The European Charter for Sustainable Tourism in the Ebro Delta Natural Park

Imma Juan. Ebro Delta Natural Park, XI European Charter Network Meeting 9-11 April 2019
Deltas . Humid areas

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plana al·luvial</td>
<td>330,31 km²</td>
</tr>
<tr>
<td>Riu</td>
<td>68,46 km²</td>
</tr>
<tr>
<td>Llacunes</td>
<td>83,4%</td>
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<tr>
<td>Fletxes</td>
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<td></td>
<td>4,3%</td>
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<td></td>
<td>10,0%</td>
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<tr>
<td>Total bodies</td>
<td>68,46 km²</td>
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</tbody>
</table>

**Total Plana Deltaica**: 330,31 km²
A humanized Ebro Delta

32,000 ha of surface area
21,000 ha harice fields
7,800 ha Natural Park
48,385 ha Natura 2000
9 towns
55,000 populations
4 tourist areas
Natural park 1983

- Catalog wet areas
- ZEPA (1987)
- RAMSAR (1993)
- CETS (2007)
- EDEN (2009)
- Biosphere Reserve (2013)

48.385 ha
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A rich and diverse natural heritage
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**Landscapes**
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Flora and fauna
Economic and human activities linked to space
Agriculture: paddy field and garden
Seafarers and marine crops
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Hunting
Indústria salinera
Historical and cultural heritage
Tourist resources in the Ebro delta
Tourism model

Coast

Rural
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Tourist services companies
The Natural Parks must be **instruments** that help to protect the natural spaces, that value the resources of the territory and contribute to invigorate new forms of development for the local population.
- **The main objective** : to look for complicities, among all the managers and users of the territory, to advance in the determination that the natural spaces must be protected because they are a value for the sustainable development of the socio-economic sectors and the local population. And therefore all actions must be aligned by introducing sustainability criteria and in the tourist context, the Delta must also be positioned as a destination for sustainable tourism and ecotourism.
All managers and users of the natural space must act coherently with a model that integrates the conservation and sustainability of natural and heritage resources, as the main attraction that motivates the demand.
Double mission of Protected Natural Spaces

The conservation of the natural and human values of a territory

Use and enjoyment of the territory by the visitors

ENP Managers

Tourist companies and agents of the territory
From the natural park an analysis was made of which work methodology would be the most convenient to achieve the defined objectives. The conclusion was:

The European Charter for Sustainable Tourism (CETS).

WHY?

Because it is a 5-year planning tool that provides you with a work methodology and a dynamic that fosters the participation of all the agents of the territory, around common objectives for the development of sustainable tourism in space.
Phases of the European Charter for Sustainable Tourism

1st Phase: Natural Spaces Protected
- Land certification
  - The PNDE since 2007 goes away, renew in 2012 and 2017

2nd Phase: Tourist entrepreneurs
- Adhesion of businessmen (2008)
  - Delta companies since 38 companies

3rd Phase: Travel agencies
- Adhesion of travel agencies and tour operators (2016)
  - 2 companies in 2019 begin the process.
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**Forum of the CETS. 145 members**

**Creation of 6 work commissions**

- Natural heritage
- Information and tourist promotion.
- Training, interpretation of heritage and environmental education.
- Promotion of local agri-food products.
- For a clean Delta
- Companies affiliated with CETS
One of the objectives of protected natural areas

EUROPARC:

• Promote the **knowledge** of protected natural areas.
• Orientate towards the **sustainability** of the management and tourist development of natural spaces.

The natural park

• **Educate** environmentally to the local population and the visitor in order to induce a favorable attitude towards the conservation of the environment.

Parc Natural del Delta de l’Ebre
Environmental Education is a permanent and planned process of actions aimed at resolving the socio-environmental problems that occur in protected natural areas by improving understanding, critical analysis, learning knowledge and skills, raising awareness and making of actions.

The Generalitat of Catalonia approved "The Strategic Plan of Environmental Education and Volunteering in the Natural Parks of Catalonia" a framework document that counted with the participation of the technicians of Public Use and Environmental Education of 12 Natural Parks. This 4-year strategic plan sets the guidelines for all parks to define and take advantage of their own strategic plan and the Environmental Education program.

