



Europarc conference 2012

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**

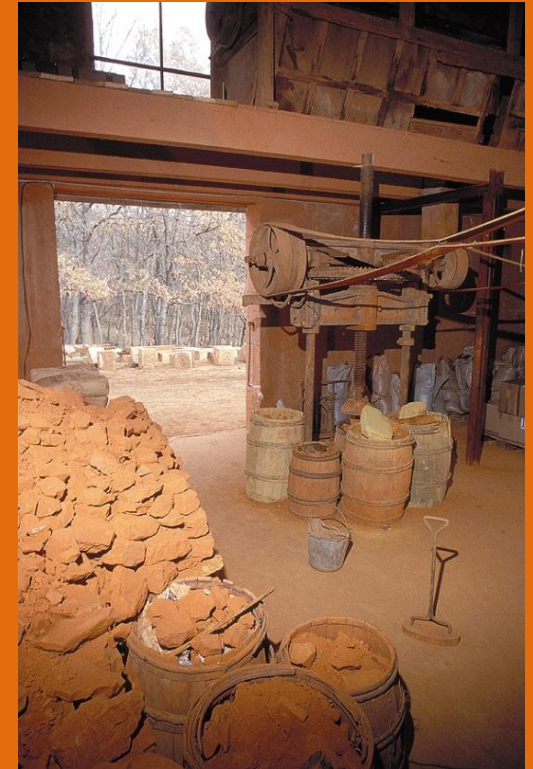
2011 ECST recognition by regional tourist institutions

