



Parks & Benefits



**Final evaluation of the project partners
implementing the European Charter for
sustainable tourism in protected areas**





Overview of the evaluation

- Obligation to finalise the project
- Based upon the midterm evaluation of Europarc Consulting
- Questions were clarified with the project management
- Interviews were held between 7th June - 25th August 2011
- Although not registered for the Charter, Matsalu NLP was involved for additional results regarding the project





Regional situation

Typical indicies for rural areas:

Low population rates

Higher unemployment rates compared to the national level

Loss of inhabitance - mainly younger people

Baltic states strongly affected by economical crisis

Regions affected by administrative reforms (municipality - district level - environmental administration)





Situation on tourism

Tourism organized mainly by municipalities or districts

Between one and up to six responsible associations covering the area

Low occupancy rates, especially in Norway and the Baltic states

Short season for tourism

Tourism is for many stakeholders only an additional income

Many investments in infrastructure





Conflicts

- Pressure by erecting buildings (ZNP, MÜR, KNP, KRP, SBR)**
- Limits of tourism capacity (SBR)**
- Erosion of trails, littering, illegal camping (KNP)**
- Tourism related motorized traffic (SBR, MÜR)**
- Water sports and fishing (MÜR, MAR)**
- Conflicts with landowners (MAT, MAR)**





Charter process

Experiences vary dependent on the different preconditions:

DNP: the process shortend the decision making and implemetation of investments

=> first bookable tourism products

KNP: Charter guidelines helped to start cooperation with stakeholders

Forum is a network between tourism entrepreneurs and municipalities

MAR: Charter is a basis to sign partner agreements

MÜR: Common approach of tourism association and Park authority





Improvements

Charter methods are integrated on state level in Norway, sustainable tourism development becomes a model for other parks in Lithuania, establishment of a nature tourism working group in Latvia

Charter process helped to improve the acceptance of the Biosphere Reserve
Parks&Benefits project positively influenced the difficult local situation by the reorganisation of the environmental administration for MAT

In KRP, Charter process is the basis for first cooperation between neighbouring municipalities and Regional parks

In ZNP, ideas out of experience exchange helped to improve relations with Stakeholders municipalities and stakeholders take over proposals of protected areas (KRP, KNP)





Challenges in the Charter process

Stakeholder mobilisation, especially during the season

Long term process in relation to high expectations for short term improvements

Lack of strategical thinking on side of the nature conservationists and tourism entrepreneurs

Turn from the concepts to implementation of measures, especially if stakeholders should contribute





Challenges regarding the measures

Every Charter park mentioned money as a problem, for 4 its the biggest challenge (KRP, MAR, DNP, KNP)

3 Parks see the small staff as a central problem (KNP, MÜR, SBR)

Political will to decide on measures (MAR)

Complicated internal responsibilities (KNP)

Priorities and reachable targets (ZNP)

Changes of responsibilities on governmental or municipality level (ZNP)





Expectations

Combine 1st and 2nd part of the Charter to allow a closer stakeholder cooperation

Practical consulting on the Charter within the project and in the Europarc Network