- Training program
- Communication program
- Awareness program
- Education and interpretation program
- Evaluation program

For the different users of the protected natural spaces
Recipients of environmental training and awareness

- Users of the natural space
  - Technicians and staff of the Natural Park
  - Local politicians and technicians and top administrations
  - Primary Sector: paddocks, fishermen, hunters ...
  - Tourism sector: businessmen of tourist services and activities
  - Visitors and tourists in the natural space
  - Local population
  - NGOs, volunteers and local entities
  - Educational sector: local schools and teachers and from outside the territory

Recipients of environmental training and awareness
1.- Technicians and staff of the Natural Park.

Actions:

- Weekly meeting of information and coordination of the management and the technicians of the Park where all the subjects are exposed and analyzed from the different visions of the technicians of each area of the Park (conservation, public use ...) and they are taken Collegiate decisions, concurred on the different topics.

- Every 3 months we conduct informational meetings with all the staff of the Park (administrative, brigade, informants, educators ...).

- Periodically, we conduct monographic talks, specialized training courses…

- The technicians of the CETS of the Park are also trained and participate in courses and seminars organized by EUROPARC Spain and participate in the CESTCAT network.


2.- Local politicians and technicians

**Actions:**

- Constantly involve politicians and technicians in all work commissions and in the governing boards so that they know the issues, participate in the proposals and solutions and get involved in the strategic and action plan of the Park.
- Annual visits to the mayors to explain the management of the Park and the value of its protection as an instrument of social and economic development of the territory and seek their complicity in the action plan.
3. The superior administrations
- created two lines of work:

- The creation of the Natural Parks network of the Generalitat de Catalunya. It is composed of working groups of technicians who make proposals for environmental management to assume these proposals in their political decisions.
The creation of the CETSCAT network (CETS Catalunya), composed of all the Natural Parks that have the accreditation of the CETS. This working group meets every 3 months and all the issues that affect the application of the CETS are put in common. It is a support group to coordinate actions and proposals that we subsequently apply in each of the Parks. It is also a lobby to propose and defend joint actions in the interest of the CETS.
A good example is:

The Government Department of Tourism of the Generalitat de Catalunya, in recent years has incorporated sustainable tourism in its policies:

- Creation of the Ecotourism table in Catalonia (it is composed of different professionals from the administrations and representative sectors of the tourism sector and environmental management integrated by representatives of the natural parks and the CESTCAT network).
- The NATURCAT 2020 Plan, implementation and follow-up.
- Creation of the ECOTOURISM brand and the promotion of experiences and activities.
- The companies II stage of the CETS in the actions of promotion of the Brand are exempt from the economic cost.
- Creation every two years of the ENS Forum (sustainable natural spaces).
4.- **Tourism sector: businessmen of tourist services and activities.**
The tourism sector is one of the priority recipients of the Park to direct the training. It is important to get companies to be associated in some associative structure (association, consortium, ...).

**Actions:**

- Involve employers in all work committees and on the governing boards so that they know the issues, participate in the proposals and solutions and get involved in the strategic and action plan of the Park.

- **A program of specific courses:**
- **Point of information of the Park:**

  Period: annual  
  Number of hours: 33  
  Users: Tourism businessmen  
  Content: Importance of wet areas

  The fauna of the Delta  
  Flora and vegetation: diversity and wealth  
  Introduction to the geology of the Delta  
  History and cultural heritage of the Delta  
  Public attention  
  Public use, environmental education and interpretation  
  Field visit and equipment
- **knowledgeable course of the Park**

This course was planned and designed the structure of the topics and contents with the participation of all technicians of Public Use of the 12 Natural Parks of the Generalitat of Catalonia.

- Period: biannual
- Number of hours: 88
- Users: mainly businessmen and tourism technicians, guides, interpreters, educators and environmental technicians ...

