



EUROPARC WEBINAR
Working Together in Sustainable Destinations

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The ECST as a participatory process

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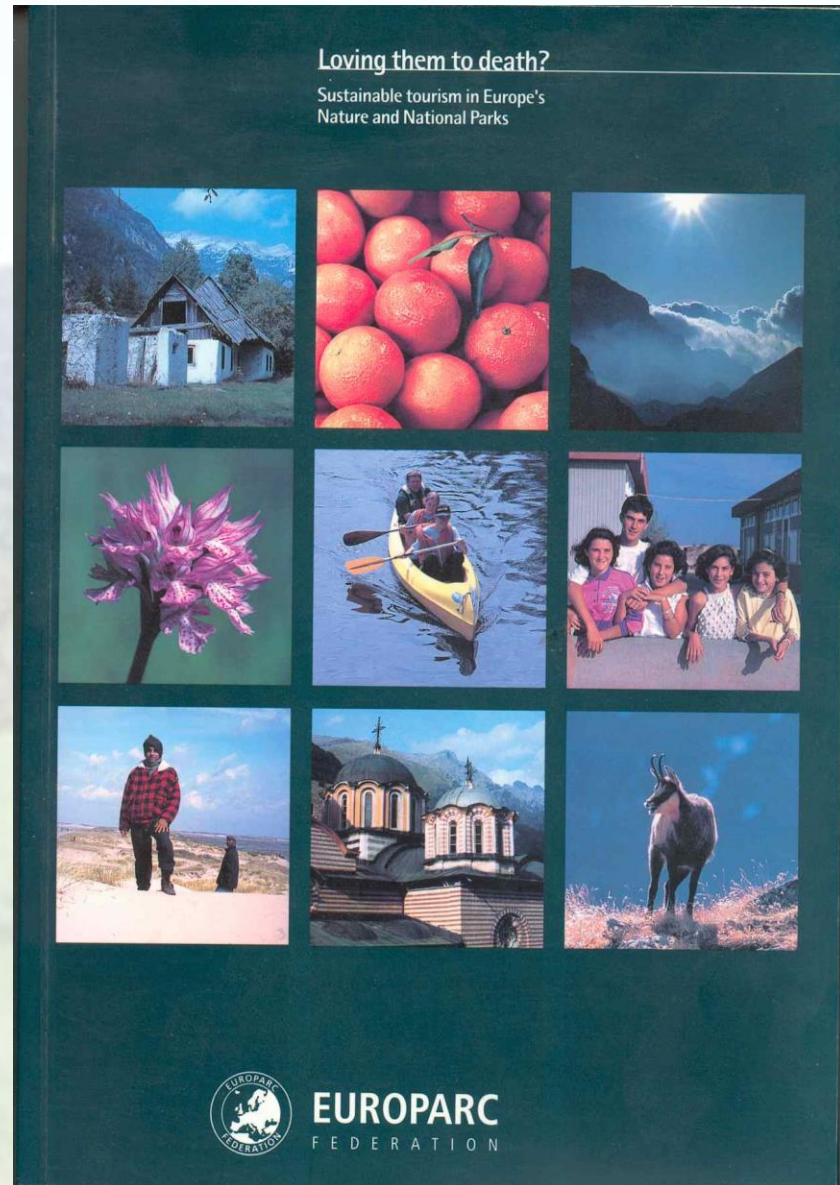
1993: LOVING THEM TO DEATH?

The aims of protected areas are controversial:

is it possible to reconcile conservation and development?

Europarc working group about the impact of tourism on PAs.

A specific tool is necessary:
that's why the ECST has been developed



The ECST:

- helps protected areas and tourism business to define their sustainable tourism strategy, by means of a strategic and **participated** approach
- is international recognition to prize improvements made both by the destination as a whole and by the single businesses
- is an European network of parks and businesses

How is it structured?

in three parts:

Part I: Commitment of the Park

**Part II: Commitment of the Tourism
business**

Part III: Commitment of the Travel Agency

The application process:

1. EUROPARC membership
2. Inscription in the candidates list and agreeing to the Sustainable Tourism Principles
3. **Establishment of the Forum and elaboration of the STRATEGY and ACTION PLAN**
4. Completion of the Application Report with above documents and annexes and dispatch of Application
5. Verification Visit and Report from verifier
6. Evaluation Committee takes final decision
7. Communication of results to EUROPARC Council
8. Award of the Charter

Participatory process

Very important requirement:

THE FORUM

The concept is to involve every stakeholders, in order to solve all the conflicts and contrasting interests.

It has the task to elaborate STRATEGY and ACTION PLAN

Part II

Award to the businesses

Certified:

- 400 in Spain
- 385 in France
- 61 in Italy
- Nordic Baltic
- Atlantic Isles

Main requirements:

- Existence of National awarding system
(coordinated by National Sections)
- Park successfully completed part I



Official recognition

Questo esercizio

fa parte

dell'associazione

Ecoturismo in Marittime.

che ha aderito

con il Parco delle Marittime

alla **Carta Europea**

per il turismo sostenibile

e si prefigge di sviluppare

un turismo rispettoso dell'ambiente
e delle comunità locali.

in  **Marittime**
e c o t u r i s m o

Part III

Award to Travel Agencies and Tour Operators

cooperation with TUI

- 15 TO certified in France**
- pilot projects and Spain**

**several parks engaged
in preparing “packages”**

CONCLUSIONS: the Charter is...



...everyone pulling in the same direction!
Thank you for your attention!