

EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS



European Tourism Forum
Tallinn
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EUROPARC Federation

**ENERGY EFFICIENCY, PROTECTION OF
NATURAL RESOURCES AND
ENVIRONMENTALLY FRIENDLY
MEASURES TOWARDS A MORE
SUSTAINABLE EU TOURISM**

INTRODUCING EUROPARC

- founded in **1973**
- **supporting protected areas to preserve Europe's natural beauty**
- NGO
- 3 offices : Regensburg, Bruxelles, Barcelona
- oldest and largest Network of **European protected areas**

- **390 members in 37 countries**



FUN

provide opportunities for enjoyable networking experiences. Cultural and professional barriers can be overcome to enable people and organisations to cooperate better together.

RESPECT

for each other, for cultural differences, people in the landscape and for the intrinsic value of nature.

SHARING

experiences, knowledge, ideas, best practise.

LEARNING

new skills, how to manage nature and sustainable development.

COOPERATING

with each other, on projects, to develop and innovate for Protected Area management, to conserve nature and promote sustainable development.

SUSTAINABILITY

to consider the impact of our operations on the environment and to ensure we make sustainable choices whenever possible.

EUROPARC PROGRAMMES TO IMPROVE COOPERATION

1. Environmental education and capacity building



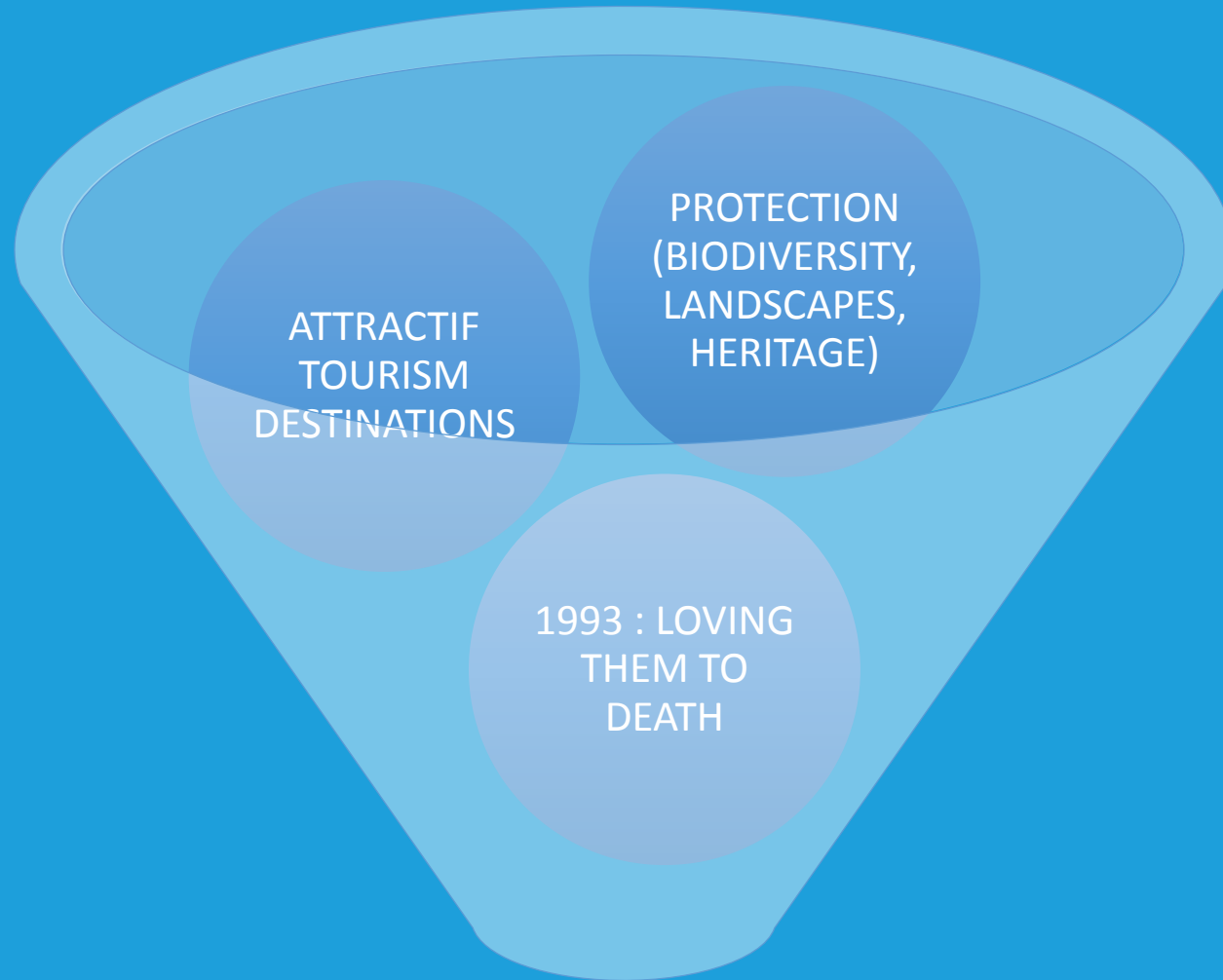
2. Foster cross border cooperation



3. Sustainable Tourism in Protected Areas



ATTRACTIF NETWORK ALL OVER EUROPE



PRESSURE > OPPORTUNITY
FACE ALLONE > POTENTIAL TO WORK TOGETHER
TOURISM : GOOD FOR PARKS, GOOD FOR PEOPLE



EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS (ECST)

A practical management tool that enables Protected Areas to develop tourism sustainably, 5 Principles for 3 levels



2017 : 164 Charter areas
in 20 European
countries

PRINCIPLES & change the point of view !

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



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



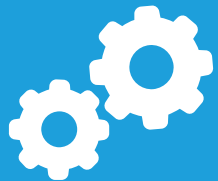
COMPONENTS : talk together, plan and do monitoring !



**Sustainable
Tourism Forum**

Strengthen relations with local tourism stakeholders and the wider tourism industry

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



**Strategy and Action
Plan for tourism**



**Partnership and
Communication**



Evaluation



**Monitoring
and review**

WHAT ARE THE BENEFITS?

FOR BUSINESSES



Strengthen the relationship with the Protected Area
