



Workshop Sustainable tourism

13 november 2019

Staatsbosbeheer, Smallepad 5 te Amersfoort



EUROPARC
Sustainable Tourism
in Protected Areas



THE EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

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challenges
potentialities
opportunities
expectations
ambitions
dreams
fears
risks
...

About TOURISM in YOUR PARKS



Is it really impossible to reconcile conservation and tourism

?



or ... conservation and tourism
could be *allied*

?



That's the point!

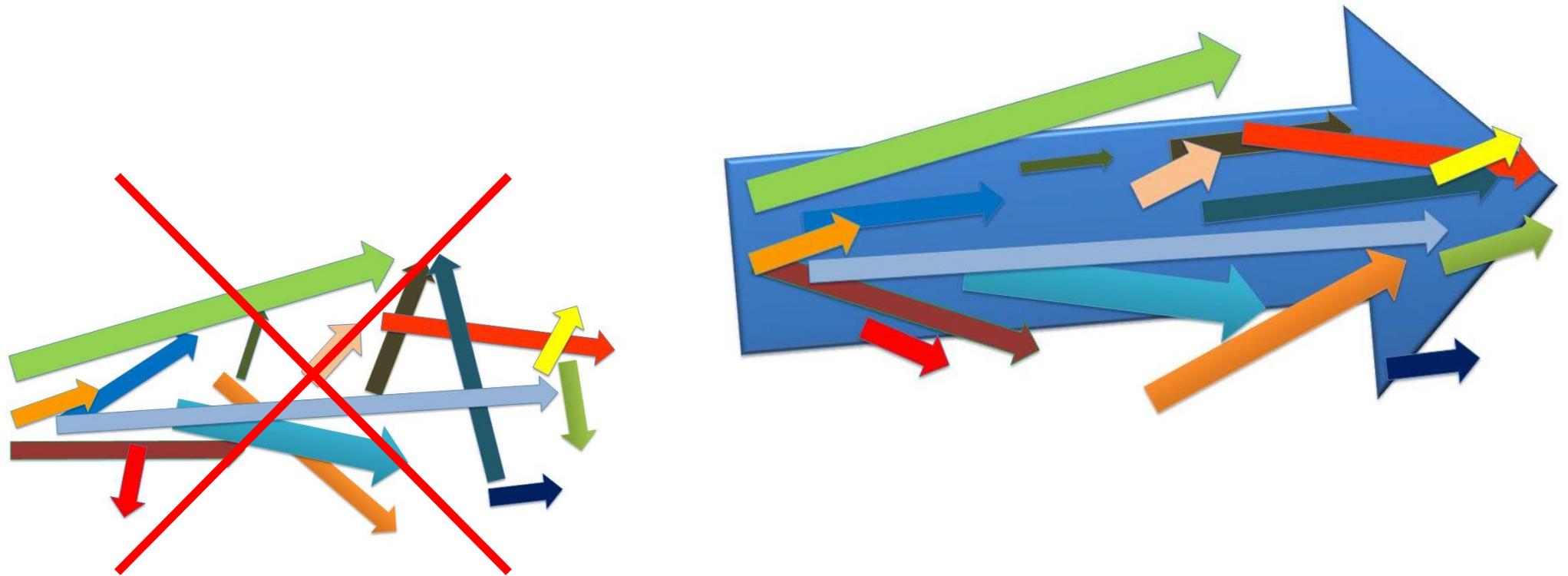
But... how?



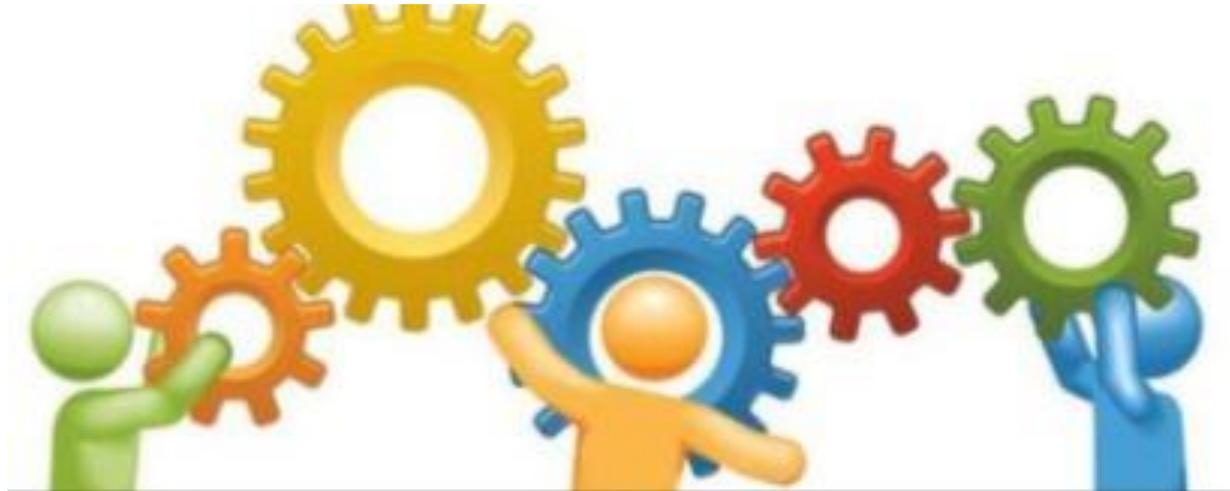
communication and listening to each other