Improvement on public relation about the Charter

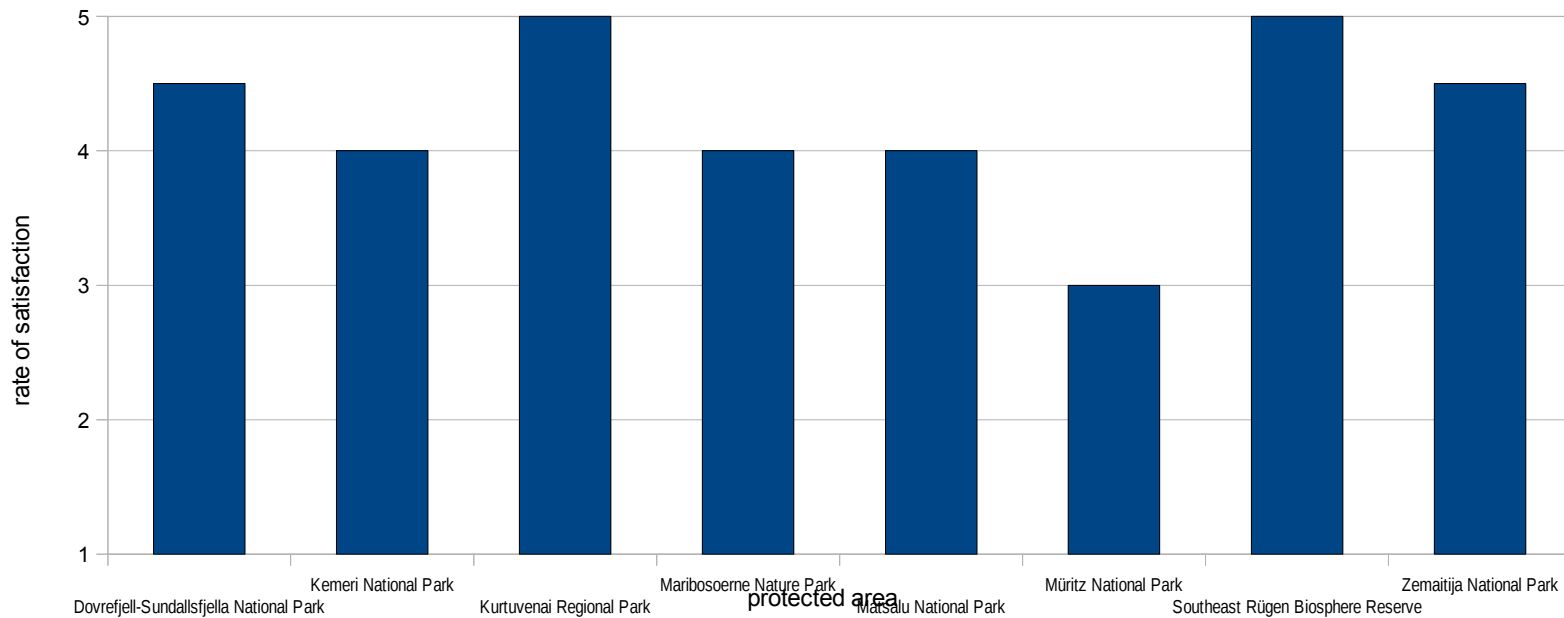
Clarification on the target groups for the Charter





Satisfaction

Satisfaction with the Charter process





Recommendations

Every registered park recommends the Charter process, but check of financial, personnel and tourism resources essential

Research on reasons, why out of 85 Charter parks only 16 follow the 2nd part of the Charter

Check up of the intension of the 3rd part of the Charter

Further practical Charter improvements needed





Charter business communication

CHARTER PARTNER BUSINESSES

255 local tourism businesses awarded in 17 Charter Protected Areas
January 2011



| FRANCE | | | |
|----------------------------|--|--------|--|
| Protected Area | Business | E-Mail | Website |
| Parc National des Cevennes | Hôtel la Lozerette | | www.lalozerette.com |
| Parc National des Cevennes | L'arbre à balades | | www.arbreabalades.com |
| Parc National des Cevennes | Hôtel de la Corniche | | www.corniche-cevennes.com |
| Parc National des Cevennes | La Borie | | www.cevennes.com/bancilhon.htm |
| Parc National des Cevennes | Gîtes Le Bancilhon | | www.cevennes.com/bancilhon.htm |
| Parc National des Cevennes | Gîte de Hauterives | | www.perso.orange.fr/gite.etape.hauterives |
| Parc National des Cevennes | Gîtes du Chastel | | www.cevennes-gites.com |
| Parc National des Cevennes | Pêche Montagne, pêche et Nature | | www.peche-lozere.com |
| Parc National des Cevennes | Les Chemins Francis | | www.hotel-cheminsfrancis.com |
| Parc National des Cevennes | Les Fleurines | | www.lesfleurines.fr |
| Parc National des Cevennes | Gîte d'étape | | www.aire-de-cote.com |
| Parc National des Cevennes | Anes en Vallées Française Le Pont de Burgen - La Frégère | | |

Only download on
<http://www.european-charter.org/charter-network/charter-partner-businesses>





A better Charter business communication

www.myparcs.eu ??



