europe and LT&C's global focus provide a strong foundation for the new organization. As we move forward, ETE will continue implementing projects in Germany and Europe, and LT&C will grow its global network and pursue international projects.

The merger will enable LT&C to develop a stronger, more structured organization, gain administrative capacities, access funds from German institutions, and transition from a volunteer organization to a project-based one with greater financial stability.

To prepare for the merger, LT&C and ETE's board members have drawn up a new draft of statutes, which are currently under review by a local court in Bonn. In addition, LT&C

North America



1 The Great Bear Rainforest



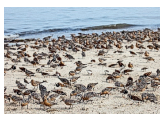
2 Homalco Wildlife & Cultural Tours



3 Jackson Hole & Yellowstone Sustainable Destination Program



4 Spirit Bear Lodge
– Community-based tourism in the Great Bear Rainforest, Canada



5 Birding supports endangered species at Delaware Bay, New Jersey, USA



6 Campaign To Save The Boundary Waters Canoe Area Wilderness, Minnesota, USA



7 COASTS & Jack London State Historic Park – A wildlife sanctuary maintained by visitors



Latin America



8 Vamos Expeditions
– Eco- and Adventure Travel in Peru and Latin America



9 Restoring and protecting Calakmul Biosphere Reserve



10 Costa Rica: The Government's decision to increase protected areas with the support of Ecotourism



11 Tourism to and on Galápagos – managing tourism related conservation challenges



12 Madidi National Park, Bolivia – Community-based Ecotourism at world-renowned Ecotodge



13 Napo Wildlife Center, Yasuni National Park, Ecuador – World-leading indigenous tourism maintaining a biosphere reserve



14 Save Guyana's Wildlife

LT&C Examples

Polar Circles



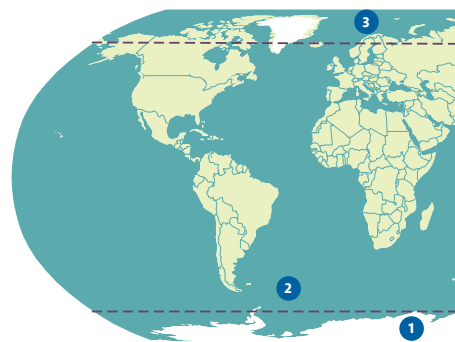
1 Completing a Ring of Marine Protected Areas around Antarctica



2 South Georgia Habitat Restoration Project – Support through visitor education



3 Svalbard – The establishment of national parks and nature reserves through stakeholder collaboration, maintained by tourism



Middle East



1 Wild Jordan Adventures – nature-based eco-businesses support conservation and the local community



Africa



2 Namibia – community-based natural resource management and conservancies sustain natural areas



3 The Cape Whale Coast, South Africa – a joint stakeholder approach to conservation



4 Chumbe Island Coral Park – Ecotourism supporting conservation, research and environmental education at the world's first Private Marine Park