commun vision and coordinated actions



commitment at personal and institutional level



economy and prosperity



love,
responsibility,
taking care...



Sustainable Tourism in Protected Areas is part of the sustainable development of the rural areas, and benefits the entire Region

because it is good for nature, good for visitors, good for inhabitants, good for business

We need a tool!

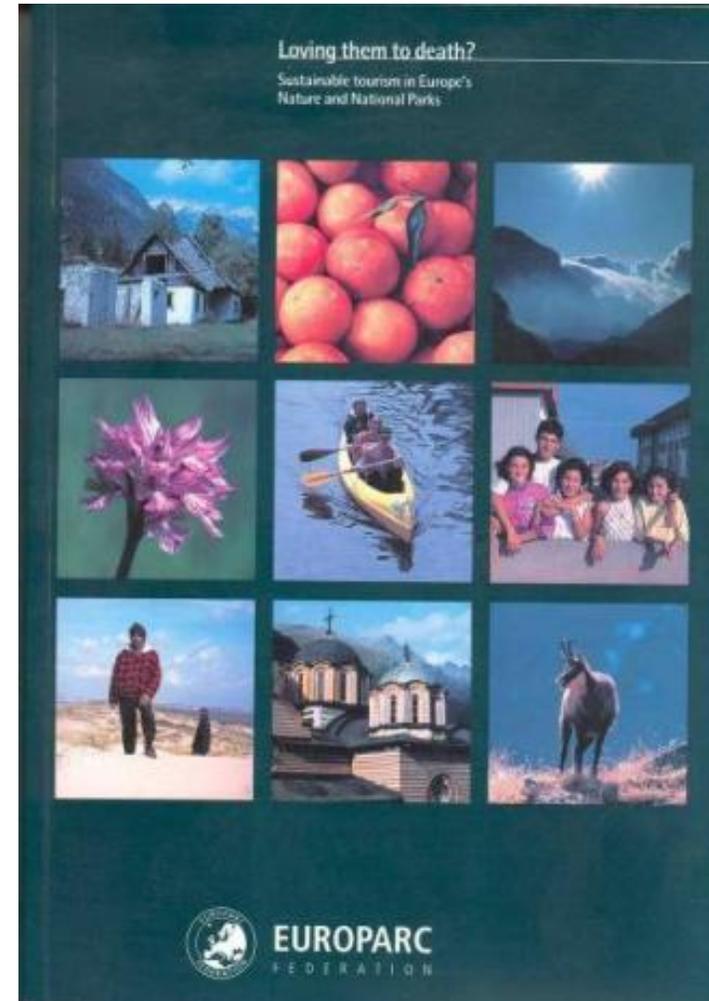


The story:

1993

EUROPARC Working Group on
the effects of tourism in
protected areas :

A tool is crucial!



LOVING THEM TO DEATH?

The story:

