

Charter Award Ceremony 2015  
European Parliament, Brussels, 7.12.2015

# The European Charter for Sustainable Tourism challenge in the North Region of Portugal



DOURO  
SUPERIOR  
Associação de  
Desenvolvimento



associação de desenvolvimento rural de Basto  
celorico de basto  
ribeira de pena  
**probasto**  
medicina da natureza  
cabecelas de basto



## The ECST challenge in the North Region of Portugal

**1 st Point** – Sustainable Tourism network for mountainous protected areas in the north of Portugal



**2 nd Point**– Regional lines of action – a challenge at regional scale



**3 nd Point** – European Charter for Sustainable Tourism in the north region of Portugal, what future?



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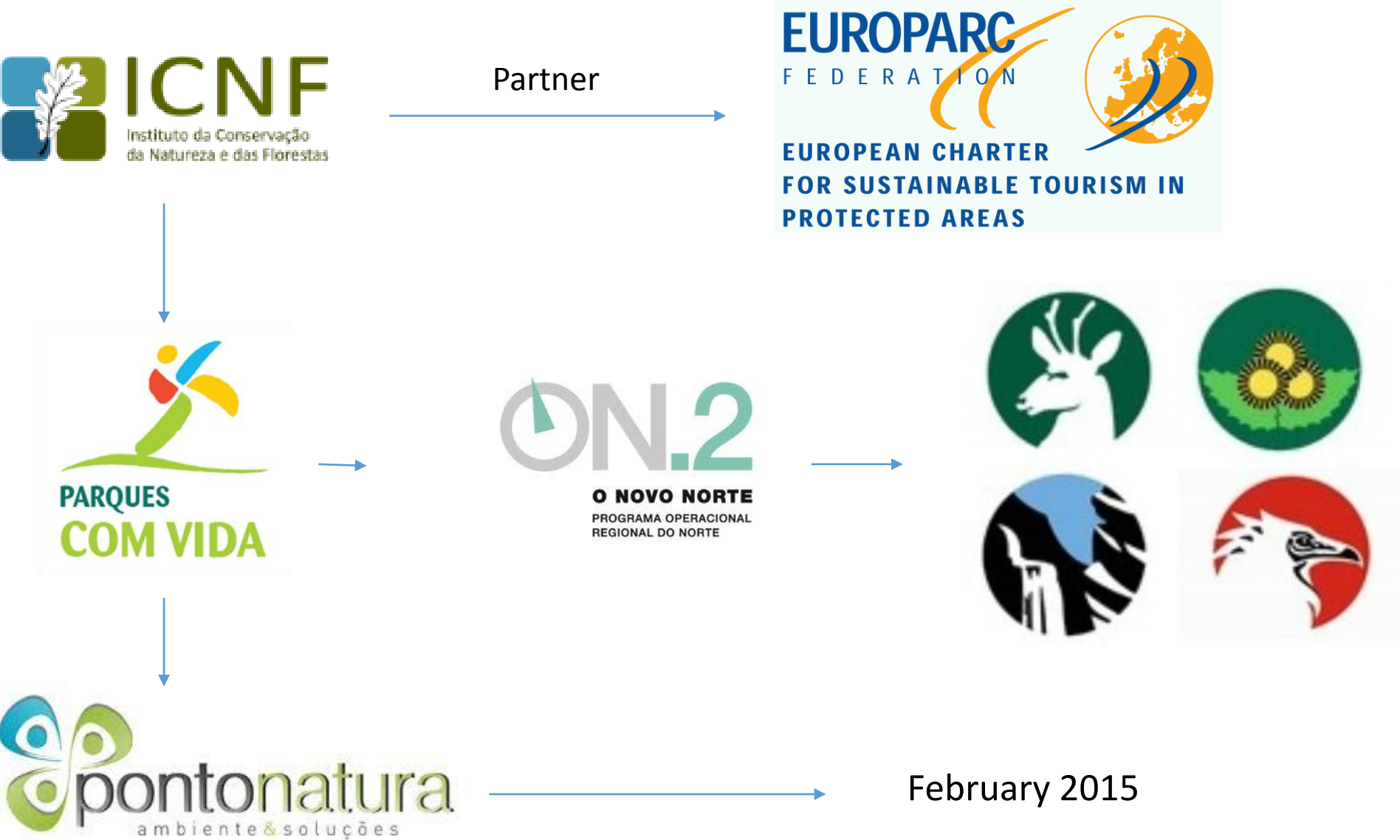


**3 nd Point** – European Charter for Sustainable Tourism in the north region of Portugal, what future?





Sustainable Tourism network for mountainous protected areas in the north of Portugal