Content 6 large blocks that are developed in different themes:
- Environmental legislation
- ENPE regulations (protected natural spaces)
- The management of the ENPE
- The Public Use in the ENPE
- Natural heritage
- Cultural and intangible heritage
- Field trips and visit equipment
5.- Educational sector: Local schoolchildren, teachers and schoolchildren from outside the territory.

The school collective is one of the main recipients of the Park to direct the training actions.

**Actions:**

- Involve the Department of Education (collaboration agreement) in the Strategic Plan of the Park to create a permanent technical commission that proposes the program of contents and activities and a permanent evaluation of its development.

- Define the educational program by cycles and continued for local school children.

- Define a training program for teachers so that they can direct the training of their students in the topics of knowledge of the Park and its management. This training is accredited as a curriculum by the Department of Education.
To have **specific programs**, resources and didactic material for **foreign** students that facilitate the visit, the knowledge of the space and the participation in its conservation. Information, dissemination, interpretation, awareness and environmental education programs.
6.- Primary Sector: paddocks, fishermen, hunters

- **Actions:**

  ✓ Involve the representatives in all work committees and in the governing boards so that they know the issues, participate in the proposals and solutions and get involved in the strategic and action plan of the Park.
  ✓ Organize round tables with different actors to be able to analyze, discuss, propose possible solutions of consensus to problems of the natural space.
  ✓ Specific conferences on topics that can help raise awareness among these groups of the importance of acting with good environmental practices (ecological treatments, use of steel shot, organized collection of phytosanitary products ...).
Conferences to put producers in contact with tourism companies to explore possible collaborations in the valorization and promotion of local products linked to the image of the Natural Park.
7.- Visitors and tourists from the natural area

- **Actions:**
  - Have a program of visits and activities guided by monitors formed by the Natural Park aimed at visitors.
  - Have a minimum of informative material, informative, publications…
  - Have interpretation and museum centers, interpretive itineraries, exhibitions ...
  - Participate in the entire agenda of activities designed and programmed by the Park for the general public:
    - World Migratory Fish Day, Environment Week (conferences, outings of awareness ...), World Wetlands Day, Week, European week waste prevention, World Bird Day, Week of the science...
8.- Social and voluntary organizations

- Actions:

- Recipients of conferences, courses, workshops, exhibitions organized by the Park.
- Collaboration and participation in volunteer actions organized by the Park:
  - World Volunteer Day, participation in the Let's Clean Up campaign Europe, organization of the Campaign "For a Clean Delta", participation in the "World Day Clean Up" campaign, participation in the Mares Campaign Circulars ", organization of the marine campaign" Litter Watch Month "...
- Joint organization of training courses, workshops, conferences for the population in general and specialized collectives.
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- Volunteer actions
• **Aspects to consider:**

- Environmental education (training, awareness, communication, ...) is a management tool to achieve progress in the conservation objectives of the natural space. That is why this action is transversal, we can not direct it to only one sector.
- To apply the strategic plan for education, awareness and training, it is necessary that the natural park have the necessary technical personnel to carry out the action plan.
- It is imperative that the park has a direct and sufficient budget to carry out the actions of the Plan. In the case of the Delta del Ebro Natural Park, we have a budget allocated to the Environmental Education program of €42,000 per year, which is an important part for the monitors who carry out the activities commissioned by the Park. 2018 we executed 254 activities (courses, workshops, educational workshops, guided itineraries, ...).
- You have to work in a network with other natural spaces and exchange information and knowledge.
- Continuous training of the technical team.
The relationship with the different representatives of the entities and administrations of the territory must be direct in order to achieve a climate of trust and involvement.

We have to get a constant motivation for participation. One of the problems that is detected is that it is very difficult for people to be constant in time to attend work commissions and participate in the activities agenda.

All the actions directed to the tourist businessmen have to be proposed by them or concensual. If we work together and they perceive material and immaterial benefits, they will drag other entrepreneurs to want to be part of the CETS.

We have to generate relationships between the different local entrepreneurs and between the entrepreneurs of the natural parks with the CETS.

These are topics that in this workshop we can put into consideration.
Thank you!!!!!