1996-1999

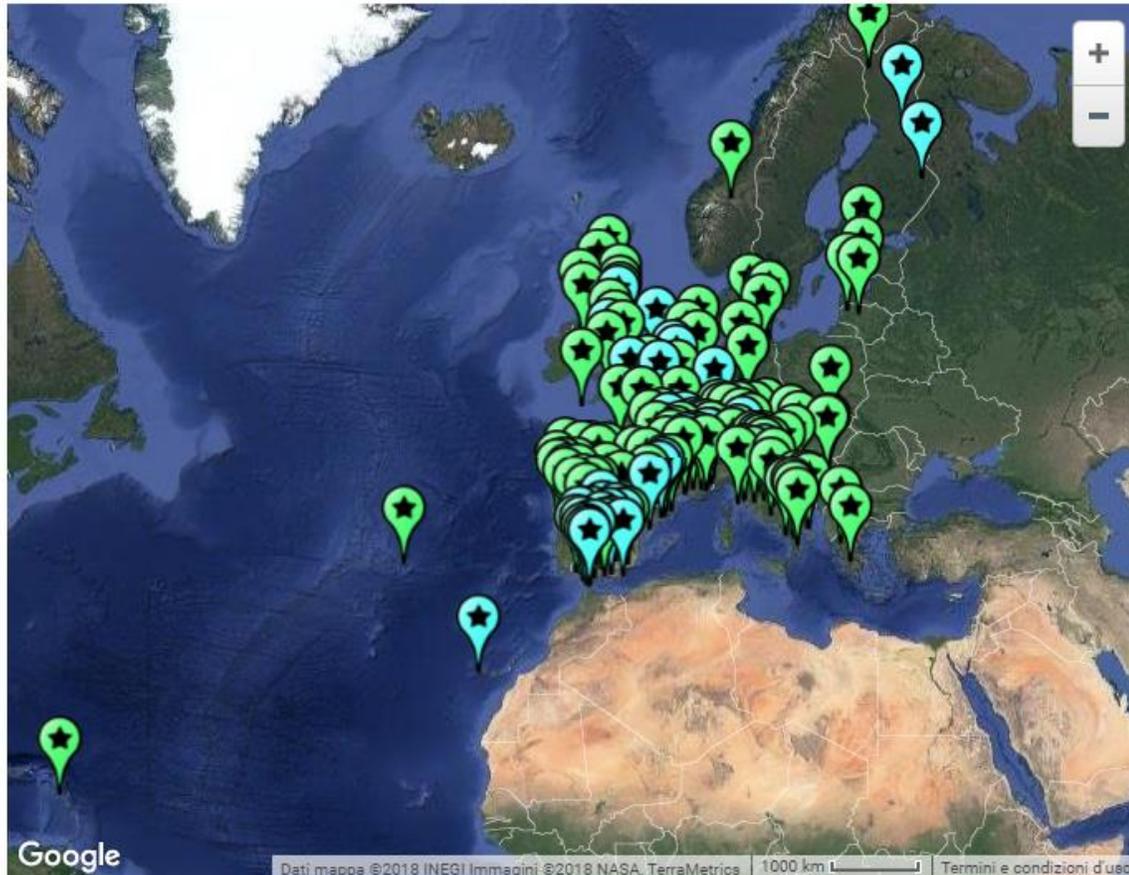
LIFE Project of EUROPARC Federation

Steering Committee (Leader: French Regional Parks Fed.):

- 10 pilot parks in 6 European Countries
- representatives of Tourism sector
- representatives of International organizations of tourism and of environment

Result: concept of the European Charter for Sustainable Tourism in Protected Areas

Today:



http://d-maps.com/pays.php?num_pay=192&lang=it

in 2001: first 7 Protected Areas

In 2018: 106 Sustainable Destinations from 16 countries



good for Parks, good for People

THE EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

A practical management tool and an
official recognition

For Protected Areas to develop
tourism sustainably in **partnership** with
local business and public authorities .

It is NOT a certification of standard.



WHAT ARE THE BENEFITS?

FOR PROTECTED AREAS

Bring measurable economic, social and environmental benefits from well-managed sustainable tourism

Strengthen relations with local tourism stakeholders and the wider tourism industry

Provide access and membership of an extensive and dynamic European network

Increase accessibility to donors and funds



La Carta

- è stata il motivo che ha portato gli attori locali a lavorare insieme tra loro e con il Parco
- ci ha fornito un metodo e degli strumenti di lavoro
- costituisce un riconoscimento ufficiale per il lavoro fatto
- altri parchi impegnati nello stesso processo con cui scambiare esperienze e idee
- un grande progetto transfrontaliero col Parc du Mercantour

["La CETS nelle aree protette e l'autofinanziamento dei parchi nell'esperienza del Parco Alpi Marittime", di P. Rossi](#)

- it was the reason that led the local actors to work together with each other and with the Park
- provided us with a working method and tools
- constitutes an official recognition for the work done
- other parks engaged in the same process with which exchange experiences and ideas
- a large cross-border project with the Parc du Mercantour

WHAT ARE THE BENEFITS?

FOR PUBLIC AUTHORITIES

Bring measurable economic, social and environmental benefits from well-managed sustainable tourism

Strengthen relations with local enterprises and citizens to better respond to their expectations and needs

Implement more coordinate and coherent policies and actions to develop the territory



WHAT ARE THE BENEFITS?