# The ECST challenge in the North Region of Portugal



Promoter

Associação Parques com Vida



Budget Partner

Ass. Des. das Regiões do Parque Nacional da Peneda-Gerês



Operation partners

Instituto de Conservação da Natureza e das Florestas



Associação de Desenvolvimento dos Concelhos da Raía



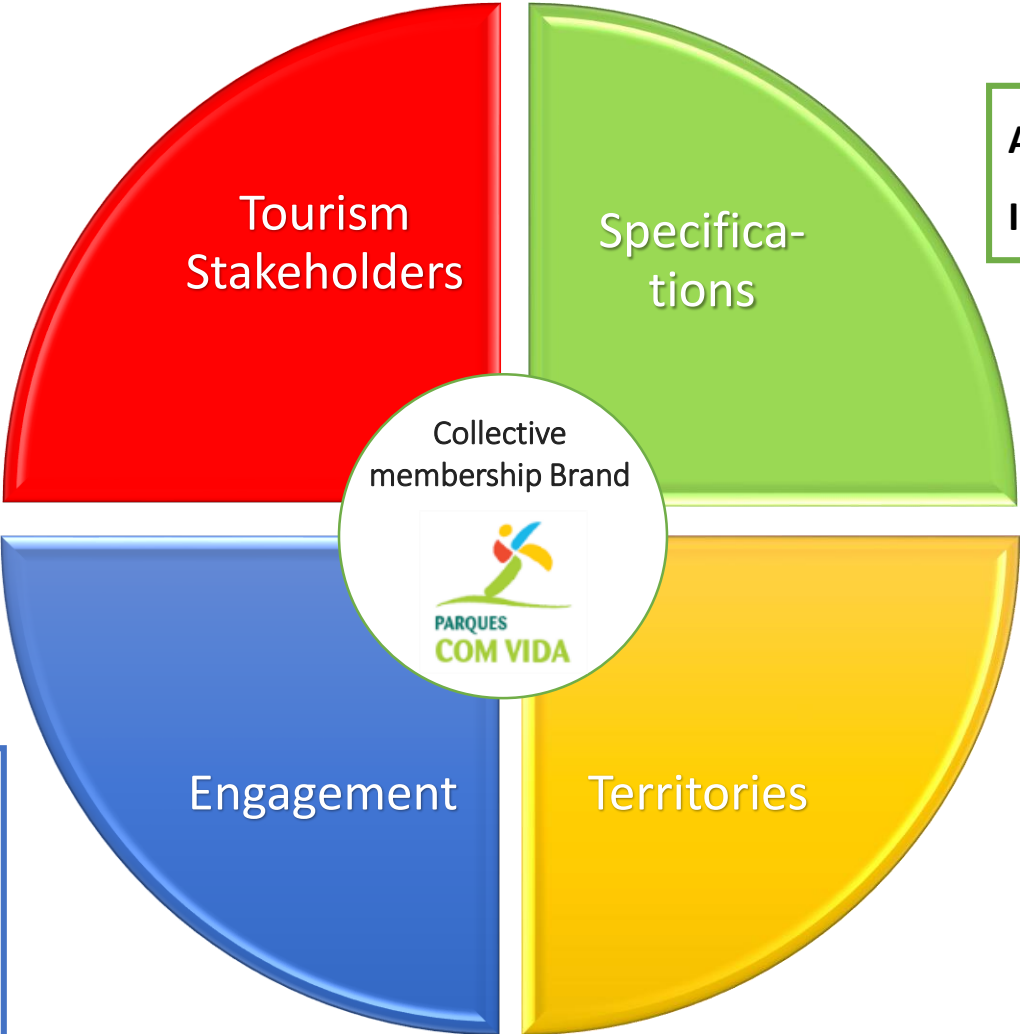
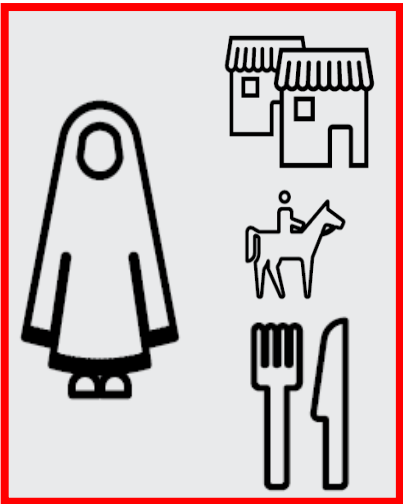
Douro Superior - Associação de Desenvolvimento



Associação de desenvolvimento Rural de Basto



The ECST challenge in the North Region of Portugal



Application form  
Improvement plan

Territory  
Quality  
Environment  
Social



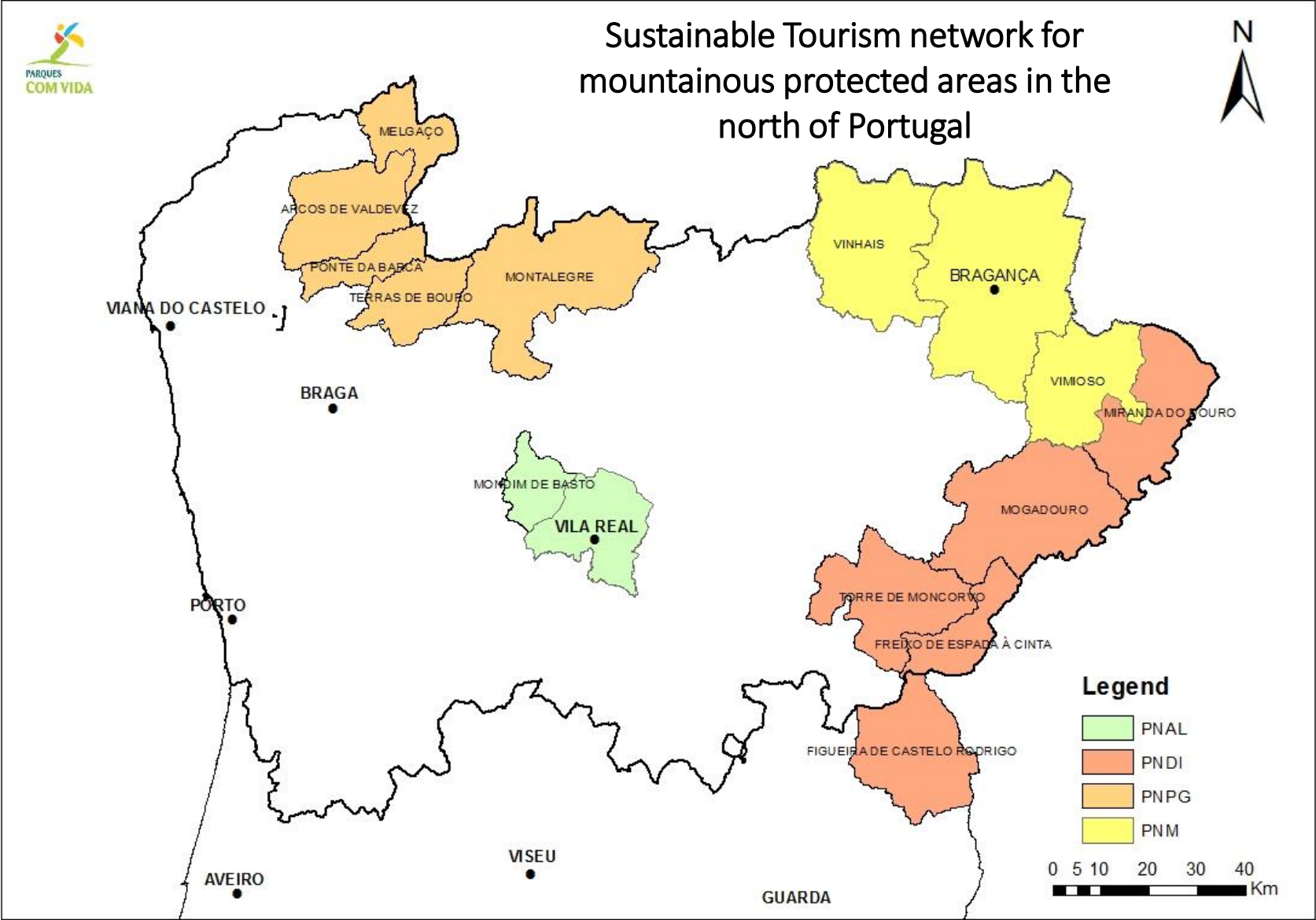
## The ECST challenge in the North Region of Portugal