- Seedyll Comthurey
- Hotel Onkel Hermann

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Fax: +49 (0) 39822 2 02 52
<http://awo-sano.de/index-ffpd.html>



Familienferienpark Dambecker Park

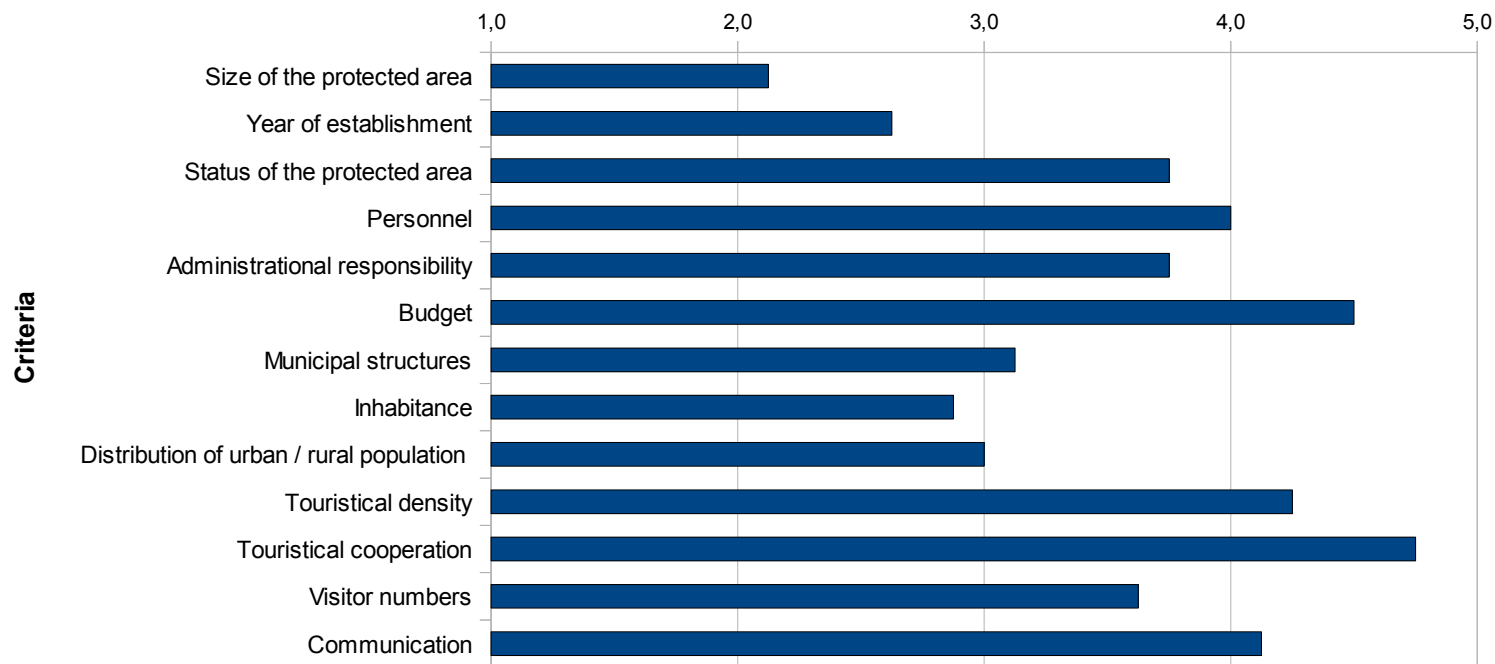


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Elements for a successful Charter process