5 Basecamp Explorer, Maasai Mara, Kenya – Community conservancies supported by responsible safari experiences



6 South African National Parks (SAN-Parks) – Supported by thriving tourism activities



7 Amahoro Tours – A stakeholder cooperation to the benefit of mountain gorillas and the local community



8 The Kariba REDD+ project, Zimbabwe



9 Friends of Karura Forest Association – user-driven protected area management



10 Virunga National Park, DRC – Wildlife tourism supports nature and the local community



11 Amahoro Tours and Redrocks Rwanda supporting Kahuzi-Biéga National Park, DRC



Europe



1 South-Norway's Lista Landscape: protected as a result of dialogue processes facilitated by Farsund Municipality



2 Jasmund National Park Center, Germany – Model for a self-sustaining visitor and education centre



3 The International Wadden Sea (NL/D/DK)



4 National Park and Biosphere Reserve Partner Programme – Example: waddensea. travel



5 Schutzstation Wattenmeer – THE LT&C-Example within the Wadden Sea



6 Partners of the National Natural Landscapes in Germany



7 Tree Top Walks – environmental education through architecture



8 Guided nature activities promote Soomaa national park



9 Eco- and Wild-Carnivore Tourism supports Abruzzo National Park, Italy



10 Area Marina Protetta di Torre Guaceto, Italy



11 Puljane Research Centre – Monitoring Wildlife in Šibenik-Knin County and the Krka Valley, Croatia



12 Angofa Wildlife Tours – Wildlife tourism to conserve the Transylvanian ecosystem



Asia



1 Tmatboey Community Ecotourism Project, Cambodia



5 Ranthambore National Park – a Game Reserve turned into a Wildlife Sanctuary



6 Timor-Leste's Reefs – home to the most biodiverse reefs in the world.



2 Misool Private Marine Reserve, Raja Ampat Islands, Indonesia



3 Apo Island Marine Reserve, Philippines – Community based tourism management



4 Chitwan and Bardia National Park, Nepal – Stakeholder cooperations make for an effective conservation model



Oceania



7 Poor Knights Islands Marine Reserve, New Zealand – "No-take" zones benefit Ecotourism



8 Ecotourism on the Otago Peninsula, New Zealand



9 Tasmania – Tourism industry to fight back resource collection in protected areas

12 Borana Conservancy and Lodge

13 Kavango Zambezi Transfrontier Conservation Area (KAZA TFCA)

14 Grand Béréby: Ivory Coast's first Marine Protected Area

15 Seychelles Sustainable Tourism Foundation (SSTF)

Rockhopper Penguins, Falklands. Photo: Peter Prokosch



Join us

Become part of the first membership organization specifically designed to link tourism to conservation to preserve biodiversity and grow protected areas.

We help our members realize their conservation and tourism business goals by

- Helping to build conservation and biodiversity protection plans into business models
- Offering access to experienced professionals with proven track records
- Linking business with conservation organizations and projects.

LT&C's 300+ members include:

- Tourism consultants
- Conservation professionals
- Tour operators, guides, and expedition leaders
- Travelers interested in nature
- Students studying tourism and/or conservation
- Accommodation and hospitality providers
- Financial institutions
- Park authorities
- Government organizations
- Universities and research institutions
- Trade associations
- Conservation and tourism NGOs.

Penguin Memberships

Membership types and benefits	Emperor Penguin	King Penguin	Royal Penguin	Rock-hopper Penguin
Access to member CVs, database, and forum	X	X	X	X
Feature national park, eco-tourism business, project, or initiative on our channels	X	X	X	X
Discounted prices for study tours, seminars, and courses	X	X	X	
Use of the LT&C logo	X	X	X	
One-time yearly access to LT&C board members for guidance on defined and agreed tasks	X	X		
Unlimited access to LT&C board members for guidance and assistance for defined and agreed tasks	X			
Voting rights at LT&C's AGMs	X	X		
Membership fee	€2000 for lifetime membership	€200 per year	€50 per year	Free for students

Join our flock of penguins today by [signing up](https://ltandc.org/sign-up-now) on our website at ltandc.org/sign-up-now

Or [learn more](https://ltandc.org/membership) about our memberships at ltandc.org/membership

Partnerships



Tourists taking photos of polar bear, Svalbard. Photo: Peter Prokosch/www.grida.no/resources/1164



Visiting protected areas around the world is an excellent way to support them, but travel can produce a significant climate footprint.

That's why we have partnered with [South Pole](#) to offer our members access to its compensation projects, which are compliant with Gold Standard and Verified Carbon Standard (VCS).

South Pole develops and finances nature-based projects around the world that reduce carbon emissions, protect biodiversity and bring benefits to local communities.

You can support its compensation conservation projects at ltandc.org/flight-emissions-offsetting-with-south-pole/



The endemic South Georgia pintail.

Photo: Peter Prokosch



Our partner and founding member, [Oceanwide Expeditions](#), offers LT&C members a 10% discount on all its Arctic and Antarctic cruises.

Visit LT&C Examples [South Georgia](#) and [Svalbard](#) with Oceanwide to experience some of the world's most spectacular scenery and wildlife.