Encouraging customers to respect the environment
in their actions on the property and in nature



Engaging in energy and water saving activities



Using environmentally friendly products
Reducing, recycling and managing waste



Promote the work with the protected area
to develop the activity and attract visitors (quality)





56 M people

live within one hour of areas managed under sustainable tourism principles. The potential to communicate positive sustainable and conservation message is huge!

In average **1,16 M people / area**



4 M people

live inside protected areas where tourism is managed sustainably. These are budding sustainable development Ambassadors of the future!

In average **97 304 people / area**

Learning Lessons



1.4 M young people

learn yearly about how protected areas manage these places sustainably

In average **28 648 educational visits / area**

4,9 M



Promised Land

hectares of land in Europe is protected areas where tourism and conservation is being managed sustainably

Size in average **94 265 ha / park**

14 M



Size in average **275 860 ha / area**

hectares of land cover the protected areas in Europe that have been certified with the Charter for sustainable tourism

What does EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS mean in numbers?

EUROPARC's European Charter for Sustainable Tourism in protected areas builds partnerships to improve sustainable development and the management of an area's natural and cultural heritage

700



local products are supported by parks and businesses operating under sustainable tourism principles. Bringing local products and traditions to tourism marketplace



Hundreds of species and habitats are managed and protected within the Charter areas



3 206 organisations

across Europe are working in partnership to deliver sustainable tourism and nature conservation.

In average **61 local organisations / area**

Audience Participation



73 M people

visit European Charter parks annually. A great audience to see how sustainable tourism can work in practise.

In average **1.5 M visitors / park**

Asset Management 11 M visit

are made to parks committed to making sure conservation and sustainable development are managed with community participation. Visitors are a great asset for the economy and as future nature protectors.

Safe in our hands

7 M ha of N2000 site



protected under European law are managed by parks with the European Charter for Sustainable Tourism. Europe's nature is safe in Charter park hands.

