

The European Charter for Sustainable Tourism in Protected Areas:



“good for parks, good for people”



Charter Award Ceremony 2015

European Parliament, Brussels, 7th December 2015



The Greens | European Free Alliance
in the European Parliament



The European Charter for Sustainable Tourism in Protected Areas, new perspectives

Stefania Petrosillo

Charter Award Ceremony 2015

THE QUESTION:

Is it really impossible to reconcile conservation and tourism

?



or ... conservation and tourism
could be *allied*
?



That's the point!

But... how?

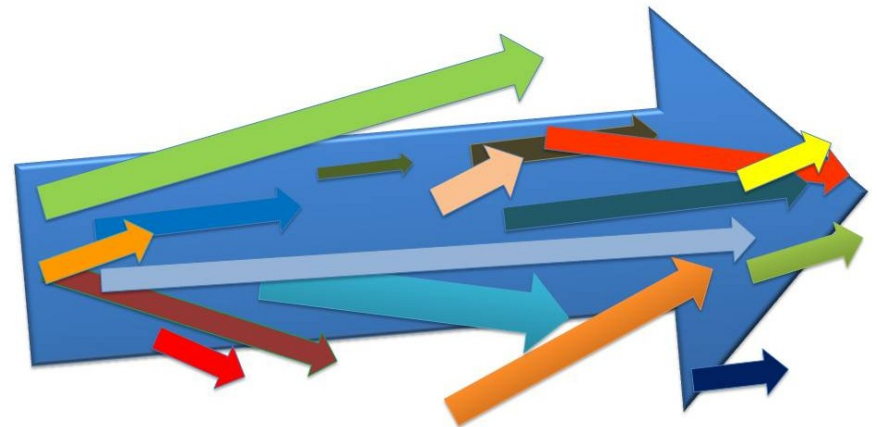
It is a matter of...

communication and
listening to each other



It is a matter of...

commun vision
and coordinated actions



It is a matter of...

commitment at
personal and institutional level



It is a matter of...

concreteness



It is a matter of...

economy and prosperity



and

it is a matter of...

Love,
Responsibility,
Taking care...



A possible answer



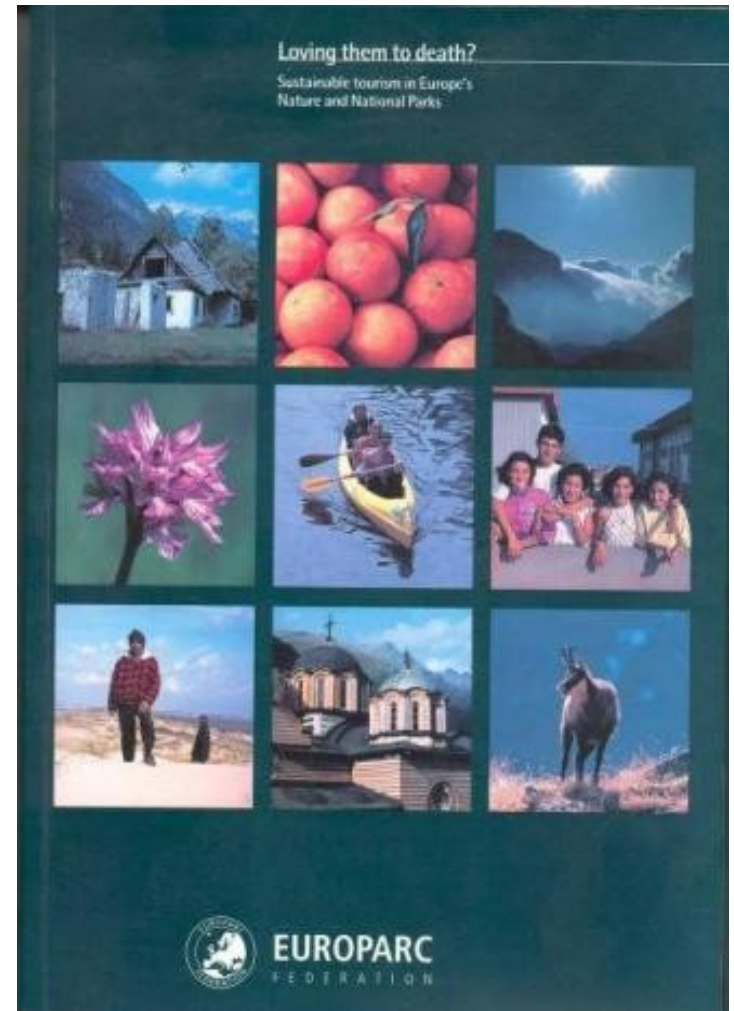
A practical management **tool** for
Protected Areas to develop
tourism sustainably

