



EUROPARC

Sustainable Tourism
in Protected Areas

Workshop 3: BUILDING PARTNERSHIPS BETWEEN LOCAL BUSINESSES AND TRAVEL AGENCIES

1) What has been done?

- Presentation of two examples of implementation of Charter Part II and III:
 - Charter Partner Businesses Association in La Gomera, Canary Islands, Spain. 27 businesses - and soon 42 – with the same vision and commitment with sustainable tourism in La Gomera that are working together and with the National Park.
 - Implementation of Charter Part III in France, IPAMAC. 16 travel agencies awarded with the Charter.
- General discussion about the Charter part II and III implementation: methodologies, benefits, etc.
- Identification of best practices, needs and possible ways of solving them

2) How was it done?

- By ppt presentation.
- By showing images, printed materials and videos.
- By open discussion between participants
- By questions and answers

<https://vimeo.com/239708286?activityReferer=1>



3) What are the lessons learned?



- There are already more than 600 charter partner businesses in 40 Charter Parks, in 4 countries. But we still need to enhance implementation of Charter Part II and III (160 charter parks, 20 countries).
- Charter Part II is a flexible methodology. There is a need of knowledge and experiences exchange. Proposal: creating a tool to make the network active (Part II and III), for example a SLACK platform to bring in contact charter parks and even charter businesses. To share methodologies, surveys, best practices and solutions for specific situations. Also webinars.
- It would be interesting to measure the benefits of the implementation of the Charter Part II for nature conservation, reducing environmental impact, business performance and local development. Common methodology, gathering same data from businesses, etc. It would show the importance of the Charter.

3) What are the lessons learned?



- There is a need of communicating effectively the added value of the Charter destinations and businesses, and to make them more visible and attractive in the EUROPARC webpage.
- There is an opportunity to enhance cooperation among incoming travel agencies in Charter Parks, in order to share knowledge about potential markets, foreign tour operator and what their clients want, to promote common products in the framework of the Charter Network, etc.