Size in average **140 633 ha / CA**

Natural Capital

441 M Euros



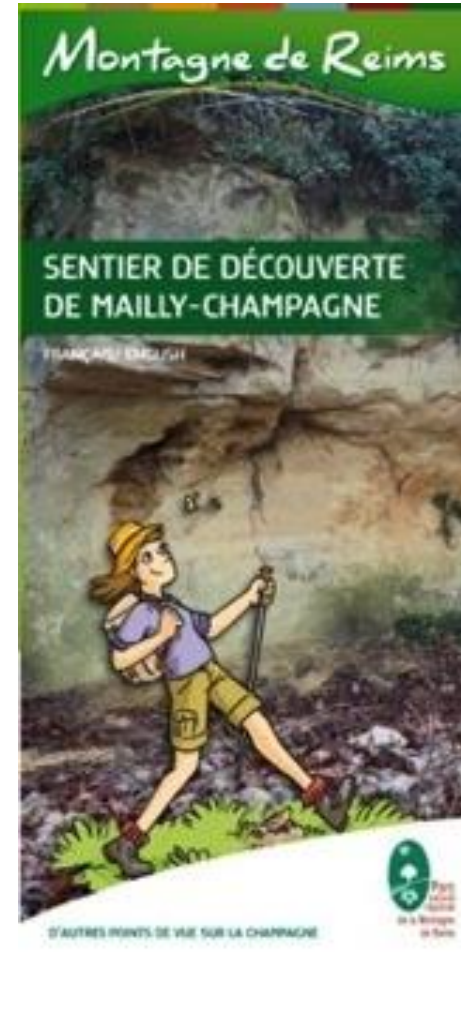
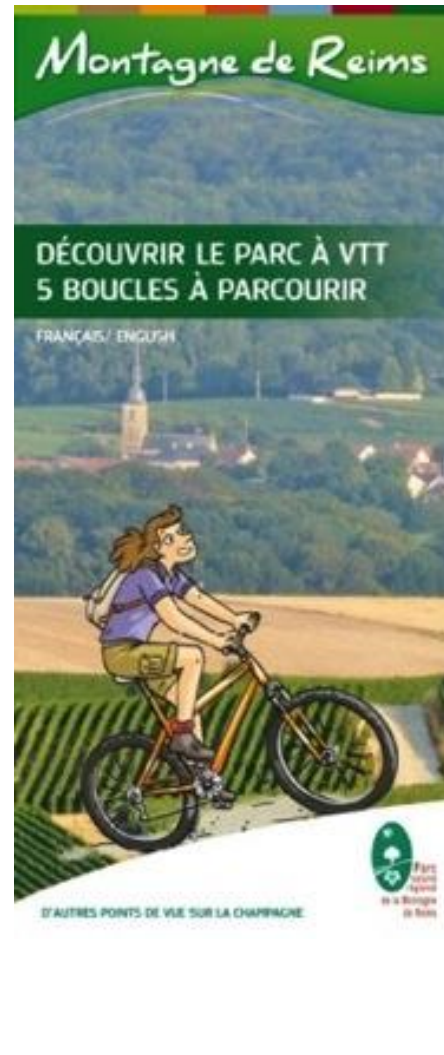
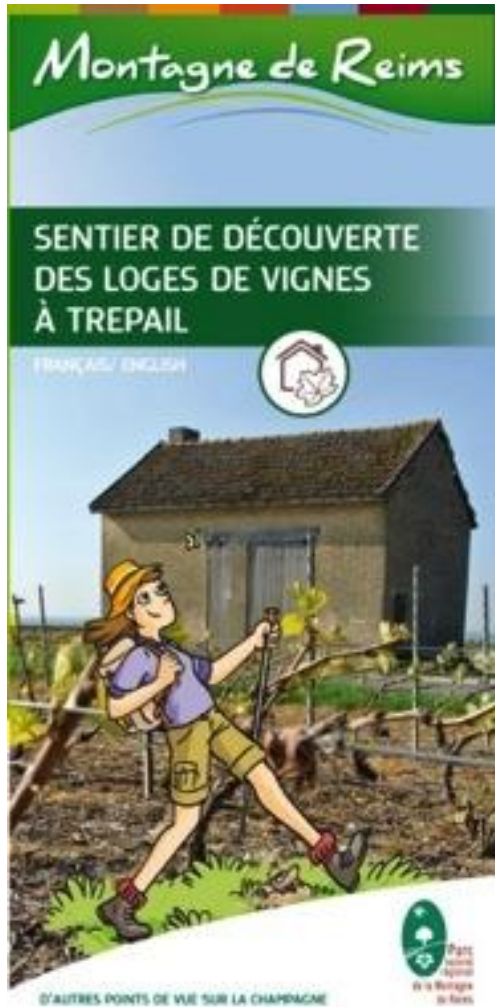
In average

9 M € / park / 5 year plan
1.8 M € / park / 1 year

are invested by Charter protected areas to accomplish their sustainable tourism actions. A real commitment to words turned into actions that will make a long term difference to how nature and sustainable development are managed.