FOR ENTERPRISES



Offer to customers a high quality product respecting the environment and nature of the territory

Earn money, engaging in energy and water saving activities, using environmentally friendly products, reducing, recycling and managing waste

Work with the park authority and be part of a network to promote and protect the territory where the enterprise develops its business



WHO CAN APPLY?

PART I (Sustainable Destinations): Organisations managing Protected Areas

Parks authorities, Municipalities, Regions, National bodies, NGOs, Foundations

PART II (Partners) : Local Business (situated in areas certified Part I)

PART III (Partners) : Tour Operators



WHO MANAGES IT?



**The EUROPARC Federation (p. I)
and National Sections (p. II and III)**

A photograph of two butterflies in flight against a blurred green background. One butterfly is in the foreground, perched on a pink flower, while the other is in flight above it. The text is overlaid on the right side of the image.

**THE JOURNEY
TOWARDS BECOMING A
SUSTAINABLE DESTINATION**

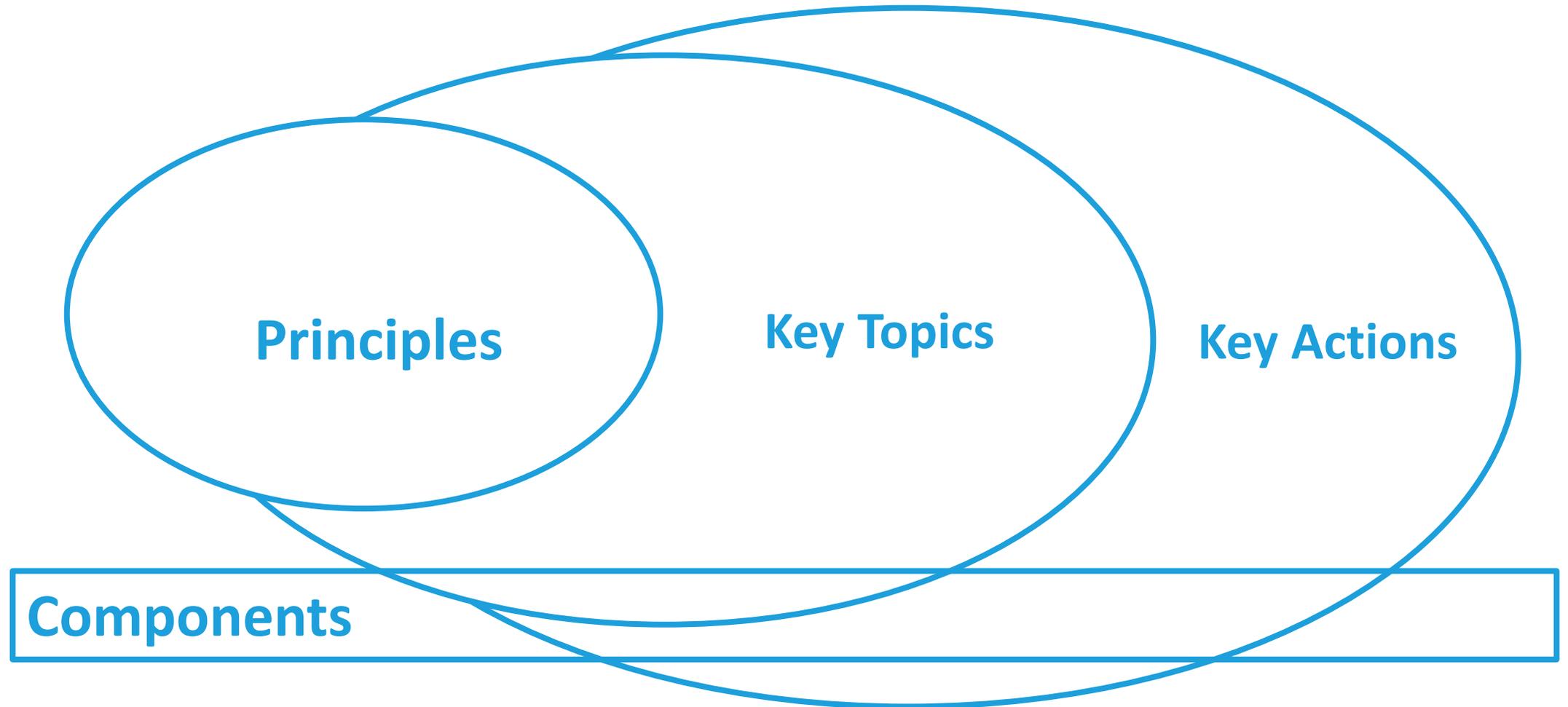
VISION

Sustainable Tourism in European protected areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life and is economically viable.