Oceanwide is a member of AECO and IAA-TO, organizations that promote environmentally friendly travel to the Arctic and Antarctic.

Support Us

In addition to becoming a member, you can support us by:

- Introducing a friend or colleague to LT&C
- Sharing an example to join our network
- Suggesting a fundraising partnership or initiative
- Volunteering your time
- Signing up for our newsletter and following us on social media
- Donating a percentage of your booking fees to LT&C.

“ *Volunteering with LT&C is a great way to engage with tourism and conservation experts around the world. You learn a lot about the issues facing protected areas and the communities that support them, and see positive examples of the passion and commitment by people to protect the places they love and share them with others.* **”**

Emma Meehan,
communications adviser

Meet the Board

Diana Körner, Chair; Zanzibar



Diana is a sustainable tourism consultant and an official trainer for the Global Partnership for Sustainable Tourism (GSTC). She co-founded the NGO Seychelles Sustainable Tourism Foundation and is the marketing manager for the LT&C Example, Chumbe Island Coral Park in Zanzibar. Diana has an MSc in Strategic Tourism Management and a BA in Tourism and Leisure Management.

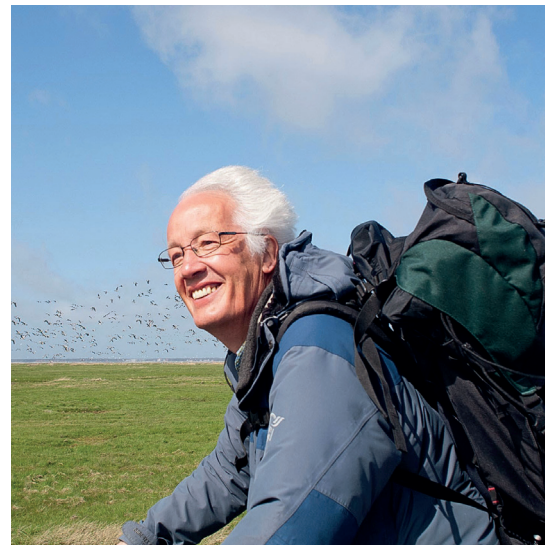
Michael Meyer, Co-Chair; Germany



Michael is a tourism product and policy developer who has managed sustainable tourism development projects in numer-

ous protected areas, particularly in Eastern Europe. Together with ETE, he contributed to the adoption of the International Guidelines for Biodiversity and Tourism Development for the Convention on Biological Diversity. Michael is a member of the UN-WTO International Network of Sustainable Tourism Observatories (INSTO) and is on the advisory board of the Federal Competition of Sustainable Tourism Destinations in Germany.

Dr. Peter Prokosch, Co-Founder of LT&C and Honorary President; Norway



Peter was managing director of GRID-Arendal and CEO of WWF Germany, and led the Arctic Programme of WWF International. He played a pioneering role in the conservation development of the International Wadden Sea, and has worked to establish and develop national parks in the Wadden Sea, Svalbard, and other parts of the circumpolar Arctic. Peter studied biology and marine sciences, and his PhD was on the ecology of arctic shore birds.

Greg Bakunzi, Board Member;
Rwanda



Greg specializes in tours to view the iconic mountain gorillas in the Volcanoes National Park. He co-founded Amahoro Tours and the Red Rocks Intercultural Centre to promote sustainable tourism and community and conservation programs. Greg also founded the Red Rocks Initiative for Sustainable Development, which helps local communities benefit from tourism through social enterprises.

What motivates you to be an active board member of LT&C?

“Having decades of experience in tourism and conservation and having initiated successful programs that benefit communities through the tourism supply chain, for example, around the Volcanoes National Park, I was motivated to join LT&C’s board for the opportunity to share my knowledge and experience promoting these initiatives, projects, and businesses which represent outstanding examples of tourism and the management and development of protected natural areas.”

What do you see as the key trends for tourism in protected areas in 2023/24?