*M = million

The discover trails in the Parc naturel régional de la Montagne de Reims!



Develop the offer with local communities to link people to their heritage



“La ligne de bulles”, the Montagne de Reims by train !



- Promote public transports
- Propose an offer to discover cultural & natural sites in a new way
- Connecting people and stakeholders
- Improve access for everyone



METHODOLOGY

TO BECOME A CHARTER PARTNER THE BUSINESSES NEED TO:

- Fulfil access requirements (legality, environmental regulations)
- Develop a self-assessment (sustainability)
- Implement basic actions of sustainability (compulsory)
- Define and implement an action program for the next three years.
- Sign a collaboration agreement with the Charter Park

VOLUNTARY BASIS

¿COSTS?

**NOT A NORMALIZED
CERTIFICATION SYSTEM**

NOT A TOURISM BRAND

METHODOLOGY

Block I: Improving your services and relating your offer to the park

- 1.1. Understanding your market and the tourist demand of your destination
- 1.2. Enhancing your tourist offer
- 1.3. Effective and sensitive promotion
- 1.4. Working together with other businesses of your protected area

Block II: Improving your environmental management

- 2.1. Saving energy
- 2.2. Saving water
- 2.3. Cutting waste
- 2.4. Minimising pollution
- 2.5. Responsible consumption
- 2.6. Environmental management certifications
- 2.7. Involving your staff and clients in your environmental management
- 2.8. Contributing to biodiversity conservation

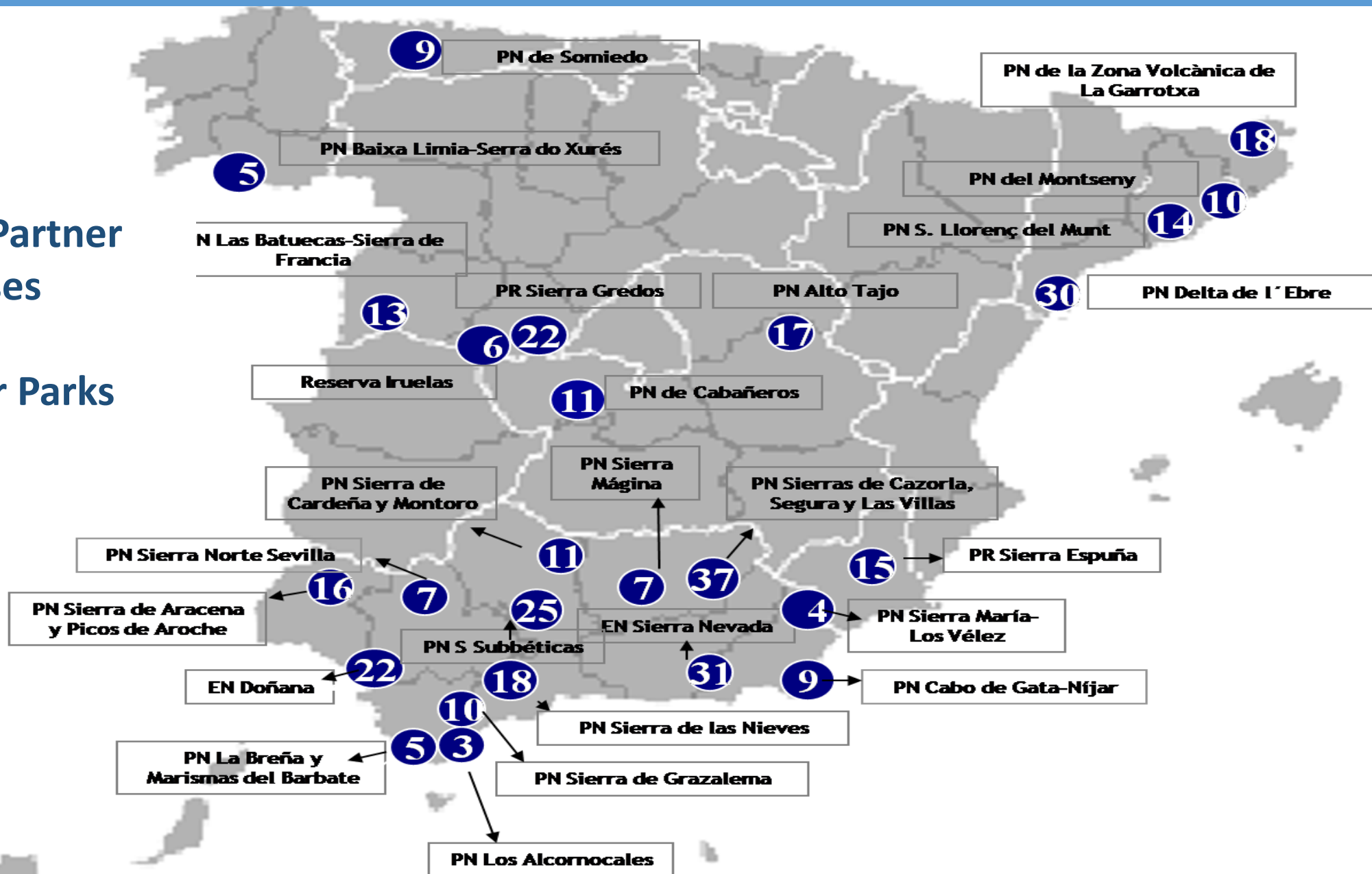
Block III: Supporting local development and heritage conservation