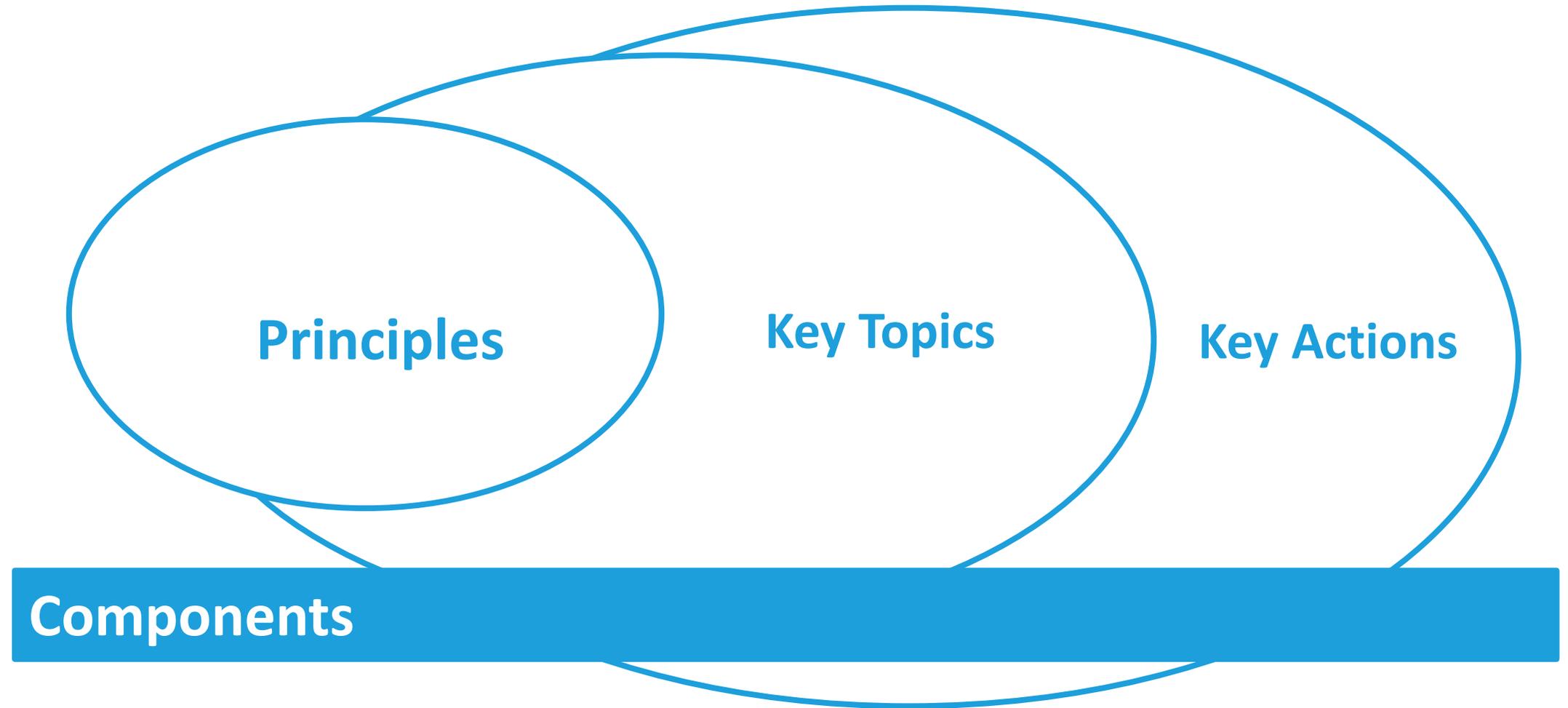
Quality Sustainable Tourism will be good for Parks and good for People



STRUCTURE



STRUCTURE



COMPONENTS



Sustainable
Tourism Forum

A **permanent** Sustainable Tourism Forum should be established between the **protected area authority** and all relevant stakeholders (*eg. local municipalities, conservation and community organisations, and representatives of the tourism businesses*)

The Forum is the core of the methodology



COMPONENTS



Strategy and
Action Plan

Should include:

1. A definition of the area
2. An assessment of the current situation
3. A set of strategic objectives
4. An action plan to meet these objectives
5. An estimation of resources
6. Proposals for monitoring results

The Charter is concrete!



