

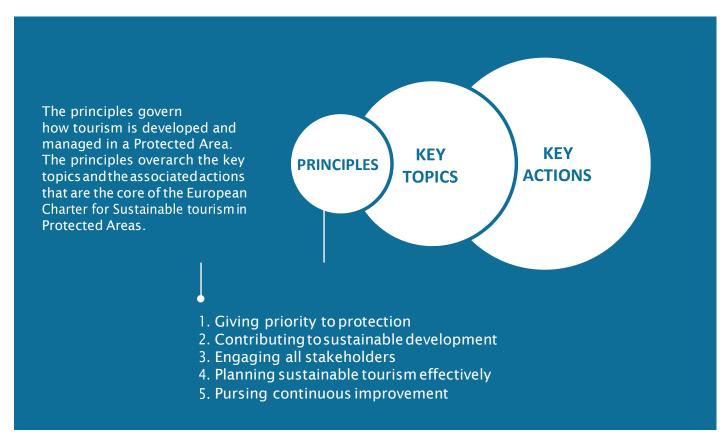
The underlying principles of the European Charter for Sustainable Tourism in Protected Areas, aligned with its vision and mission, aim to enhance *Quality Sustainable Tourism, that will be good for Parks and good for People*:

## 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.

## Mission

Through awarding the European Charter for Sustainable Tourism in Protected Areas, EUROPARC seeks to safeguard cultural and natural values by stimulating quality sustainable tourism, engendering partnerships to support local livelihoods, increase awareness of the need for sustainability, and promote international cooperation.



The **Sustainable Tourism Strategy and Action Plan** should be based on local circumstances and priorities as assessed and agreed through the consultation process.

However, to comply with the requirements of the Charter it must demonstrate coverage of the following key topics and associated actions in the Action Plan.

## **KEY TOPICS KEY ACTIONS**

- 1) Protecting 1) Influencing land use planning and the control of potentially damaging developments; valuable landscapes, 2) Influencing the location, type and design of tourism developments; biodiversity and 3) Managing visitor flows, activities and behavior in sensitive areas and sites. cultural heritage 1) Encouraging visitors and tourism businesses to support conservation, through donations, volun-2) Supporting teering and other activity; conservation through 2) Using revenues obtained from tourism-related activity to support conservation; 3) Establishing, supporting and promoting tourism-related investments, projects and activities that tourism help to conserve the natural and cultural heritage. 3) Reducing carbon 1) Working with tourism businesses to improve environmental management, including use of energy footprint, pollution and water, waste management, and noise and light pollution; and wasteful resource 2) Promoting the use of public transport and other alternatives to cars. use 4) Providing safe 1) Providing a wide range of access opportunities, with attention to safety and risk management; access, quality 2) Improving the quality of visitor facilities and services; facilities and special 3) Providing visitors with specific tourism offers which involve discovery, interpretation and appreciaexperiences of the tion of the area's special natural and cultural heritage; protected area, 4) Providing facilities and information for visitors with special needs. available to all visitors 1) Ensuring that marketing materials and activities promote the area effectively and responsibly; Effectively 2) Providing good quality and effective visitor information and interpretation; communicating the 3) Ensuring that tourism businesses and other local stakeholders are well informed about the area area to visitors and provide relevant and accurate information to visitors; 4) Providing specific information and interpretation for young people, schools and student groups. 1) Anticipating, monitoring and minimising any existing and potential conflicts with local residents; 2) Maintaining good communication and engagement between local residents, Ensuring social businesses, visitors and the protected area authority; cohesion Encouraging and developing appropriate partnership activity with and between stakeholders. 1) Promoting the provision and identity of local produce and services and their purchase and use by 7) Strengthening visitors and tourism businesses; prosperity in the local 2) Supporting the economic viability and performance of local tourism businesses and the provision community of local employment intourism.
- 8) Providing training and capacity building
- 1) Providing relevant training for staff of the protected area authority in sustainable tourism development and management;
- 2) Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.
- 9) Monitoring tourism performance and impacts
- 1) Monitoring of visitors volumes, patterns, spending and satisfaction;
- 2) Monitoring of tourism businesses performance and needs;
- 3) Monitoring of tourism impacts on the environment, economy and community;
- 4) Monitoring progress in implementing the action plan.
- 10) Communicating actions and engaging with the Charter
- 1) Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level;
- 2) Promoting and making visible the award of the Charter;
- 3) Engaging with EUROPARC and the Charter Network, including participating in related events and activities;
- 4) Taking steps for re-application and renewal of the Charter.