



EUROPARC

Sustainable Tourism
in Protected Areas

Workshop 4: PA Sustainable Tourism Destinations: getting the wider picture

1) What has been done?

- Discussion about the way others (besides Parks) see, use and work with the Charter as a tool/opportunity for their tourism strategy at regional, national and international level
- Regional in North Portugal with a Consortium of 15 entities with 6 ECST

1) What has been done?

- National in Spain with Tourism Administration and Ecotourism National Association of Tourism Enterprises
- International in Mediterranean Basin producing ecotourism packages for the US and Canada Market with tourism experts and IUCN
- General discussion about the Charter part II and III implementation

2) How was it done?

- By ppt presentation
- By open discussion between participants
- By Questions and Answers
- With “cara al sol” outside



3) What are the lessons learned?



- Yes, we need to use an adaptive and flexible methodology
- But without losing the broader vision and principles of the ECST
- Developing Charter Part II and III at the same time might be a good strategy for tourism businesses to perceive and have direct advantage for the Charter commitments

3) What are the lessons learned?



- We need professional approach from tourism sector because the support and positive discrimination from the PA is good but not enough
- EUROPARC website should bring more information about the Charter partners part II and III and best practices