- 3.1. Supporting the local economy
- 3.2. Influencing visitor movements and behaviour
- 3.3. Managing your grounds and property respecting the local environment
- 3.4. Supporting local causes
- 3.5. Corporate Social Responsibility (CSR)

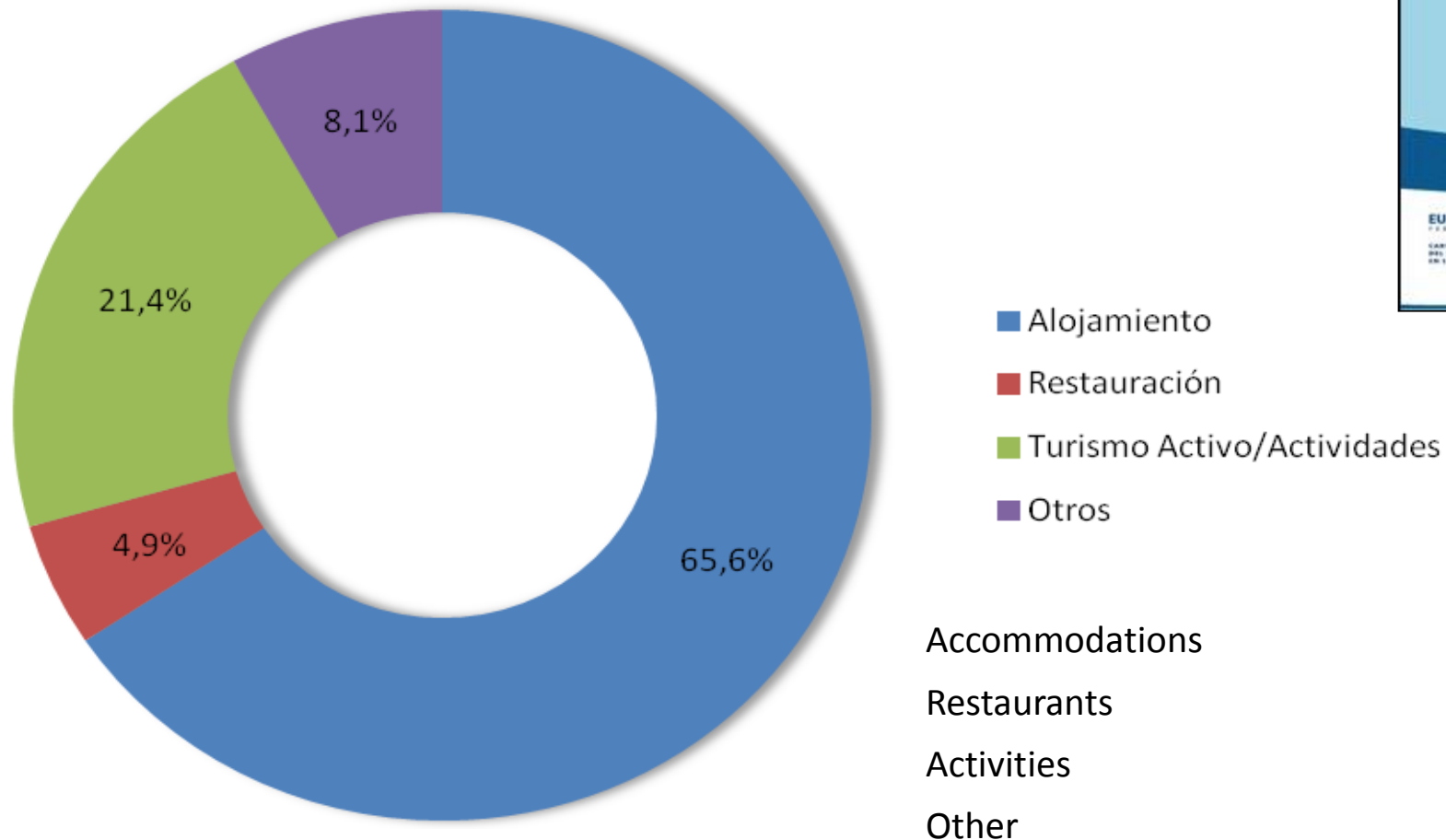
RESULTS - CHARTER PARTNER BUSINESSES IN SPAIN