2012 all regional nature parks awarded ... and funding

Protection of nature and education

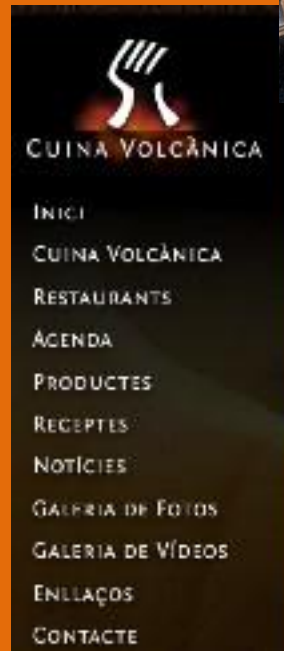


Protection and enhancement of economic and built heritage



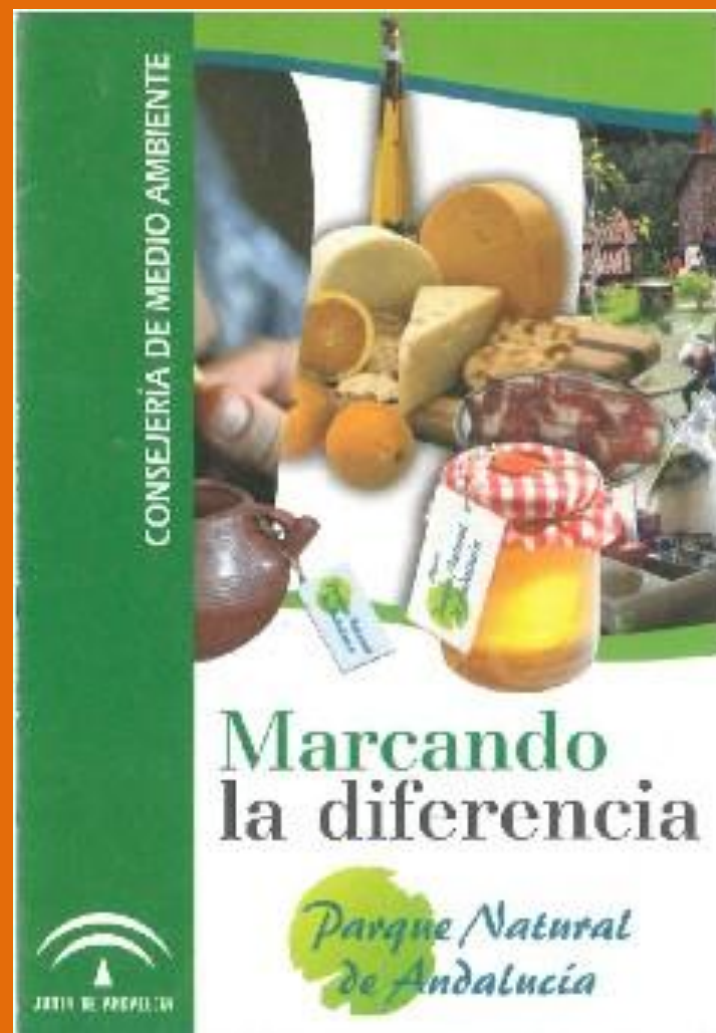
Local food system and branding

park, national or European branding

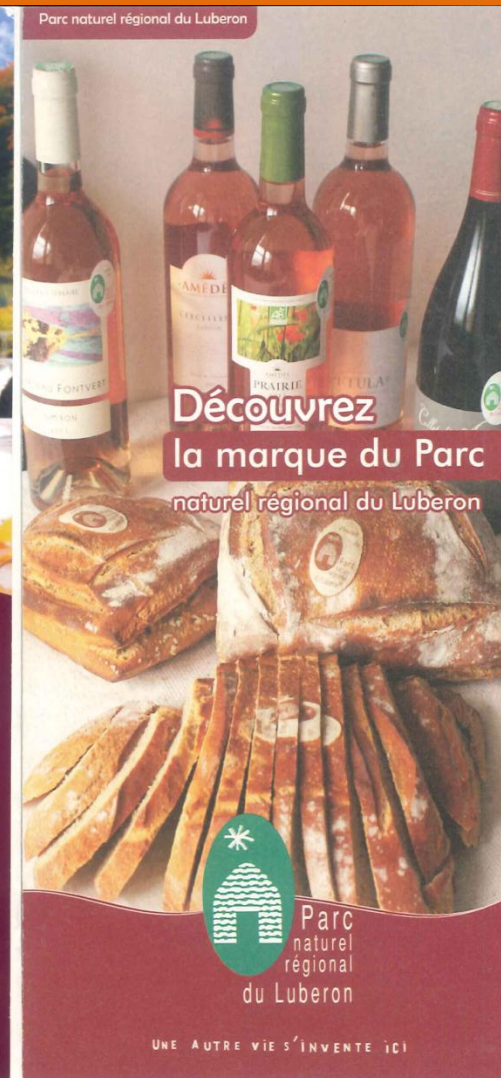
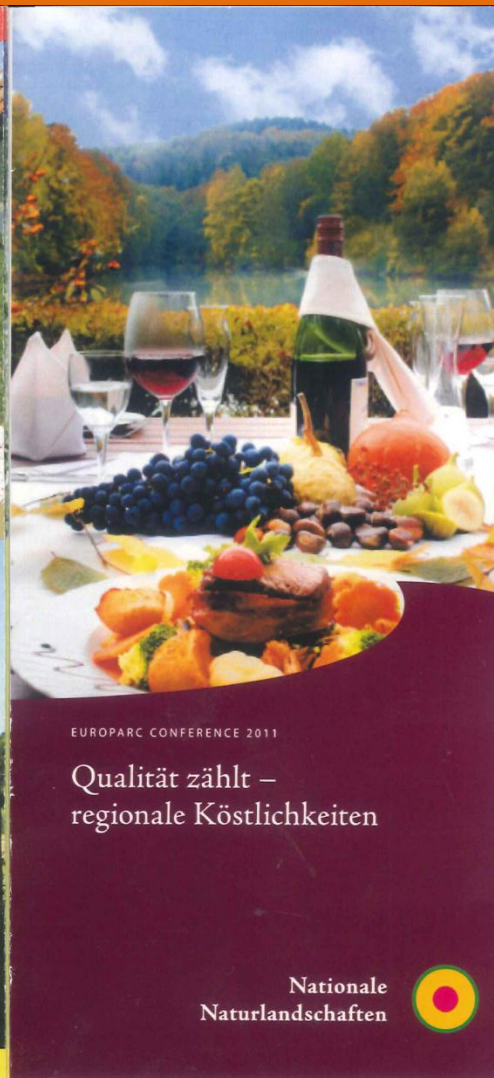
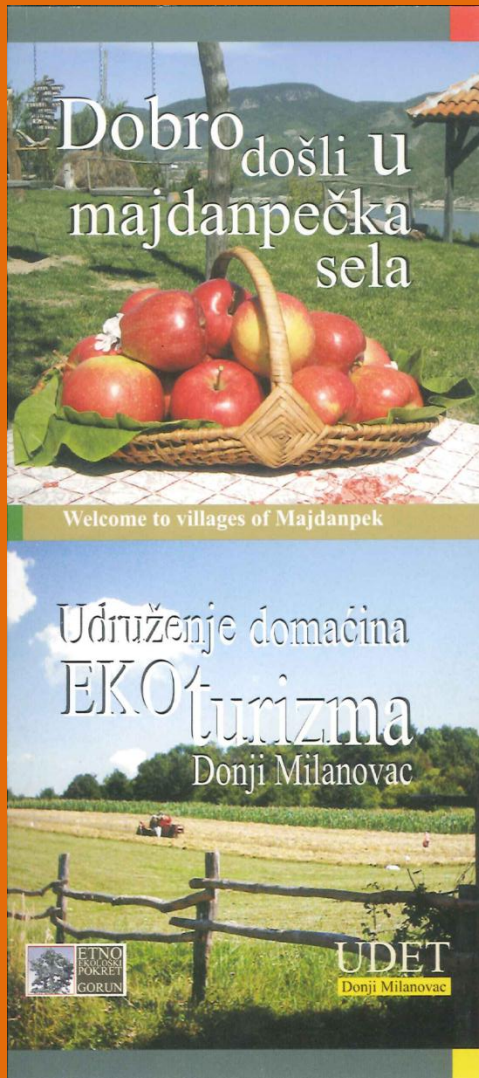


