Please help to strengthen bird tourism in Iberia

Title In 2008, the BirdLife Partners in Spain (SEO/BirdLife) and Portugal (SPEA) started a project to improve ornithological tourism in relation to the Natura 2000 network. The project will focus on Spain and Portugal but will have relevance to the Natura 2000 network as a whole. The BirdLife Secretariat is supporting this project. The project is funded by the Leonardo da Vinci Agency, from the European Union, for on-line training programs, and ends in October 2010. The main objective is to develop a training tool for professionals operating in the tourism sector in the Natura 2000 network, so that they may offer an ornithological tourism product that is better tailored to the needs of birdwatchers and nature tourists, and also incorporate best practices in sustainable tourism development that can benefit these areas of great natural value. We have developed two questionnaires, in order to maximise the value of the training tool: 1) for professionals, companies and tour operators offering "birdwatching services" and 2) for birdwatchers and nature tourists. The results of the surveys will inform the contents of the training materials and ultimately we expect the quality of service that professionals provide. To this end we request your collaboration in the dissemination of these questionnaires. Please promote this survey in any way that you feel will reach professional operators and bird-and/or nature tourists. The questionnaires can be accessed at http://www.iberavesquestions.com. Thank you very much in advance for your important contribution to the development of what we believe will be a most useful tool for future management of bird and nature tourism in the Natura 2000 network. SEO/BirdLife, Spain SPEA, Portugal BirdLife International Secretariat, Cambridge Image credit: jchelo / flickr