COMPONENTS



Evaluation

1. Submission of an **application form, strategy and action plan**
2. A visit to the area by the **verifier**
3. Preparation of a report by the verifier
4. Assessment of the **Charter Evaluation Committee**

The importance of the evaluation and the re-evaluation:

- Official recognition for the work done
- External vision, independent evaluation
- Exchange of experiences with the verifiers
- Recommendations for continuous improvement
- Increase the awareness of the park and stakeholders to be part of an European process (not only local, not only national)
- Be part of the network: : learn from others/offer to others ideas and solutions. Critical mass to influence policy makers on the key role of the protected areas in sust. tourism

It is an essential part of the methodology!

COMPONENTS



Partnership and Communication

Protected Areas that have been awarded the Charter join the family of protected areas as partners in the **Charter Network**. They are required to publicise and make visible their award. They are also encouraged to engage in networking and communication events and processes

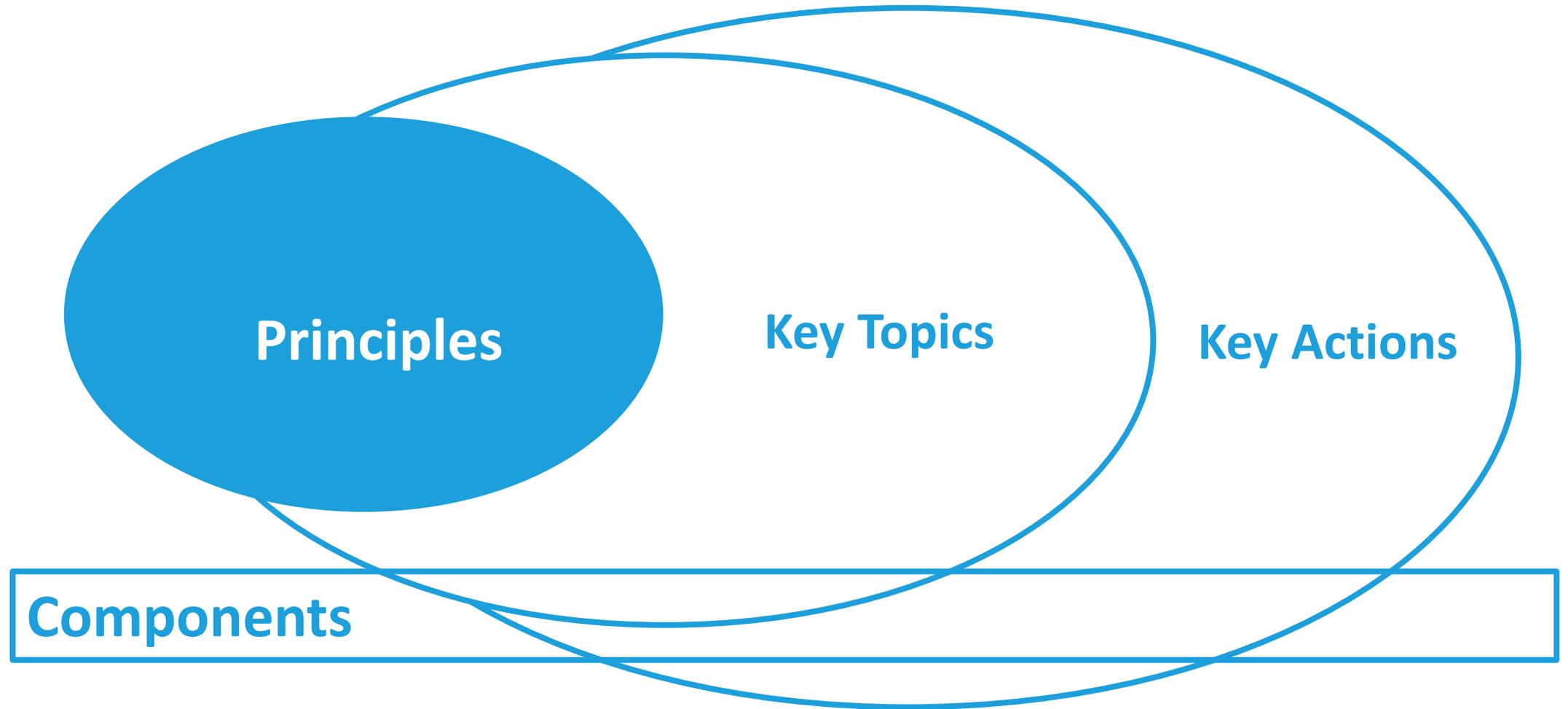


Monitoring and review

The Strategy and Action Plan should contain **indicators and monitoring actions** which cover:

- Progress with the implementation of actions;
- Results and changes in tourism performance and impacts.