### Territory covered:





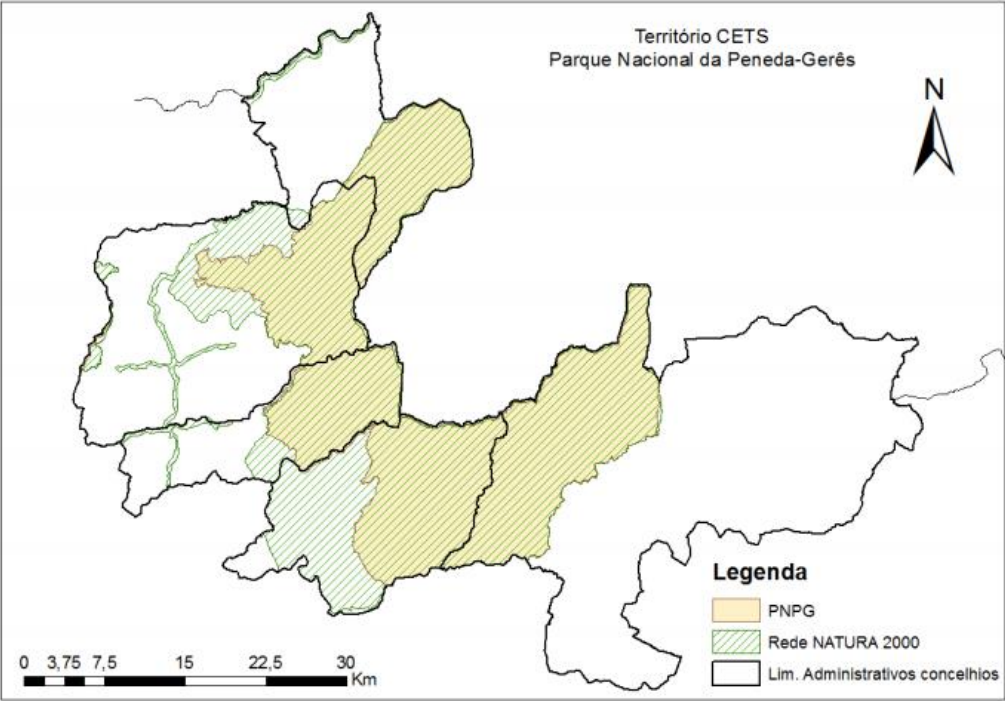
Territory covered:





Territory covered:

Território CETS do PNPG



Area and resident population in the ECST PGNP Territory by municipality, 2012

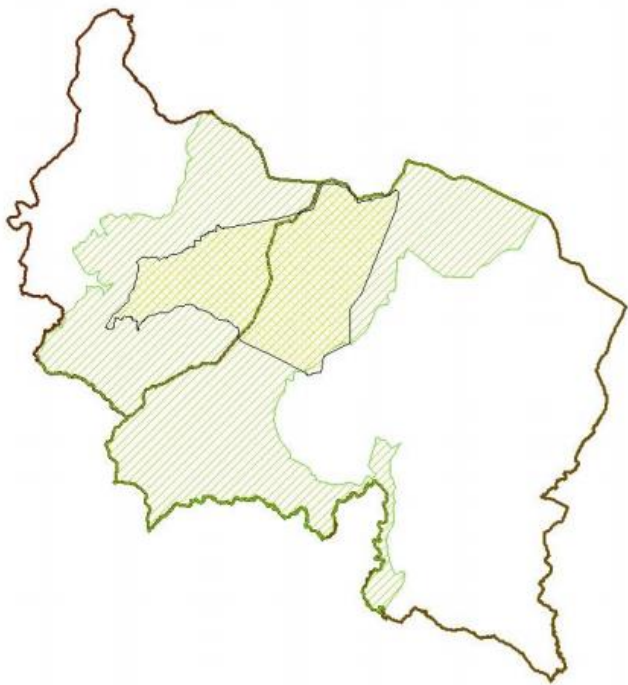
MUNICÍPIOS	ÁREA	POPULAÇÃO 2012	DENSIDADE POP. (nº/km <sup>2</sup> )
	ha	hab	
Melgaço	23.825	8.943	37,5
Arcos de Valdevez	44.760	22.426	50,1
Ponte da Barca	18.211	11.889	65,3
Terras de Bouro	27.746	7.000	25,2
Montalegre	80.546	10.163	12,6
TERRITÓRIO CETS	195.096	60.421	30,97

Source: National Statistic Institute



# Territory covered:

## Território CETS do PNAI



Area and resident population in the ECST ALNP Territory by municipality, 2012

MUNICÍPIOS	ÁREA	POPULAÇÃO 2012	DENSIDADE POP. (nº/km <sup>2</sup> )
	ha	hab	
Mondim de Basto	17.208	7.401	43
Vila Real	37.880	51.417	135,7
TERRITÓRIO CETS	55.088	58.818	106,7

Source: National Statistic Institute





Territory covered:

Território CETS do PNM



Area and resident population in the ECST MNP Territory by municipality, 2012

MUNICÍPIOS	ÁREA	POPULAÇÃO 2012	DENSIDADE POP. (nº/km <sup>2</sup> )
	ha	hab	
Bragança	117.357	34.681	29,6
Vimioso	48.159	4.442	9,2
Vinhais	69.476	8.579	12,3
TERRITÓRIO CETS	234.992	47.702	21,6