“Tourism in protected areas looks promising in 2023/24, with millions of travelers planning trips to national parks, increasing earnings for the sector. There is a growing interest in exploring secondary destinations and nature, where the roles of parks and tourism will expand and evolve in response to changing social needs. This interest will help protect the biodiversity and cultural resources contained within parks but also provide opportunities for tourism-related activities as people look for genuinely sustainable and community-led experiences that benefit both the land and its people.”

Greg Bakunzi

**Harald Förster, Board Member;
Germany**



Harald is CEO of the Schutzstation Wattenmeer, a German NGO combining nature conservation and tourism in the Wadden-sea World Heritage Site of Schleswig-Holstein. He has an MSc in Forestry and Wildlife Management and an interest in large carnivore conservation. Harald worked in Namibia as a director of an NGO implementing wildlife management systems on commercial farmland.

**Denise Landau, Co-Founder of
LT&C and Board Member; US and
the UK**



Denise runs an environmental consulting company and is the president and CEO of Friends of South Georgia Island, a trustee

of the South Georgia Heritage Trust, and on the board of the American Polar Society. She has also served as executive director of the International Association of Antarctica Tour Operators (IAATO). Denise has a Bachelor of Science in Field Natural History and Wildlife Biology.

**Oliver Hillel, Board Member;
Canada**



Oliver is a biologist with a master's degree in Environmental Education and MBAs in Managerial Accounting and Hotel Management. Most recently, he was a program officer at the Secretariat of the Convention on Biological Diversity. Oliver has extensive experience in international cooperation and negotiations on sustainable tourism and sustainable development training and capacity-building.

Sergio Chiarandini, Co-Founder of LT&C and Board Member; Italy and Thailand

Sergio is a specialist in soil amelioration and the afforestation of impacted areas. He has experience in biodiversity and ecosystem services, integrated coastal zone management, remote sensing techniques for biodiversity monitoring, and wildlife accounting. Sergio has a degree in Tropical and Subtropical Agricultural Sciences and has worked in protected areas in Africa and Central Asia.



What motivates and inspires you to continue to pursue LT&C's vision?

“ As an ecologist, I joined the LT&C community over 8 years ago. Through the years, I appreciated how consistently tourism – where properly managed – enhances cultural assets and traditions rather than depresses them, preserves natural assets rather than erasing them, promotes a balance in economic growth rather than inequalities, and becomes a great engine of development.

That was my greatest revelation. Before joining LT&C I always looked at tourism as a monster that erases everything, and in some cases it is still like this, but I thought there was no other way. My conversion was the Tourism & Biodiversity Sessions at CBD COP12 in Korea, and from there I never stopped learning.”

Sergio Chiarandin

Thanks to Our Corporate and Organization Members and Partners



“A people-centered agenda for biodiversity is the path towards sustainable tourism’s future. Indigenous peoples and local communities’ ancestral knowledge of nature and of sustainable resource management are essential. With the help of networks such as LT&C, cultural diversity can bring innovative experiences and new business opportunities for tourism destinations.”

Zoritsa Urosevic

Executive Director, World Tourism Organization (UNWTO)

“At the heart of LT&C is a network of dedicated professionals who are passionate about exploring how tourism can conserve protected areas and promoting the benefits of such collaboration for tourists and nature. As an early champion of LT&C, it has been extremely rewarding to watch this organization grow from strength to strength, connecting members, sharing knowledge and inspiring change around the world.”

Leigh Ann Hurt

IUCN

“We need grassroots NGOs like LT&C to test, showcase, and share sustainable strategies for delivery of vital ecosystem services that include not only basic human needs like air and water but also spiritual spaces for rest and recreation.”

Dr. Harvey Croze

Science Advisor, Friends of Karura Community Forest Association, Kenya

Contact us

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Michael Meyer

Co-chair

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www.LTandC.org

Follow us





www.ltandc.org

LT&C is registered in Norway (Reg.No 813
329 972) as a Non-profit Organisation called:
"Linking Tourism & Conservation Society"