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European Charter for Sustainable Tourism

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Middle Age
Game and
Wood

XX Century
Conservation
Temples

Nowadays
Nature, People and
Multifunctional Services
Networks

XIX Century
Aesthetics and
natural beauty

90's
Mainstream and
trendy

Future?
Crisis?
Public Health?
Spiritual Values?



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- What model we want for tourism in our Parks?
- Change the paradigm, from a No policy to a consensual Yes!
- If we don't change ourselves, how are we going to ask others to change?



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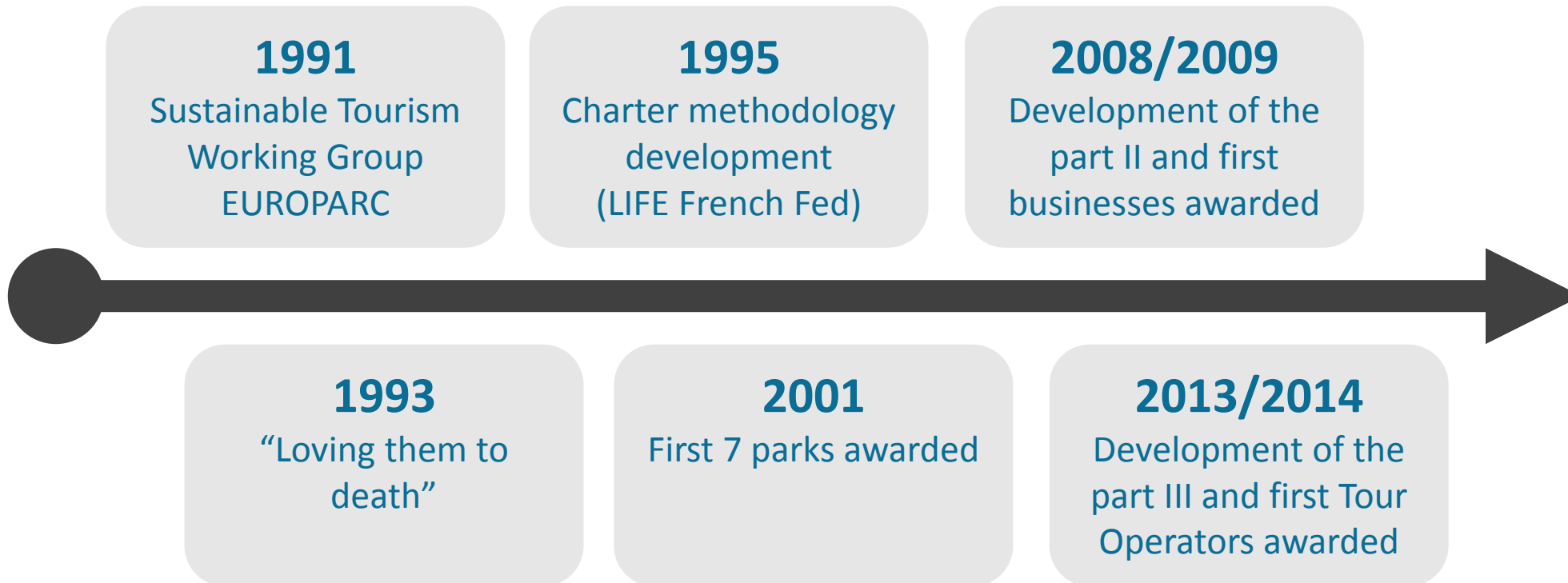
-  Parks in Europe are no longer only nature conservation areas;
-  Parks cannot be a confined area;
-  Problems are so complex, that...;
-  Park management should be participated;
-  Tourism is a driving force for the majority of our Parks;
-  Sustainable solutions should engage the local stakeholders (economic, social, cultural and political, public and private).



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- *“A protected area associated with the destination;*
- *A critical mass of local ecotourism businesses;*
- *A sustainability plan under implementation, in developing ecotourism;*
- *Nature and local culture as the main ingredients in product development and marketing;*
- *Active participation of local communities, empowered through education and awareness raising, based on shared values.”*
- Extract adapted from the Declaration of the 2nd European Ecotourism Conference in Brasov 2013





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-  A brand of the **European Union**;
-  A **certification with a protocol based on quantitative indicators**;
-  A **mechanism of funding**;
-  A **voluntary agreement** of the different local stakeholders;
-  A **practical management tool** for implementing **principles of sustainable tourism in a territory**;
-  A **recognition** of EUROPARC for the work done by/for everyone.