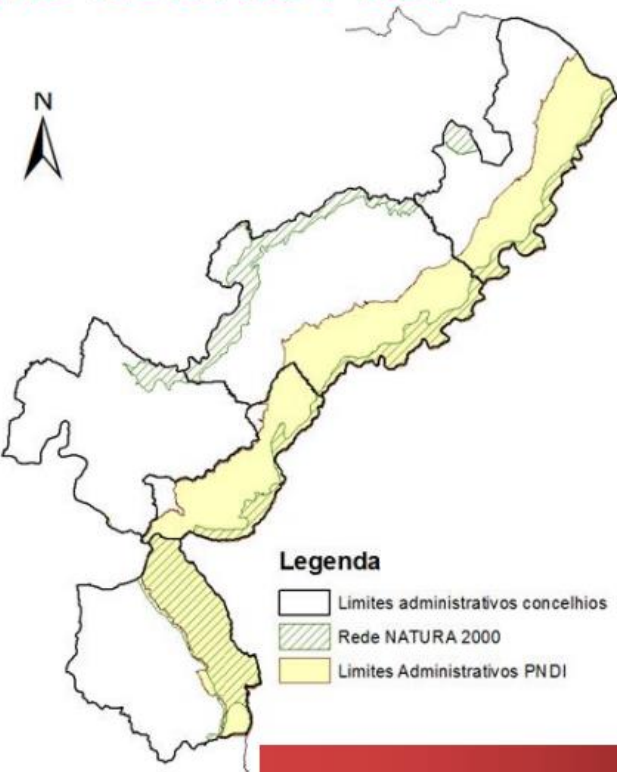
Source: National Statistic Institute





# Territory covered:

## Território CETS do PNDI



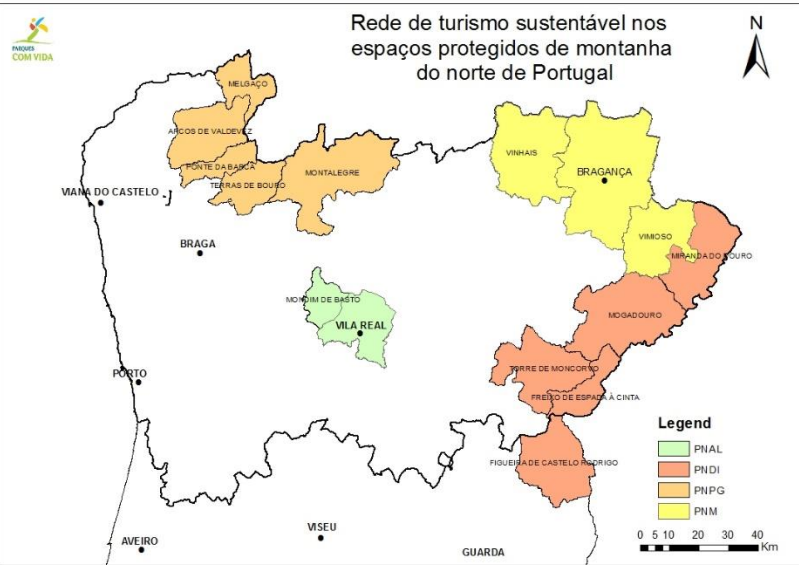
## Area and resident population in the ECST IDNP Territory by municipality, 2012

MUNICÍPIOS	ÁREA	POPULAÇÃO 2012	DENSIDADE POP. (nº/km <sup>2</sup> )
	ha	hab	
Miranda do Douro	48.718	7.303	14,99
Mogadouro	76.065	9.098	11,96
Freixo de Espada à Cinta	24.414	3.622	14,83
Torre de Moncorvo	53.156	8.220	15,46
Figueira de Castelo Rodrigo	50.857	6.073	11,94
TERRITÓRIO CETS	253.210	34.316	13,55

Source: National Statistic Institute



Territory covered:



Area and resident population in the ECST Territory in the north of Portugal, 2012

TERRITÓRIO CETS	ÁREA	POPULAÇÃO 2012	DENSIDADE POP. (nº/km <sup>2</sup> )
	ha	hab	
PNPG	195 096	60 421	30,97
PNAL	55 088	58 818	106,7
PNM	234 992	47 702	21,6
PNDI	253 210	34 316	13,55
CETS Norte de PT	738 386	201 257	43,205

