



**EUROPARC**  
Sustainable Tourism  
in Protected Areas

GOOD FOR **PARKS**  
GOOD FOR **PEOPLE**

**EUROPARC.ORG/SUSTAINABLE-TOURISM**  
**#EUOPARCSUSTAINABLEDESTINATIONS**



[EUROPARC.ORG/SUSTAINABLE-TOURISM](https://europarc.org/sustainable-tourism)

[#EUROPARCSUSTAINABLEDESTINATIONS](https://twitter.com/EUROPARCSUSTAINABLEDESTINATIONS)

Tourism is a booming business and is one of the main economic drivers of Europe's rural economies.

**Sustainable Tourism** however, includes the concept of visiting a place as a tourist and trying to make nothing but a positive impact on the environment, society and economy.

The **EUROPARC Federation** is dedicated to practical nature conservation and sustainable development, improving the management of Protected Areas in Europe through international cooperation, exchange of ideas and experience, and by influencing policy. EUROPARC has long recognised the need of caring for both the land and the people who live and work there.

Parks are facing challenges and pressures from visitation on the land they manage.

Also, parks have the opportunity and potential to act as catalysts for sustainability and lifestyle changes at a local, regional and national level.

In 1993 EUROPARC published the report "Loving them to Death", which first called for sustainable tourism in Europe's Protected Areas.

Furthermore, in 1995, EUROPARC took the initiative to set up the **European Charter for Sustainable Tourism in Protected Areas**.

The European Charter for Sustainable Tourism in Protected Areas is a practical management tool, working with businesses and stakeholders, that delivers Protected Areas as

**SUSTAINABLE  
TOURISM  
DESTINATIONS.**





# PEOPLE LOVE PARKS!

Our iconic landscapes  
are often one of the  
most cited reasons for  
tourist visits in Europe.

The Charter enables Sustainable Destinations,  
with effective planning, management structures  
and participatory processes, to ensure that people visit  
and enjoy parks in a more sustainable way...

*Lands of Priolo, Açores (PT)*



A person with long hair, wearing a dark jacket with blue and white reflective stripes and a backpack, is seen from behind, sitting in a wooden canoe. The canoe is on a calm river, reflecting the golden light of a sunset. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and blue. The riverbanks are lined with trees and reeds, some of which are reflected in the water.

# YOUR JOURNEY

## TO A SUSTAINABLE DESTINATION

We believe that **Sustainable Tourism is a state of mind**, a conscious choice, to work, live and to be on holiday in a different way. Realising how our choices affect the local environment, culture and economy, can positively reshape our behaviour.

To inspire this change, EUROPARC produced the film “**A Sustainable Journey**”, available in English, German, Italian, French and Spanish. Watch it at [europarc.org/sustainable-tourism](http://europarc.org/sustainable-tourism)

*The Broads National Park (UK)*

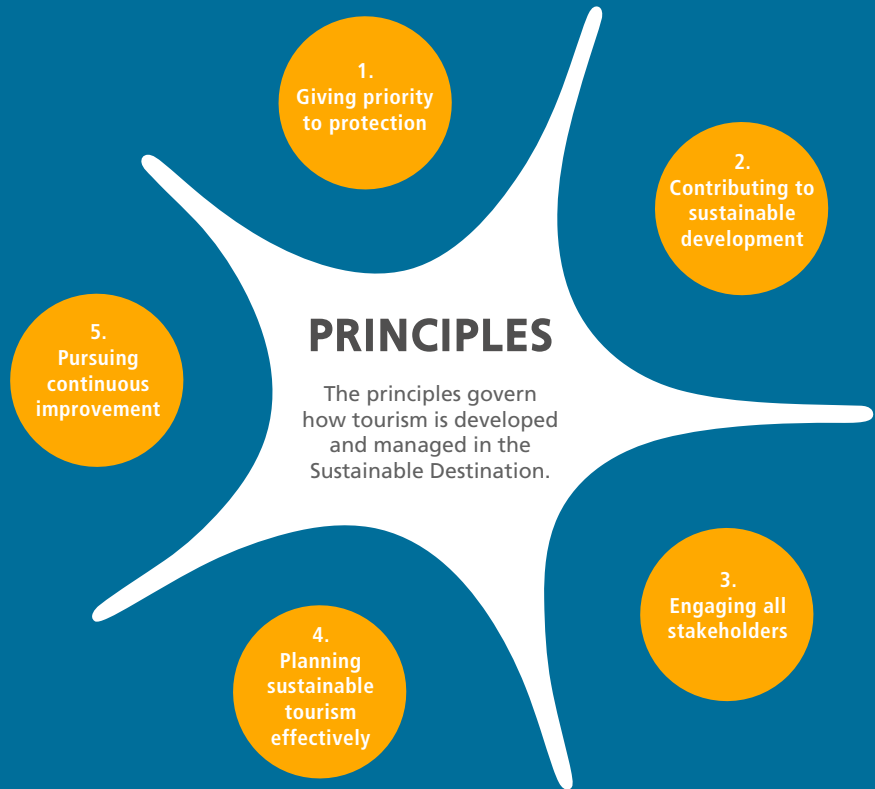
The **European Charter for Sustainable Tourism in Protected Areas** is recognised internationally as a model for sustainable tourism management.