Branding, thanks to local partnership

« *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



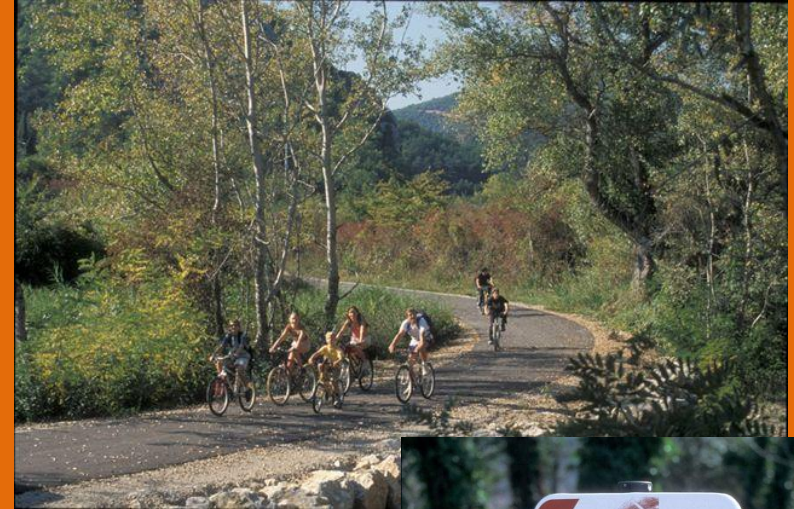
Accessibility, access to nature



Sustainable mobility in protected areas

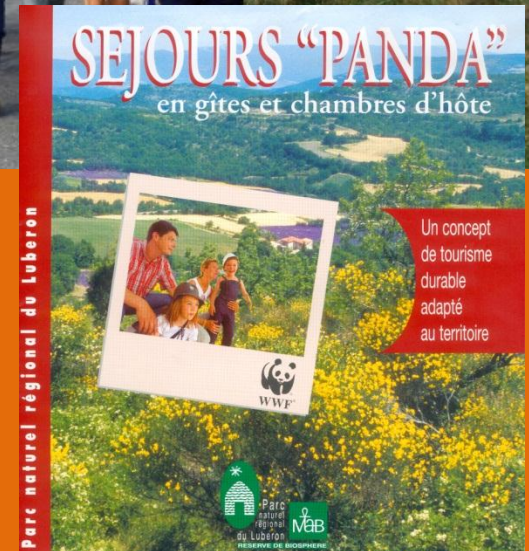


Sustainable mobility, reconnecting transport means to enable access to protected areas

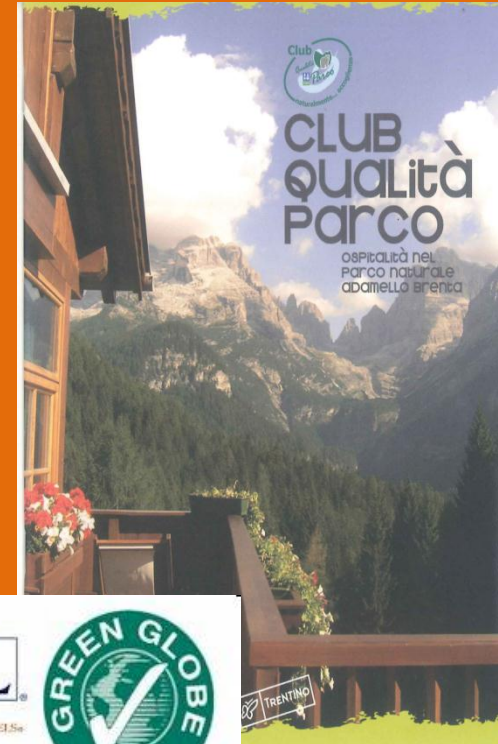
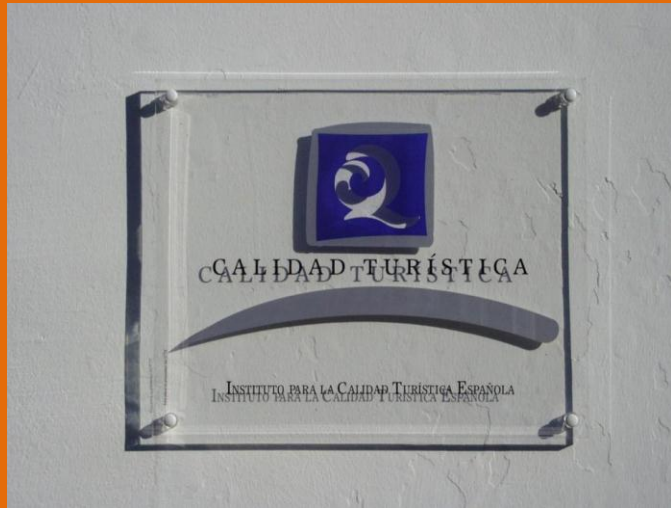