The story:

1993

**EUROPARC Working Group
on the effects of tourism in
protected areas :**

A tool is crucial!



LOVING THEM TO DEATH?

The story:

1996-1999

LIFE Project of EUROPARC Federation

Steering Committee (Leader: French Regional Parks Fed.):

- 10 pilot parks in 6 European Countries
- representatives of Tourism sector
- representatives of International organizations of tourism and of environment

Result: concept of the Charter

Today:



**146 Charter Protected
Areas in 17 countries**

**636 local tourism
businesses in
39 Charter Areas**

**Pilot actions in France
and Spain to award
tour operators**

Looking to the future:

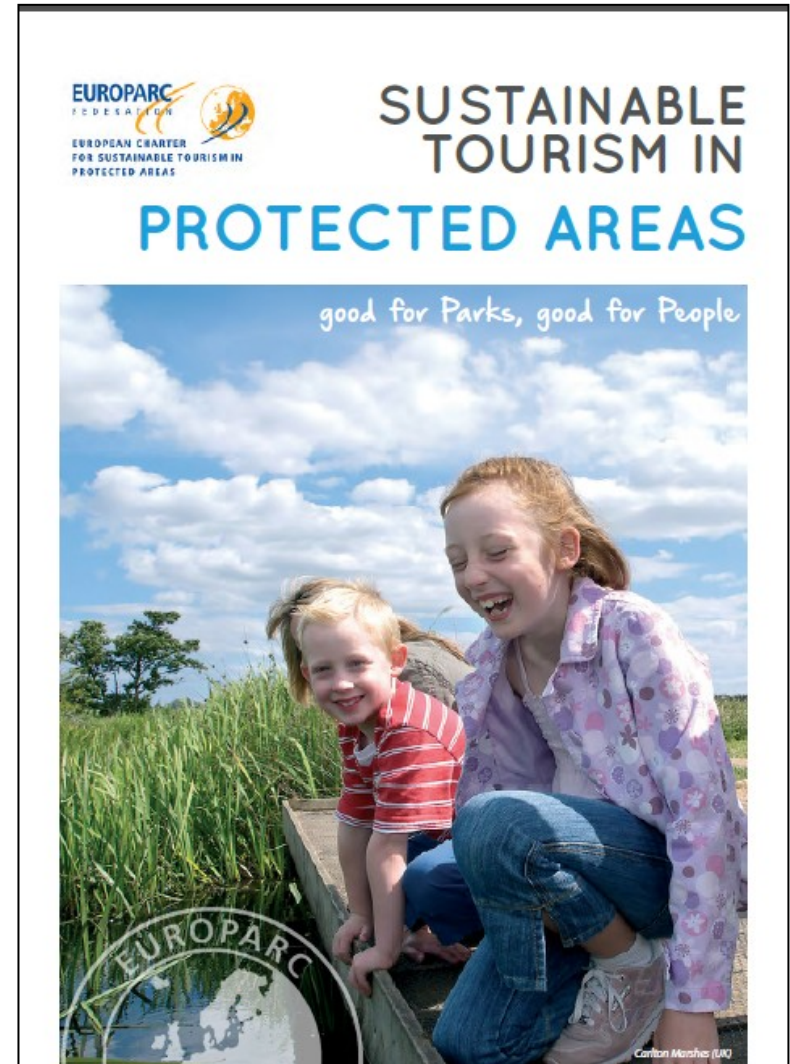
Same aims

Renewed structure

New guidelines

Same procedure

Revised forms



*« The European Charter for Sustainable
Tourism in Protected Areas is a
practical management tool that
enables Protected Areas to develop
tourism sustainably »*

The Charter remains a tool to help an
improvement process:

it attests a commitment,

it doesn't certify a standard.