It is in line with the international Guidelines on *Biodiversity and Tourism Development*, the *Global Sustainable Tourism Criteria for destinations*, the *European Commission's tourism policy* and its priority "to promote the development of sustainable, responsible and high-quality tourism", and contributes to the achievement of several *Sustainable Development Goals*.

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The core element of the Charter is **working in partnership with all relevant stakeholders**, to develop a common sustainable tourism strategy and an action plan on the basis of a thorough situation analysis.

The methodology includes a set of 5 principles, which defines and recognises good practice in the development and management of sustainable tourism in Europe's most treasured landscapes.



The European Charter for Sustainable Tourism in Protected Areas is a **practical management tool** that enables Protected Areas, their communities and businesses, working together to develop tourism sustainably.

This ensures sustainability is embedded throughout the tourism sector in the area. Therefore, **the Charter process has 3 elements** which enable businesses, services and tour operators to share a common vision and goals for their Protected Area.



## PART II SUSTAINABLE BUSINESS PARTNERS

Addressed to sustainable local tourism businesses within the Sustainable Destination.

[europarc.org/sustainable-business-partners](https://europarc.org/sustainable-business-partners)

## PART I SUSTAINABLE DESTINATIONS

The **first and main part is for sustainable destinations**, primarily the area around a **Protected Area**. This is awarded to the Protected Area authority and covers a specifically defined *Charter Area* which may be wider than the legally designated Protected Area.

[europarc.org/become-a-sustainable-destination](https://europarc.org/become-a-sustainable-destination)



## PART III SUSTAINABLE TOUR OPERATORS

Addressed to tour operators and tourism agencies bringing visitors to Protected Areas and willing to contribute to the sustainable development of the Destination.

[europarc.org/sustainable-tour-operators](https://europarc.org/sustainable-tour-operators)

## VISION

*"Sustainable Tourism in European Protected Areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life and is economically viable"*



*Pallas-Yllästunturi National Park (FI)*



A photograph of two people cross-country skiing on a snowy slope under a clear blue sky. The person on the left is wearing a blue jacket and black pants, while the person on the right is wearing a green jacket and black pants. They are both holding ski poles and smiling.

**“SUSTAINABLE  
QUALITY TOURISM  
WILL BE GOOD FOR  
PARKS AND GOOD  
FOR PEOPLE”**

Being part of the Charter for Sustainable Tourism in Protected Areas brings

## **BENEFITS FOR PARTNERS AND TOUR OPERATORS**

### **SUSTAINABILITY & COOPERATION**

- Enables a closer engagement with Protected Area authorities;
- Strengthens the sustainability of products and services;
- Increases visitor satisfaction;
- Allows you to gain measureable environmental, economic and social benefits;
- Directly contributes to the protection and sustainable management of your natural and cultural heritage.

### **VISIBILITY & PROMOTION**

- Right to use the Charter logos for Partners and Tour Operators;
- Visibility on the EUROPARC website and network of Sustainable Destinations;
- Eligibility to apply for the STAR Awards, a special EUROPARC award for Business Partners and Tour Operators, awarded at the European Parliament;
- Recognition and promotion at national and European level.

### **NETWORKING & CAPACITY BUILDING**

- Access to the European Network of Sustainable Destinations for the development of new business opportunities;
- Networking with other businesses in sustainable tourism;
- Possibility of engaging with projects and funding;
- Learning new ideas through participation in the Charter Network Meetings;
- Engagement with training and marketing opportunities;
- Access to EUROPARC “library” of online tools and trainings in sustainable tourism.

Discover the network of EUROPARC Sustainable Destinations at

**[EUROPARC.ORG/EUROPARC-SUSTAINABLE-DESTINATIONS](https://europarc.org/europarc-sustainable-destinations)**



For more information on how to start your **SUSTAINABLE JOURNEY**, please contact:

**The EUROPARC Federation**  
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Transboundary Sustainable Destination,  
Alpi Marittime Nature Park (IT)/Mercantour National Park (FR) © Francesco Tomaselli



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