STRUCTURE

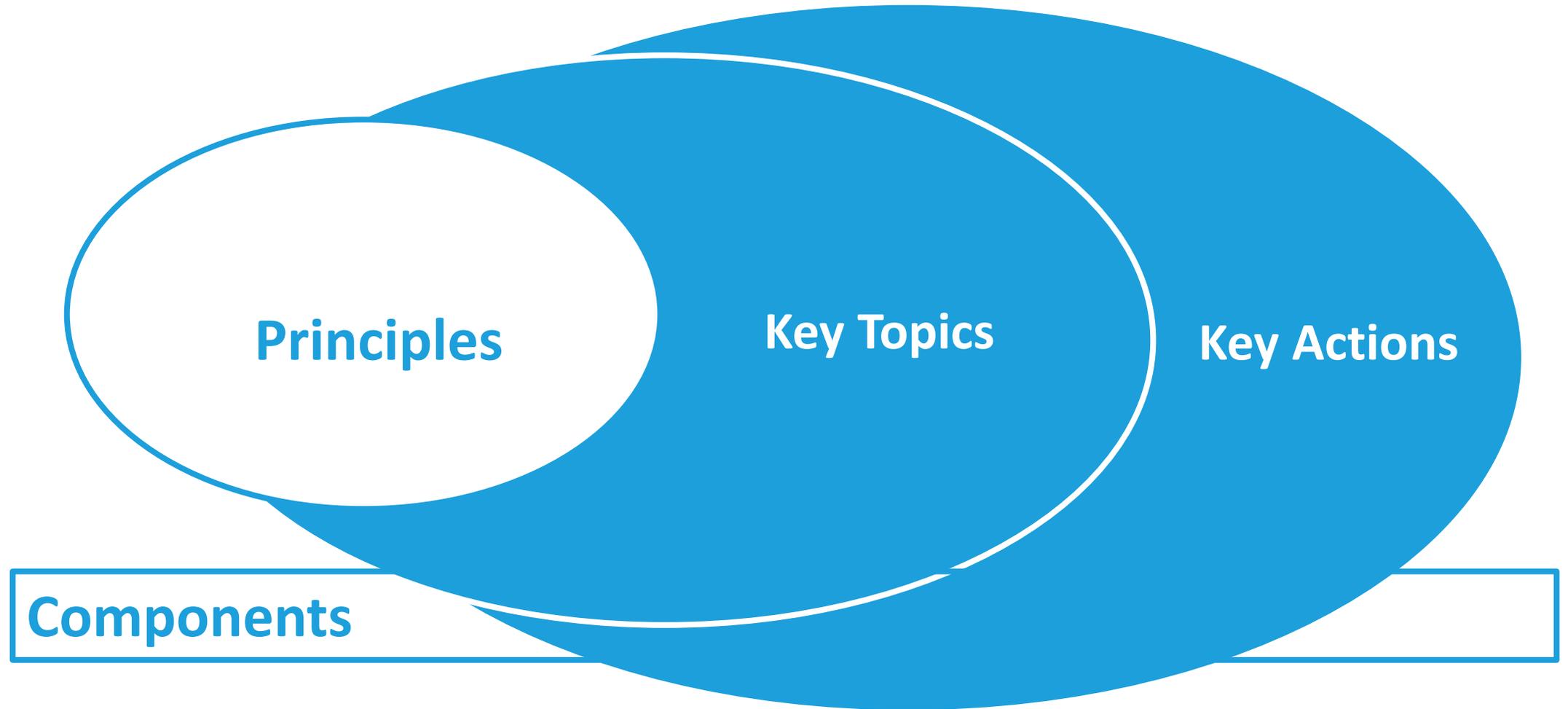


PRINCIPLES

1. Giving priority to **protection**
2. Contributing to **sustainable development**
3. Engaging all **stakeholders**
4. Planning **sustainable tourism effectively**
5. Pursing **continuous improvement**



STRUCTURE



The Sustainable Tourism Strategy and Action Plan should be based on local circumstances and priorities as assessed and agreed through the consultation process.

However, to comply with the requirements of the Charter it must demonstrate coverage of the following key topics and associated actions in the Action Plan.