Be smart with your tool !!!!



A tool is useful if we are capable to use it!

The European Charter for Sustainable Tourism in Protected Areas remains structured in **three parts**:

- The **first and main part is for sustainable destinations – primarily 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.

- The **second one is for sustainable local tourism businesses within the Charter Area**

- The **third part is for sustainable tour operators** bringing visitors to protected areas

Quality Sustainable Tourism 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**.

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**.

Mission

Principles

1. Giving priority to **protection**
2. Contributing to sustainable **development**
3. Engaging all **stakeholders**
4. **Planning** sustainable tourism effectively
5. Pursuing continuous **improvement**

Components:

Sustainable Tourism Forum

Strategy and Action Plan

Evaluation

Monitoring and Review

Partnership and Communication

Assesment
of the
current
situation

Natural, historic and
cultural heritage;
Tourism and recreation
infrastructures;
Current visitors and
potential future markets;
Impacts of tourism

Strategic
direction

Defining clear strategic objectives
concerning nature conservation,
economic and social development,
improving quality of life of locals
and quality of tourism.

Action Plan

Description of each
action:
timing, resources,
partners for implementing,
monitoring proposal

Principles, key topics and actions:

The principles govern how tourism is developed and managed in a Protected Area. The principles over-arch the key topics and the associated actions that are the core of the European Charter for Sustainable tourism in Protected Areas.

PRINCIPLES

**KEY
TOPICS**

**KEY
ACTIONS**

1. Giving priority to protection
2. Contributing to sustainable development
3. Engaging all stakeholders
4. Planning sustainable tourism effectively
5. Pursing continuous improvement

KEY TOPICS

1) **Protecting**

valuable landscapes,
biodiversity and cultural heritage

2) **Supporting**

conservation through tourism

3) **Reducing** carbon
footprint, pollution and
wasteful resource use

4) **Providing** safe
access, **quality** facilities and
special experiences of the
protected area, available to all
visitors

5) Effectively
communicating the area to visitors

6) Ensuring **social cohesion**

7) Strengthening
prosperity in the local community

8) **Providing training**
and capacity building

9) **Monitoring** tourism
performance and Impacts

10) **Communicating**
actions and engaging with the **Charter**

Priority Area: 2.3 Training

Strategic Objective:

To increase expertise on specific EUROPARC programmes to deliver the present strategy

Action:

2.3a- Training to support the EUROPARC products, such as Charter

Priority area: **3.1 Sustainable Tourism in Protected Areas**

Strategic Objective:

EUROPARC will consolidate the European Charter network and promote the ECST as a tool for the sustainable tourism development at international level

Actions:

3.1a -Consolidate the network of ECST parks, with tourism Partners and with travel agencies

3.1b -Promote a common platform with other awarding schemes for Sustainable Tourism Destinations based on Protected Areas in order to lobby effectively for at European and international levels

3.1c -Gain international recognition of the Charter as an efficient tool for sustainable tourism development and disseminate it outside Europe

Priority Area: 4.2 People power - Human resources

Strategic Objective:

Develop the potential of human resources across the EUROPARC Federation network

Actions:

4.2b -Support Sections through capacity building and jointly attracting resources through project proposals

4.2d -Support working groups as think and do tanks and project development units for contributing to the work of the Federation

The EU and the Charter

- From the first LIFE (1996-1999) to several LIFE, INTERREG, ENPI-MED, other programmes...
- Constant dialogue between EUROPARC and the European Commission, the European Parliament and the other European institutions

Thanks to European Union for its support!



Charter Award Ceremony 2013, European Parliament, Brussels



The Charter is a process...

Thank you for your attention!



www.european-charter.org