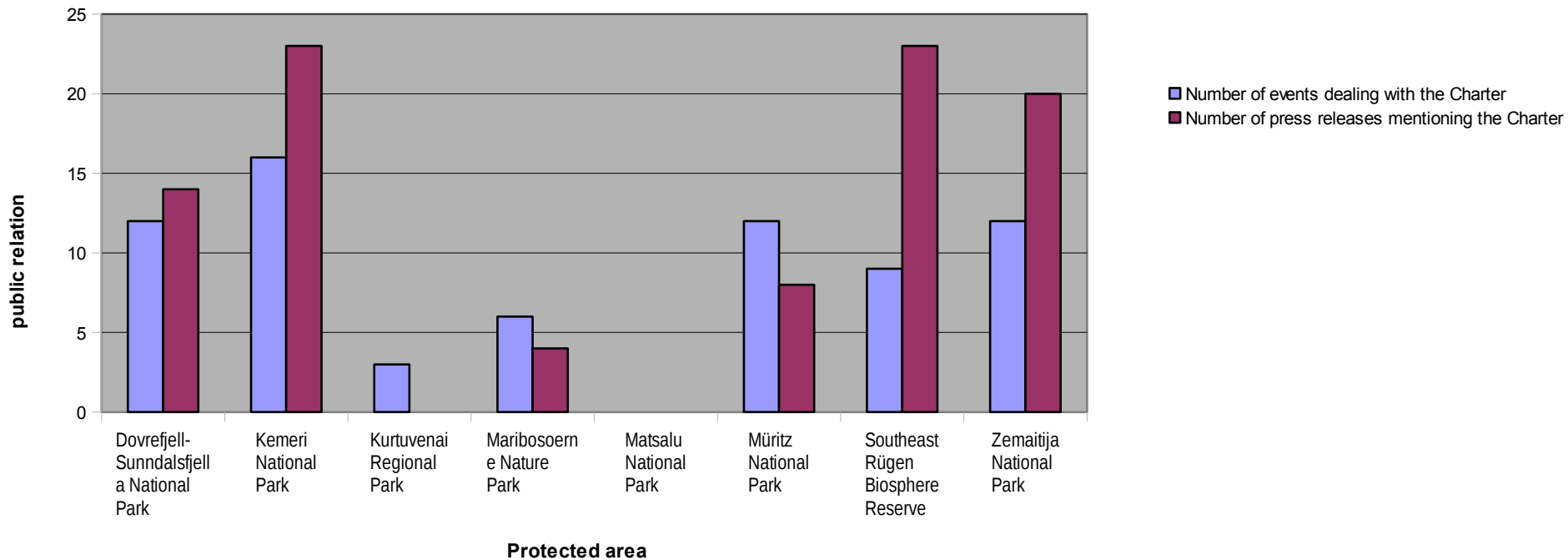


Average values on importance





Charta communication in P&B protected areas





Follow-up project ?

Protected areas have to face high expectations to secure a progressive regional development in the future

Strong marketing to gain additional benefits on cooperation

At the start of the next funding period project partners still work on their action plans

With improvements, the 2nd Charter part is an useful topic for a project continuation

Focus on intensive consulting of sme´s as a tool to raise competitiveness





Follow-up project ?

New key aspect in accordance to targets of the funding period 2014-20 is essential

European key aspects are globalization, demographic change, climate change and energy challenge

Protected areas have a closer relation to issues of climate and demographical changes

Wellness aspects are in strong relation to future tourism trends

A future project can underline the importance of protected areas as perfect recreational spaces within easy reach of urban agglomerations





Credits

Thank you for your attention and your support!



Downtimes are required for maintaining oneself, for developing oneself, this is true not only for the individual subject, but also for the external nature! A lessening of its economical exploitation means a supporting of its development.

Athanasios Karathanassis, greek sociologist