404 Charter Partner
Businesses

In 27 Charter Parks



Type of tourism businesses



CONTRIBUTION TO THE ENVIRONMENTAL OBJECTIVES

CONTRIBUTION TO CONSERVATION

- 100% of the Charter businesses meet the requirements of protected areas in terms of their location and their
- **1,500 actions** that contribute to biodiversity conservation through actions to improve information about the park, awareness of visitors, projects for biodiversity and landscape conservation, etc.



CONTRIBUTION TO THE ENVIRONMENTAL OBJECTIVES

PROMOTE THE OFFER OF THE CHARTER PARKS

- New experience since 2014 in France
- 10 Parks work with 15 Tour Operators (certification)
- 85 offers (packages) were co-constructed
- 2500 clients (2015)
- Turnover 950 000 € (2015)



ESPACE CLIENT MA SÉLECTION (0)

L'esprit Chamina | Brochures | Newsletter | ☎ 04 66 69 00 44

CHAMINA VOYAGES

Q NOS DESTINATIONS NOS ACTIVITÉS RANDONNÉES ACCOMPAGNÉES RANDONNÉES EN LIBERTÉ CIRCUITS À VÉLO VOYAGES EN FAMILLE RANDONNÉES THÉMATIQUES

Accueil > France > Massif central > Chaîne des Puys et massif du Sancy > Liberté > Du Puy de Dôme au massif du Sancy

Randonnée liberté - Massif central - Chaîne des Puys et massif du Sancy

DU PUY DE DÔME AU MASSIF DU SANCY

LA GRANDE TRAVERSÉE DU MASSIF CENTRAL 1

NIVEAU SOUTENU
Randonnée itinérante
6 jours / 5 nuits
5 jours de rando
Confort basique ou confort standard
Code CV1G01T

