workshop 9

destination nature,
how can sustainable tourism create a future for nature parks?

Reconnecting people with nature

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Sustainability in protected areas, sustainable tourism

Environment > nature conservation and education, ...
Economic > local development, ...
Social > contribution to quality of life, ...

Europarc commitment to tourism
For more than 2 decades

The European Charter for sustainable tourism in Pas (ECSTPA)

10 principles
1 - Working in partnership
2 - Preparing and implementing a strategy
   Addressing key issues .../...
The ECSTPA, addressing key issues

.../... 10 principles, addressing key issues

3 - to protect and enhance the area’s natural and cultural heritage, for and through tourism

4 - to provide all visitors with a high quality experience

5 - to communicate effectively to visitors about the special qualities of the area

6 - to encourage specific tourism products which enable discovery and understanding of the area

7 - to increase knowledge of the PA and sustainability issues involved in tourism

8 - to ensure that tourism supports the quality of life of local residents

9 - to increase benefits from tourism to the local economy

10 - to monitor and influence visitor flows to reduce negative impacts.
Following the Charter process, the Charter parks have done a lot ... and often went on further

Giving evidence of advancement in perception, commitment and actions about sustainable tourism in protected areas
Evolution of management plan ex Luberon nature park (PNRL)

1977-1987  tourism not mentioned
1987-1997  MAB – tourism as a potential threat
            1993 Loving them to death?
1997 – 2008 tourism now taken in consideration as an alternative contribution to local economy
            2001 PNRL one of the 1st seven Charter signatories
            2004 European Geopark
2009 – 2021 tourism as a contribution to share nature to visitors, clearly referring to the Charter principles
            2011 ECST recognition by regional tourist institutions
            2012 all regional nature parks awarded ... and funding
Protection of nature and education
Protection and enhancement of economic and built heritage
Local food system and branding
park, national or European branding
Branding, thanks to local partnership

« Marcando la diferencia »
Local farm products: key elements of tourism in PAs
VDN
the German network of nature parks

As park partners
local businesses benefit from national network
Accessibility, access to nature
Sustainable mobility in protected areas
Sustainable mobility, reconnecting transport means to enable access to protected areas
Reconnecting visitors to local people
Rediscover landscapes, biodiversity, culture, cuisine, etc
Driving together park actions and compliance with European, national, regional quality processes.
Involvement of tourism businesses
The results and experiences of Charter parks are available for other PAs
Ecoturismo en España
Guía de destinos sostenibles
Espacios naturales y empresas acreditados con la Carta Europea de Turismo Sostenible
Sustainability in protected areas, new commitments, new visions

Environment

>> Energy saving, recycling, carbon impact

Economic

>> preservation of rural activities, creation of jobs

Social

>> fair trade, social inclusion

culture and heritage

>>
Reconnecting people with nature

‘Urban’ vision affecting the perception of nature and tourism activities

France: 85% people living in towns and urban areas
50% people living in Paris and area wish to move rural areas
Particularly to retrieve a way of life in touch with nature

Increasing number of commuters
Urban visions of private house versus farming lands and habitats
Etc

mobility in nature, mTourism
Nature is more than elements of landscapes
Nature is more than a digital augmented reality

An ecological valuation of nature: not compatible with common sense and financial approach
new concerns, new commitments
local perceptions and decisions to share between PAs

Environment
Climate change, endangered species and global threats on biodiversity

But economic, social difficulties in rural areas also affect PAs and tourism
Crisis, unemployment
Decrease and ageing of population in remote rural areas
Reduction of public services
Cuts on public funding
Value uncertainties
new concerns, new commitments
local perceptions and decisions to share between PAs

Ex
Financial benefits from tourism ‘versus’ economic accessibility?

Access to nature, tourism mobility ‘versus’ carbon impact reduction?

Increasing comfort (cost) and awarding system in accommodation ‘versus’ genuine contact with nature?

Internet, new communication means, social networks and dialogues, Local empowerment and volunteering ‘versus’ institutions (management and public authorities) like parks?
Cooperation other networks, new funding opportunities

Cooperation clearly recommended in EU 2014-2020 orientations
LIFE and other EU programmes

>> Possible cooperation beyond the ‘PA community’

Head of networks
Europarc Consulting
> ex NeCSTouR EICR Ecotrans CECTD...

Types of cooperation
Possible partners when objectives/processes are convergent

Types of funding
> INTERREG, LEADER, EU calls for proposals, etc
LIFE and other EU programmes

Ex of world concern involving protected areas

Protection of endangered bird in an island Natura 2000 site (€ 1.7M Life project)

Vegetation recovery contributes to recharge water aquifer
Saving costs of water transportation (€ 0.6M per year)

Flood prevention, landslide protection (not valued)
Carbon storage (not valued)
Bird watching, new jobs in ecotourism, new services for local people (not valued)

Protection of wildlife > habitat > landscapes > local life > tourism
Cooperation, also in lobbying for biodiversity

Following 2010 international year of biodiversity
Open letter to the European Council and to the European Parliament
Give 1% for LIFE

Signed by many networks other than of protected areas
Let’s share experience and ideas

>> united in (bio)diversity
in verscheidenheid verenigd
In Vielfalt geeint
unis dans la diversité

... Many thanks for your attention