Reconnecting visitors to local people

Rediscover landscapes, biodiversity, culture, cuisine, etc



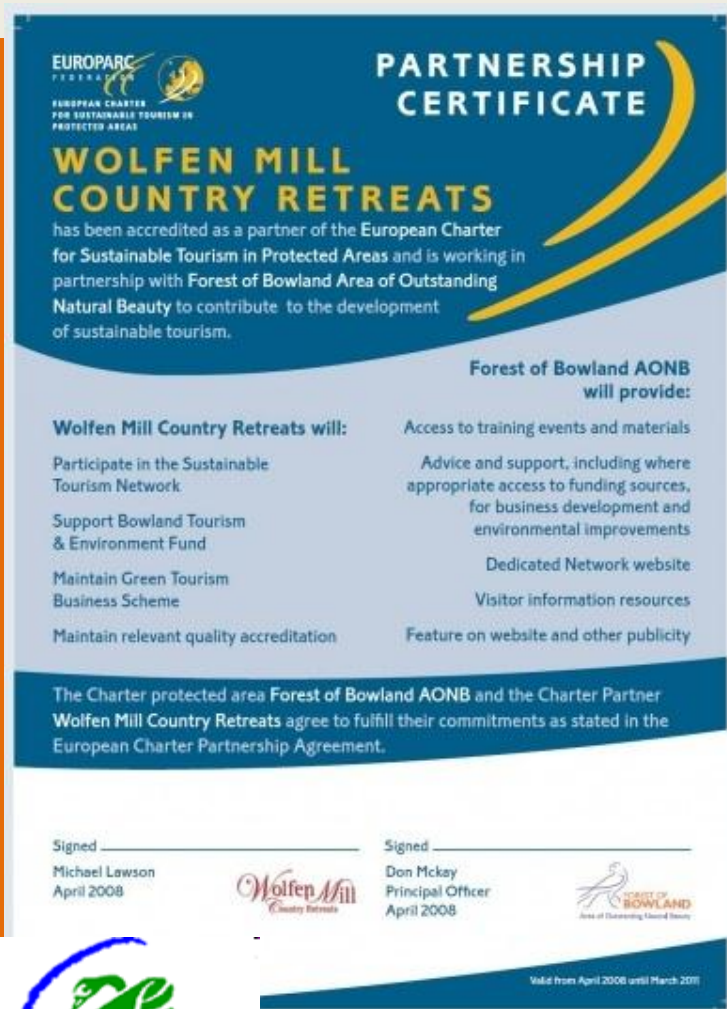
Driving together park actions and compliance with European, national, regional quality processes



Fahrtziel *natur*
Erholen. Erleben. Erhalten.



Involvement of tourism businesses



The results and experiences of Charter parks are available for other PAs

Manual

Serie manuales EUROPARC-España
Plan de acción para los espacios naturales protegidos del Estado español



Catálogo de
buenas prácticas
en materia de accesibilidad
en espacios naturales
protegidos



Sección del Estado español de la Federación de Parques Naturales y Nacionales de Europa (EUROPARC-España)



Eco-emprendedores:
Retos para la puesta en valor
de los espacios protegidos



Practical, profitable, protected

A starter guide to developing
sustainable tourism in protected areas



Containing ideas, case studies, guidelines and tips to
help conservation, businesses, host communities and
visitors all become winners





Ecoturismo en España

Guía de destinos sostenibles

Espacios naturales y empresas acreditados con la Carta Europea de Turismo Sostenible



Guía para la adhesión de
las empresas turísticas
a 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 valuated*)
Carbon storage (*not valuated*)

Bird watching, new jobs in ecotourism, new services for local people
(*not valuated*)

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**