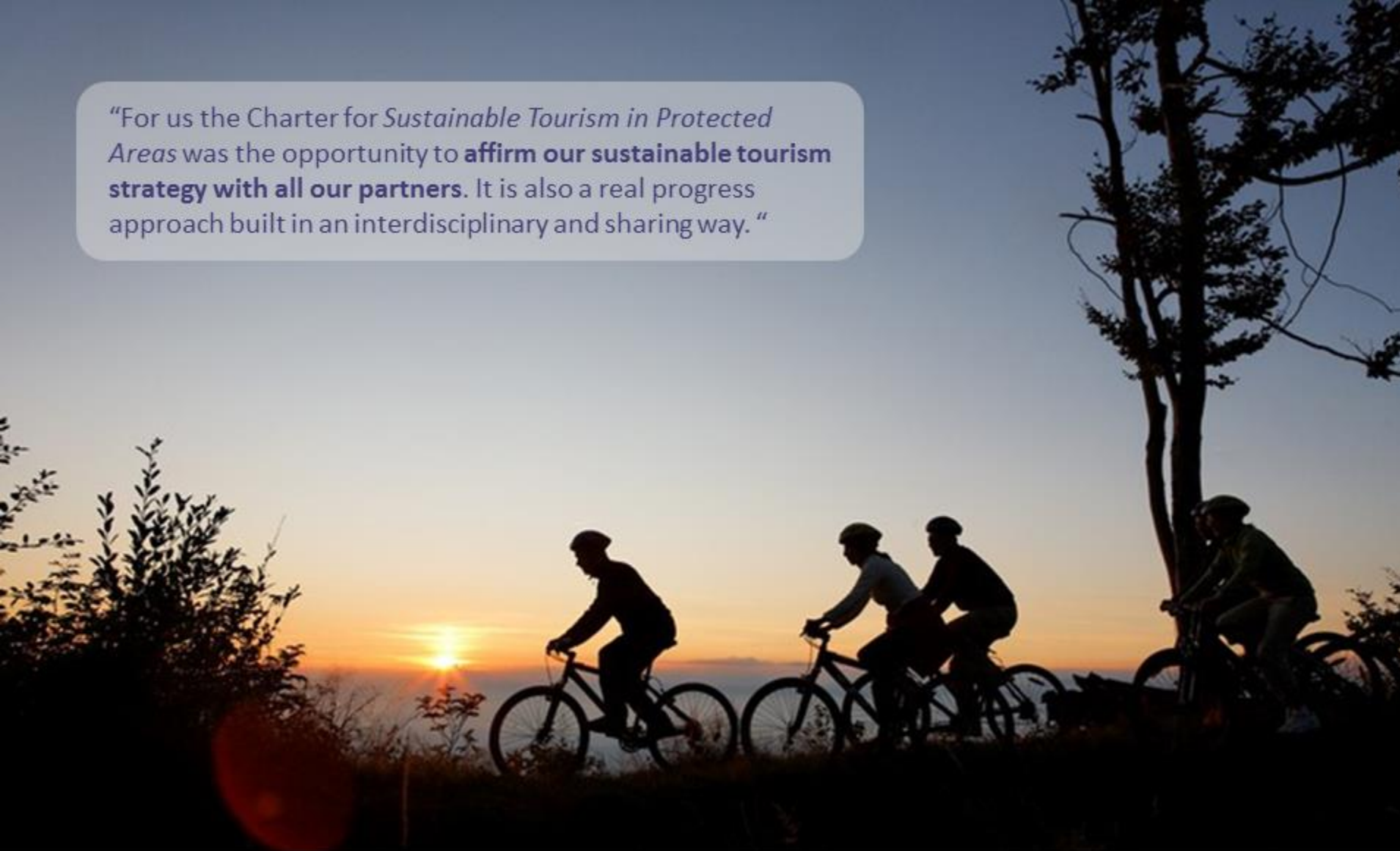
À partir de **395 € TTC**

Notes voyage (76 notes) ★★★★★

> RÉSERVER
OU CALCULER MON DEVIS

A photograph of a mountain range with green hills and yellow flowers in the foreground. The sky is blue and clear.

“For us the Charter for *Sustainable Tourism in Protected Areas* was the opportunity to **affirm our sustainable tourism strategy with all our partners**. It is also a real progress approach built in an interdisciplinary and sharing way.”



#SustainableDestinations

Parc naturel régional Livradois-Forez

France

Photo: Park Archive

EUROPARC
FEDERATION

EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS

THANK YOU FOR YOUR
ATTENTION !



“We are all tourists somewhere !”

Know and accept each other for a better understanding, exchange to improve and share common goals, propose new ways of thinking by implementing all the actors, a key for sustainable tourism in protected areas !

Together for good quality tourism in protected areas