Source: National Statistic Institute





# Organizations involved

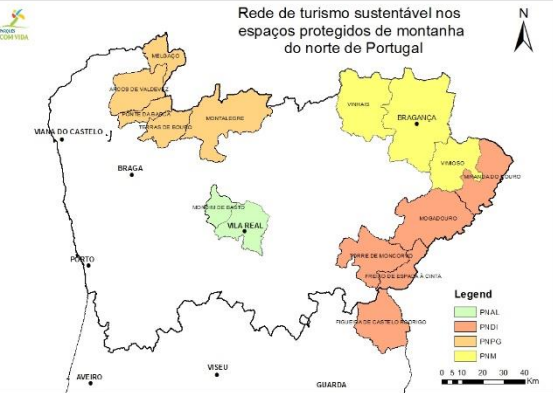
## 1 National Entity



## 2 Regional Entities



## 15 City Halls



## 7 Inter Municipality Communities (IMC)



IMC das Beiras e da Serra da estrela

## 9 Local Development Agencies – LEADER (LDA)



## 2 Municipal Associations

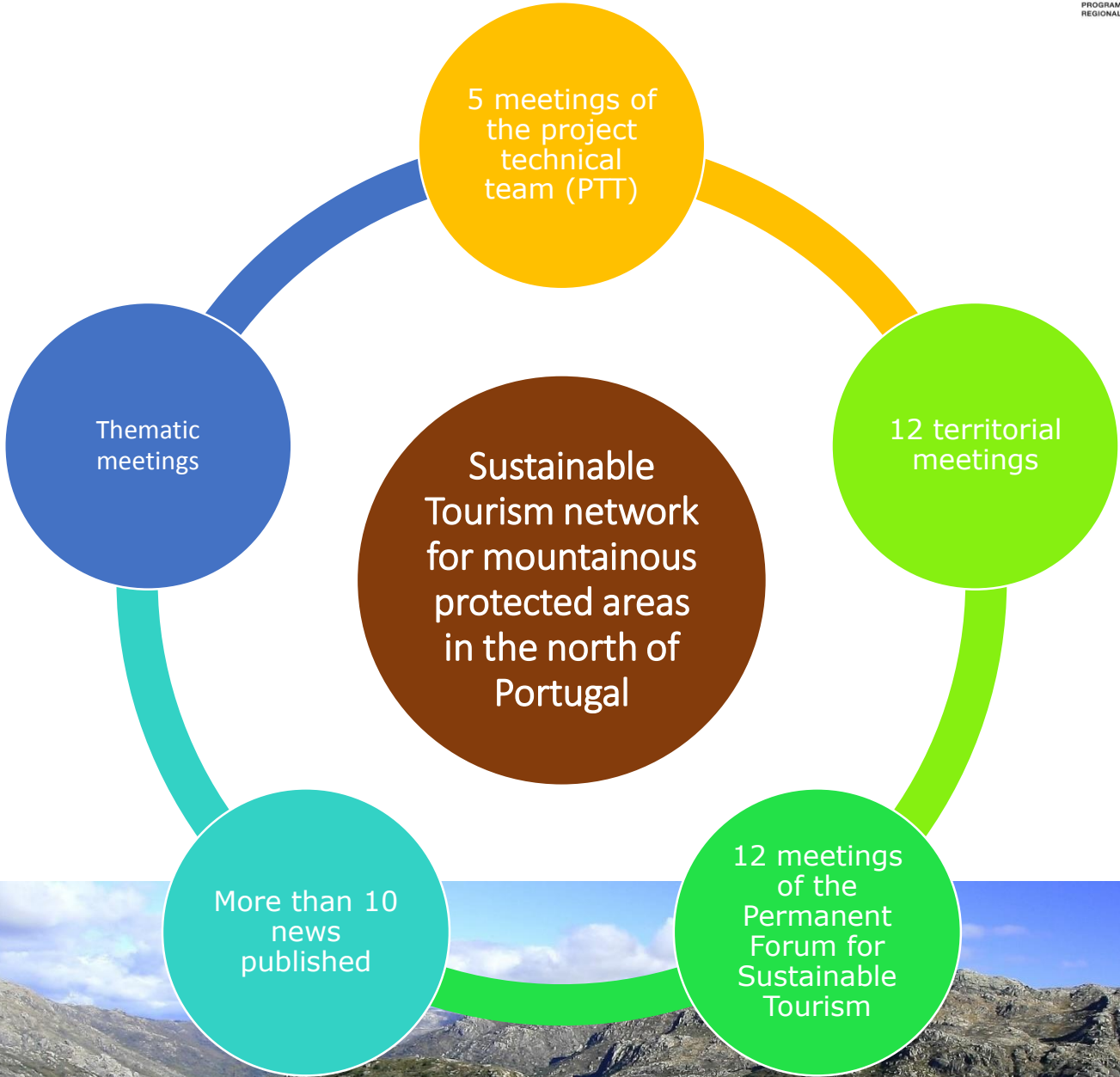


## 2 Promoter Entities

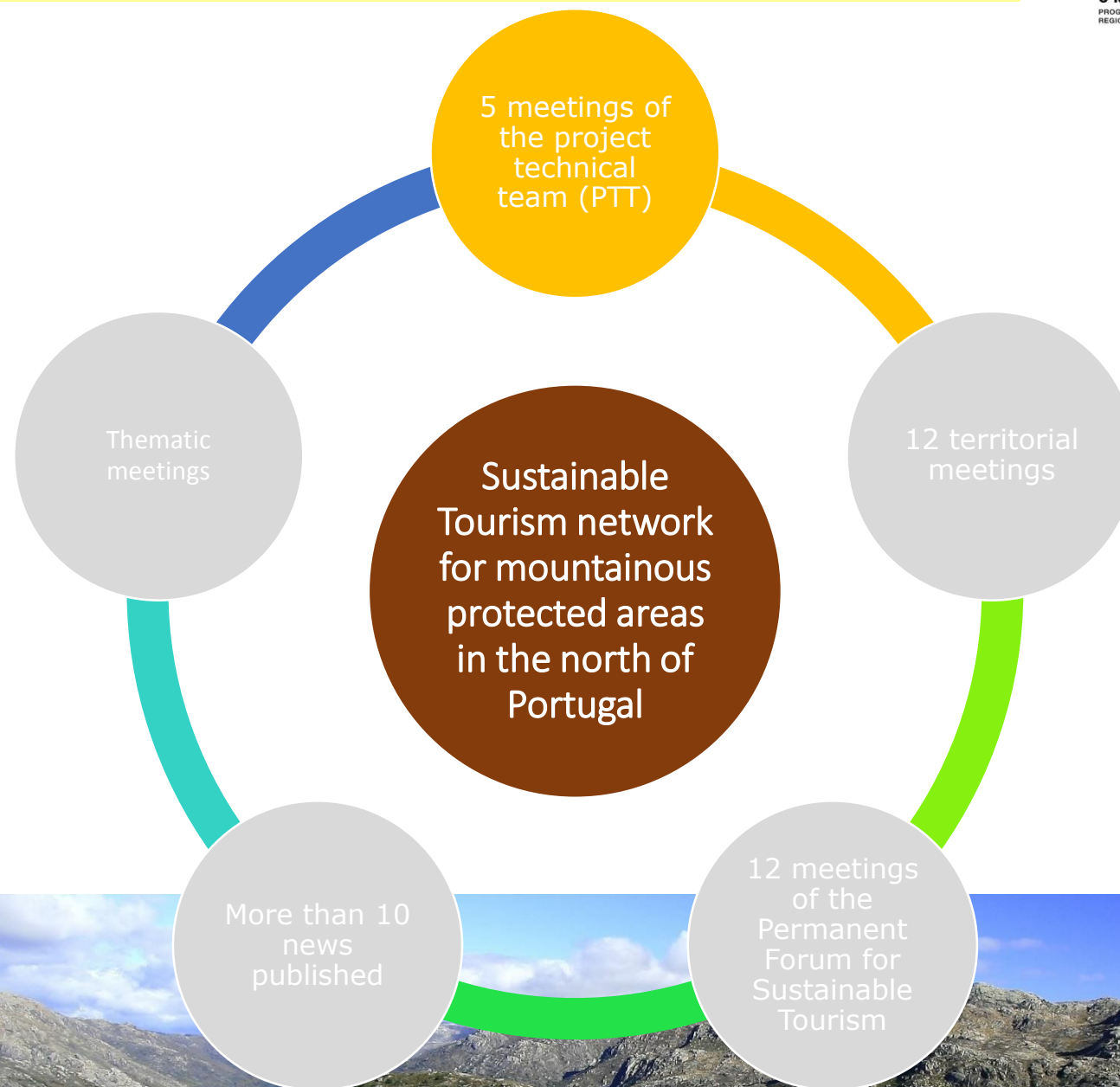




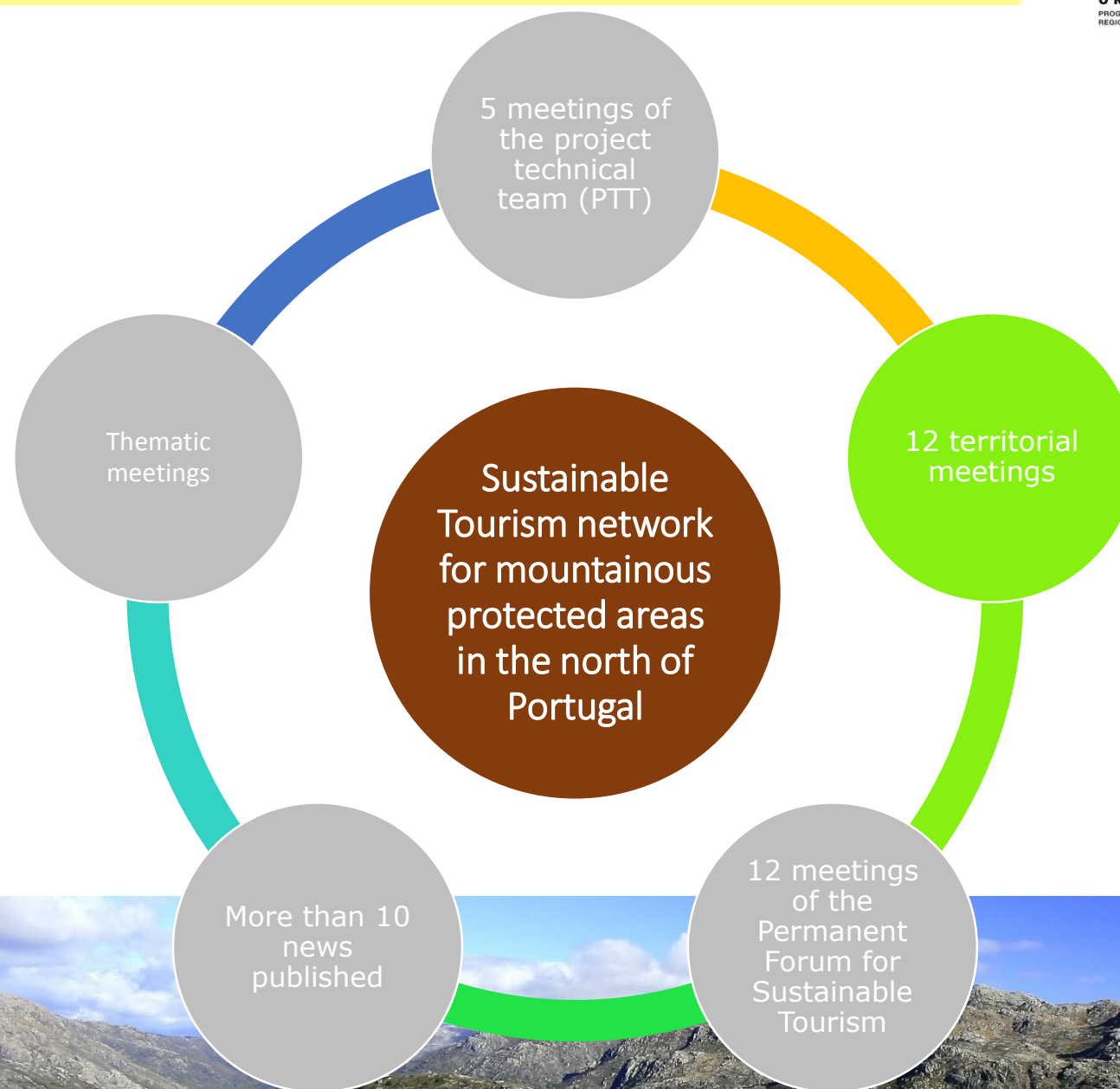
The ECST challenge in the North Region of Portugal



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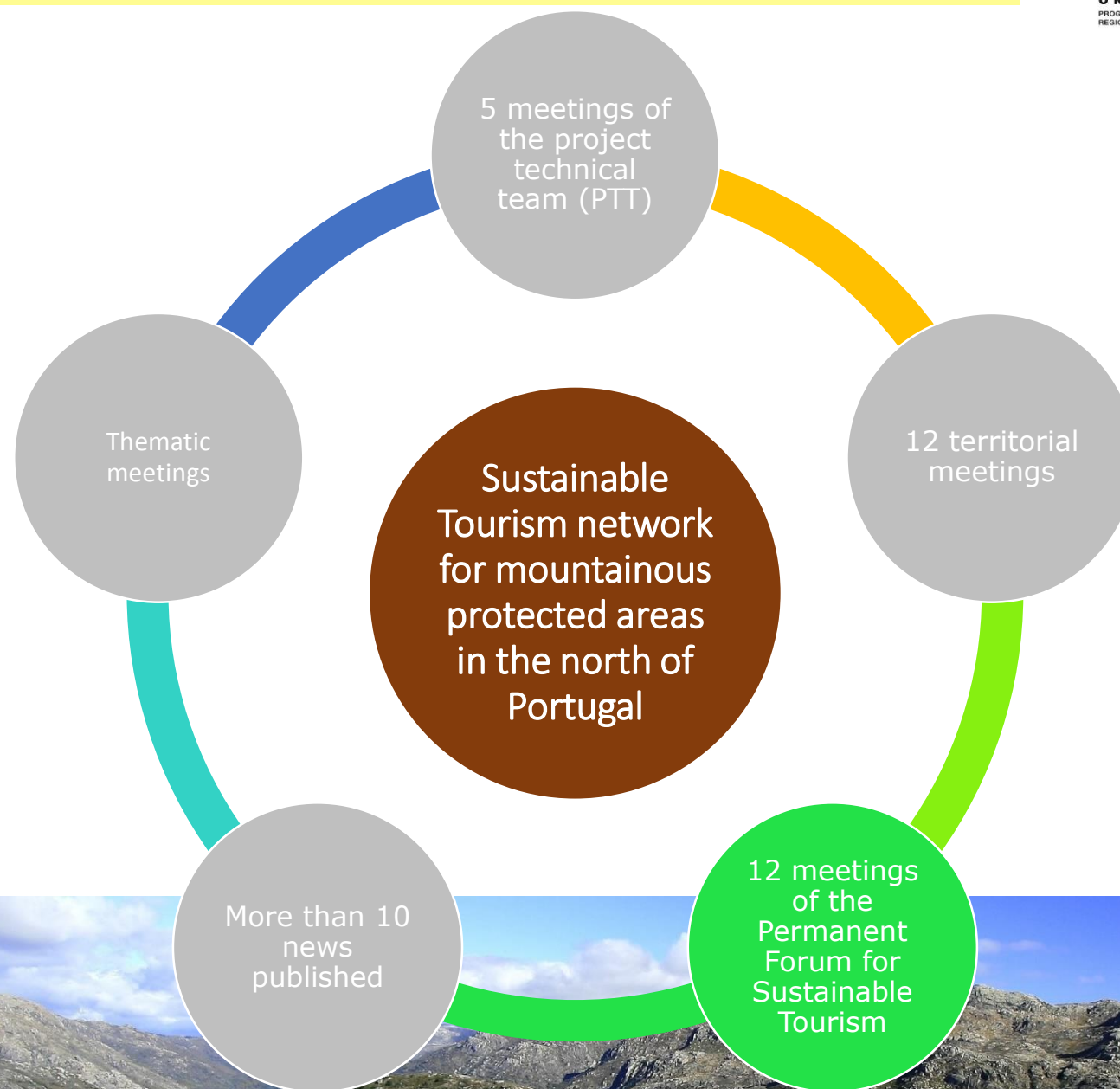