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- Sustainable Tourism in European parks provides a:
 - **meaningful quality experience;**
 - **safeguards natural and cultural values;**
 - **supports local livelihoods and quality of life;**
 - **and is economically viable.**



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



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I - Destinations



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I - Destinations

II – Tourism Businesses



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I - Destinations

II – Tourism businesses

III – Tour operators



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since 2001... 168 destinations in
20 countries!

since 2008... over 700 sustainable
partners en 39 destinations in 5
countries!



since 2015... 25
sustainable operators
in 2 countries!
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*M = million

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

3 206 organisations

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

In average **81 local organisations / area**

73 M people

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

In average **1.6 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

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.

In average **9 M € / park / 6 year plan**
1.8 M € / park / 1 year

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



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 **1.18 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 **84 286 ha / park**

14 M



Size in average **276 860 ha / area**

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



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Sustainable Tourism
in Protected Areas



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Sustainable Tourism
in Protected Areas



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Sustainable Tourism
in Protected Areas



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- 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.



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- 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.



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WHAT IS?

A **practical management tool** with participatory planning **to develop tourism sustainably** in and around parks

WHO CAN APPLY?

Organisations managing Parks:

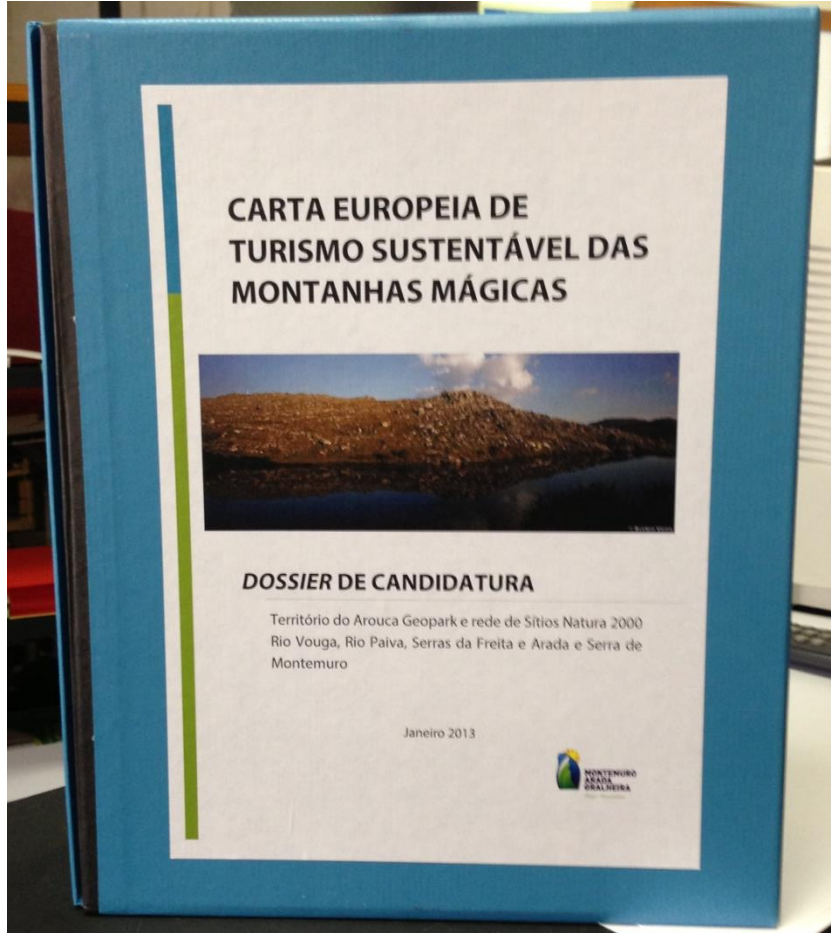
Regions, Parks authorities, Municipalities, National Bodies

WHO MANAGES IT?

The EUROPARC Federation and National Sections,
through an independent verification process.



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Submit an application and sign the Charter principles

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



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Verification visit to the territory

Mercantour National Park (Fr)



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Evaluation Committee assesses the application and informs the Council about its results

Members of the Evaluation Committee in Italy



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Awarding ceremony

European Parliament, Brussels Charter Award Ceremony 2013

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- Creating a permanent Forum for participation;
- Better coordination between public administrations, in particular environment and tourism;
- Coming closer of the tourism businesses with Park Authority, Tourism and local entities;
- Better and more cooperation between tourism businesses;
- Creation and promotion of tourism products based in local resources;
- **Networking.**



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Supporting Parks
Protecting Nature
Promoting Sustainability
Bringing People Together

Thank you!

благодарю вас

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