KEY TOPICS AND ACTIONS

1) Protecting valuable landscapes, biodiversity and cultural heritage

- 1) Influencing land use planning and the control of potentially damaging developments;**
- 2) Influencing the location, type and design of tourism developments;**
- 3) Managing visitor flows, activities and behavior in sensitive areas and sites.**

2) Supporting conservation through tourism

- 1) Encouraging visitors and tourism businesses to support conservation, through donations, volunteering and other activity;**
- 2) Using revenues obtained from tourism-related activity to support Conservation;**
- 3) Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage.**

KEY TOPICS AND ACTIONS

3) Reducing carbon footprint, pollution and wasteful resource use

- 1) Working with tourism businesses to improve environmental management, including use of energy and water, waste management, and noise and light pollution;
- 2) Promoting the use of public transport and other alternatives to cars.

4) Providing safe access, quality facilities and special experiences of the protected area, available to all visitors

- 1) Providing a wide range of access opportunities, with attention to safety and risk management;
- 2) Improving the quality of visitor facilities and services;
- 3) Providing visitors with specific tourism offers which involve discovery, interpretation and appreciation of the area's special natural and cultural heritage;
- 4) Providing facilities and information for visitors with special needs.

5) Effectively communicating the area to visitors

- 1) Ensuring that marketing materials and activities promote the area effectively and responsibly;
- 2) Providing good quality and effective visitor information and interpretation;
- 3) Ensuring that tourism businesses and other local stakeholders are well informed about the area and provide relevant and accurate information to visitors;
- 4) Providing specific information and interpretation for young people, schools and student groups.

KEY TOPICS AND ACTIONS

6) Ensuring social cohesion

- 1) Anticipating, monitoring and minimising any existing and potential conflicts with local residents;
- 2) Maintaining good communication and engagement between local residents, businesses, visitors and the protected area authority;
- 3) Encouraging and developing appropriate partnership activity with and between stakeholders.

7) Strengthening prosperity in the local community

- 1) Promoting the provision and identity of local produce and services and their purchase and use by visitors and tourism businesses;
- 2) Supporting the economic viability and performance of local tourism businesses and the provision of local employment in tourism.

8) Providing training and capacity building

- 1) Providing relevant training for staff of the protected area authority in sustainable tourism development and management;
- 2) Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.

KEY TOPICS AND ACTIONS

9) Monitoring tourism performance and impacts

- 1) Monitoring of visitors – volumes, patterns, spending and satisfaction;
- 2) Monitoring of tourism businesses – performance and needs;
- 3) Monitoring of tourism impacts – on the environment, economy and Community;
- 4) Monitoring progress in implementing the action plan.

10) Communicating actions and engaging with the Charter

- 1) Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level;
- 2) Promoting and making visible the award of the Charter;
- 3) Engaging with EUROPARC and the Charter Network, including participating in related events and activities;
- 4) Taking steps for re-application and renewal of the Charter.

TERMS AND CONDITIONS

1. Register and pay the fee
2. Ensure you are a **member of the EUROPARC Federation**
3. Submit a full application dossier within the set deadline
4. Pay the required verification fees
5. Verification visit takes place
6. Evaluation Committee meets and assess
7. Get your award
8. Fully participate in the network
9. Plan for re-evaluation

Protected area Charter candidate

- Registration fee (for registration as a candidate protected area): **€500**
- Costs of travel, accommodation and board for the visiting verifier: **will be calculated according to the expenses range of the previous years**
- Verification fee (for administration of the application and verification process): **€5000 + VAT** (as applicable)

Re-evaluation of charter area

- (following successful verification)
- Re-evaluation, i.e. evaluation for renewal of Charter membership (after 5 years): **€5000 + VAT**
 - Costs of travel, accommodation and board for the visiting verifier: **will be calculated according to the expenses range of the previous years**



CHARTER AWARD CEREMONY

- Recognition at the highest level
 - Celebration of success
 - Lobby and advocacy
 - Networking

European Parliament & other EU Institutions



Charter Award Ceremony 2019

[TO REGISTER](#)

[www.europarc.org/
sustainable-
tourism/charter-
award-
ceremony2019/](http://www.europarc.org/sustainable-tourism/charter-award-ceremony2019/)



Celebrating success with Protected Areas and their Business Partners!

A remarkable new aspect of the Charter Award Ceremony this year, is the official announcement of the winners of EUROPARC [Star Awards](#), a prize to champion and acknowledge the effort and investments made by tourism businesses working with our Sustainable Destinations across Europe.

Charter Award
Ceremony 2019



2nd December
14:00 - 18:00





The Charter is a process...

©S.Petrosillo

Be smart with your tool !!!!

The Charter
is a tool:



A tool is useful if we are capable to use it!

FURTHER INFORMATION

Please contact

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EUROPARC *sections*



For further details on the Charter see also

www.europarc.org/sustainable-tourism