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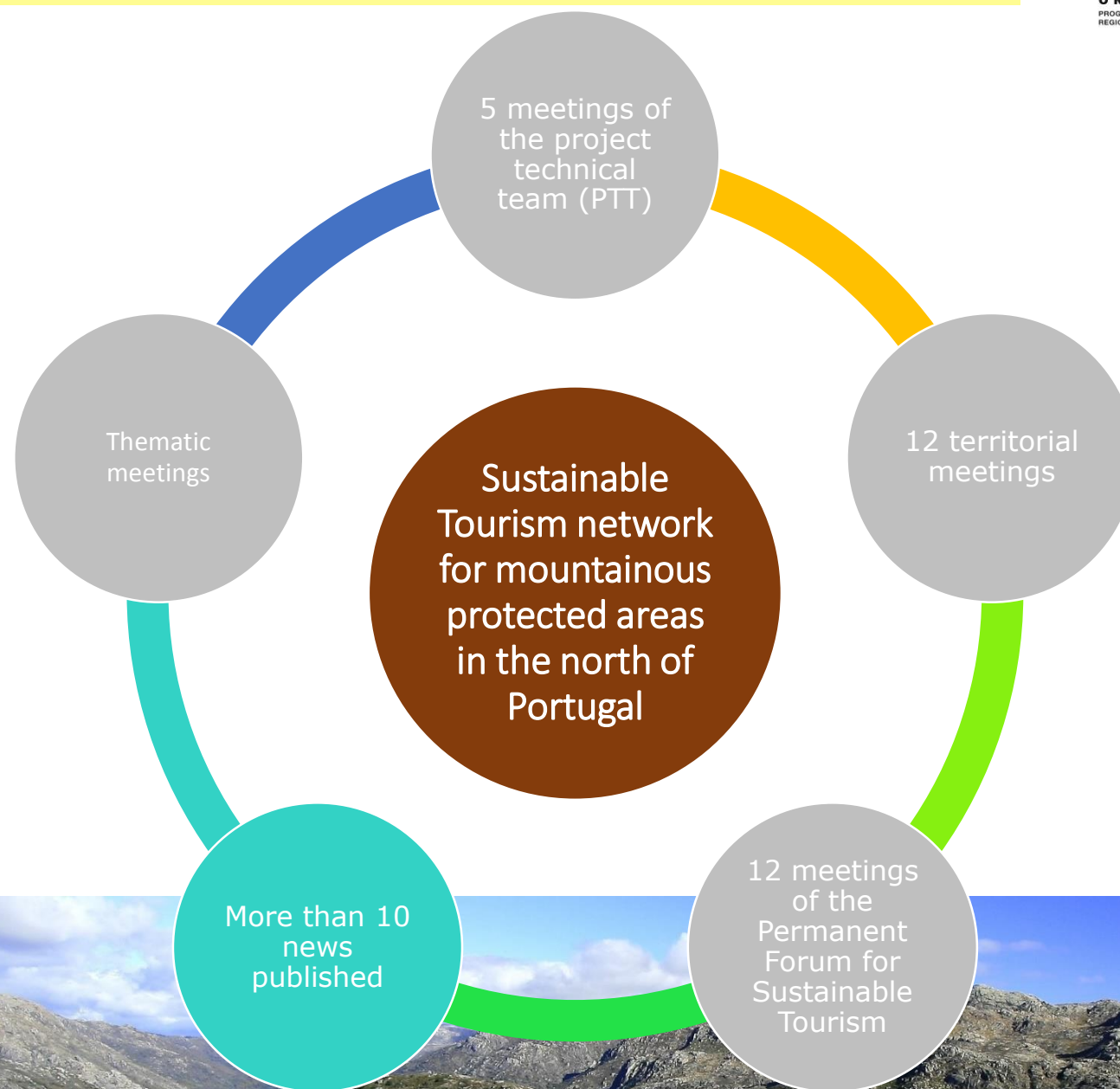




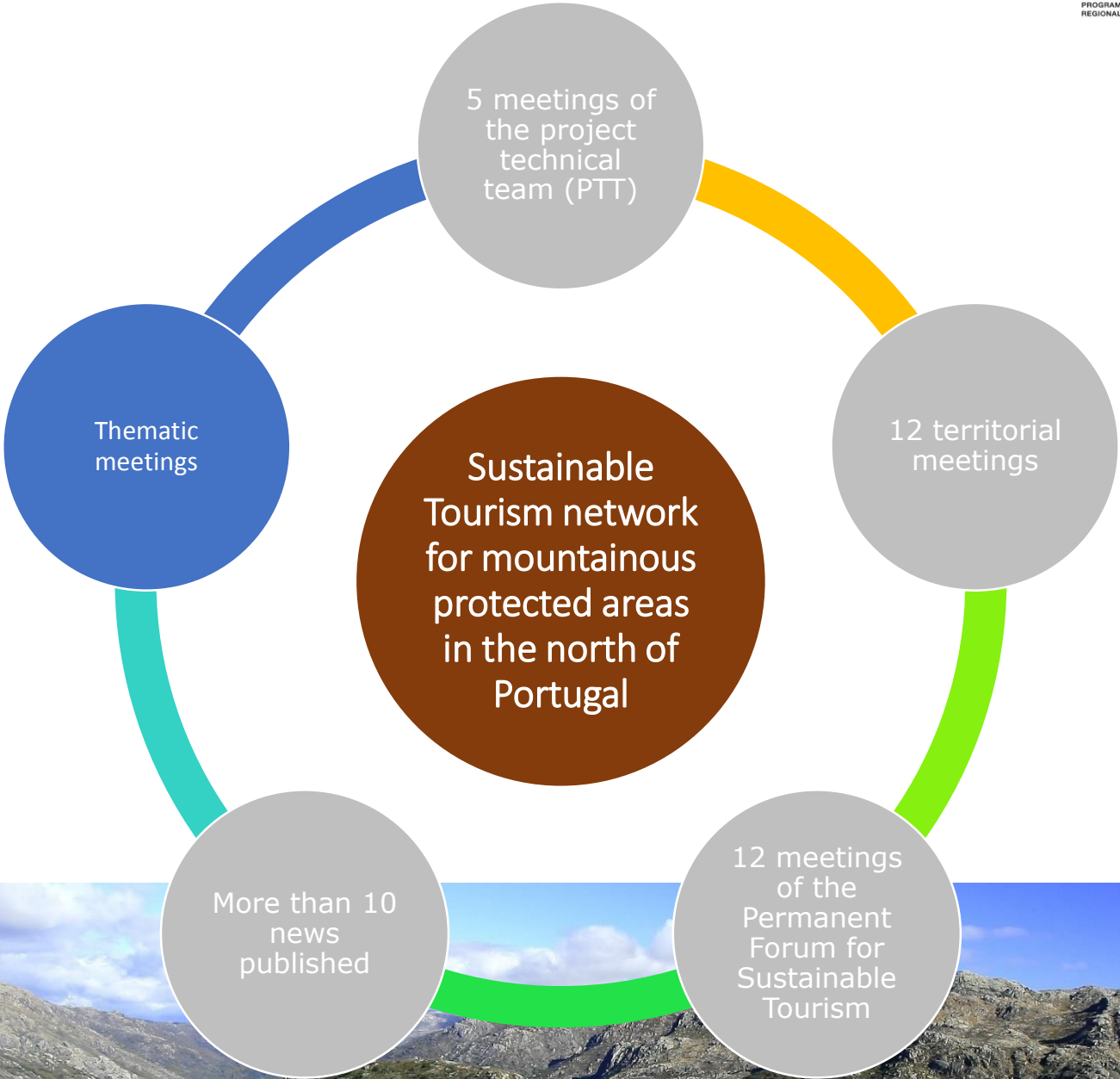
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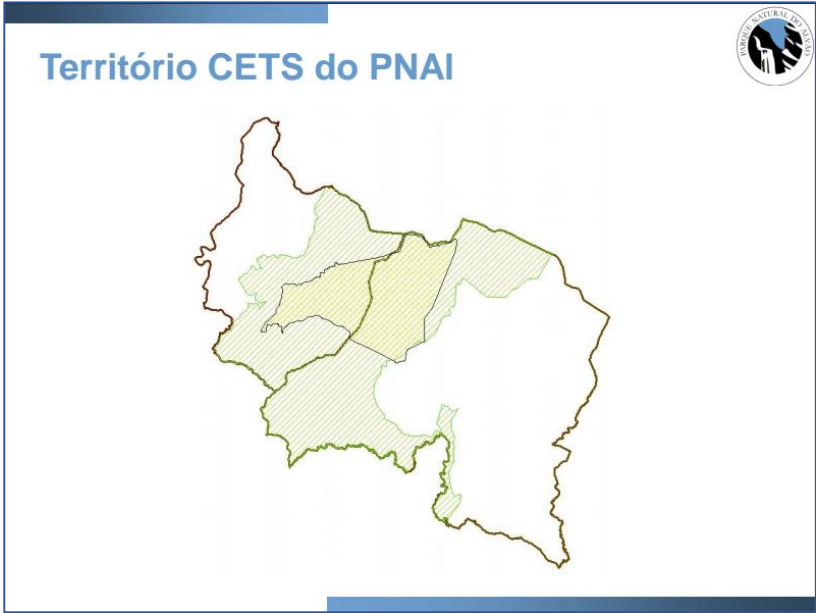
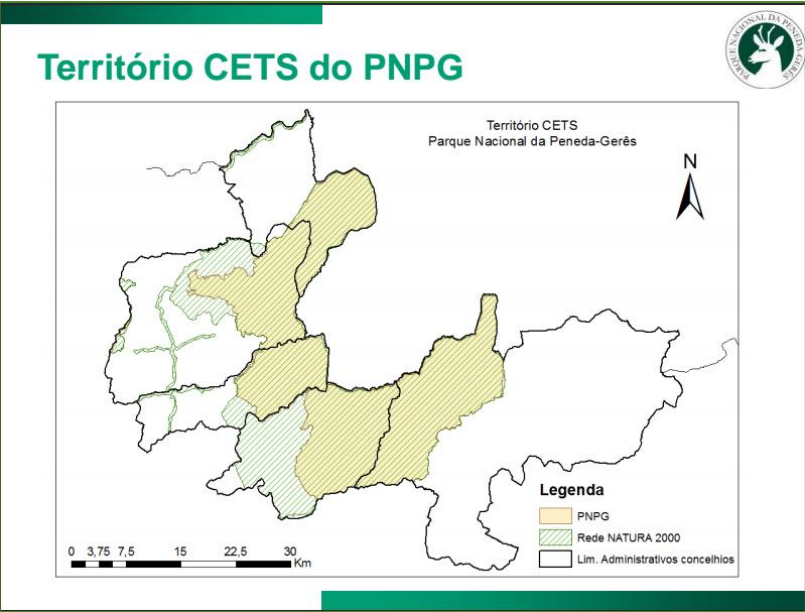


The ECST challenge in the North Region of Portugal





The ECST challenge in the North Region of Portugal



## Peneda-Gerês National Park



Blog - <http://cetspnpg.blogspot.pt>

### 60 Actions

11 Actions for territorial Identity basis

12 Actions for visual Identity basis

17 Actions for Knowledge Identity basis

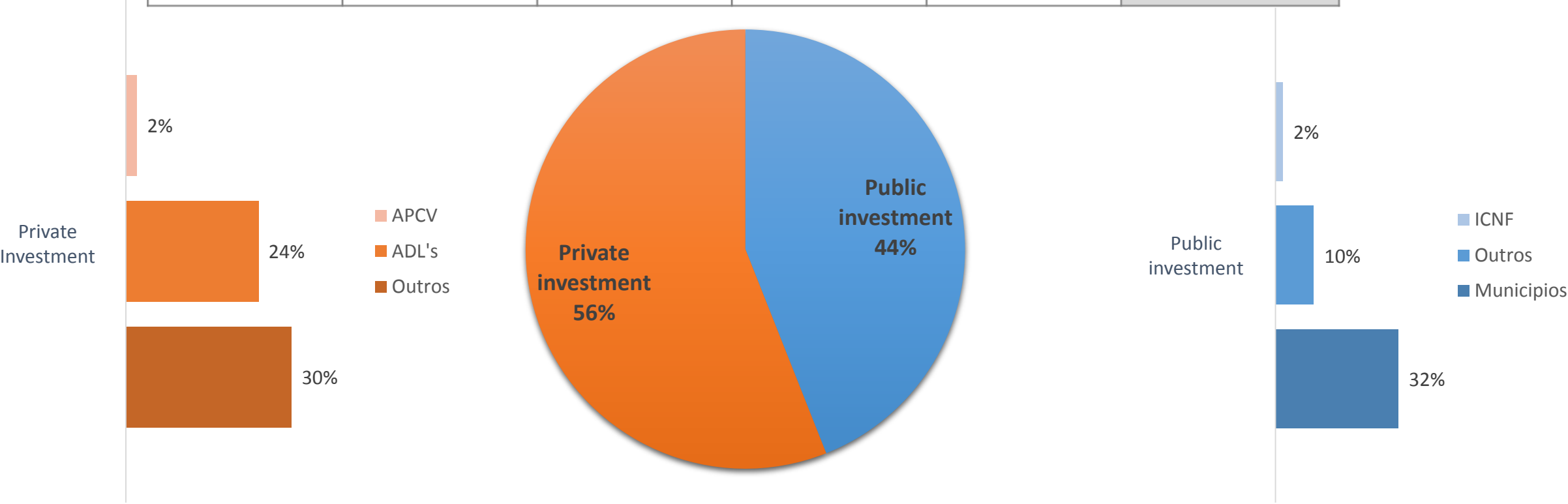
20 Actions for Organizational basis





# Peneda-Gerês National Park

2014	2015	2016	2017	2018	TOTAL
36.800€	2.571.191€	3.587.419€	3.041.866€	2.584.525€	11.821.801€





## Alvão Natural Park



Blog - <http://cetspnal.blogspot.pt>

### 48 Actions

6 Actions for territorial Identity basis

11 Actions for visual Identity basis

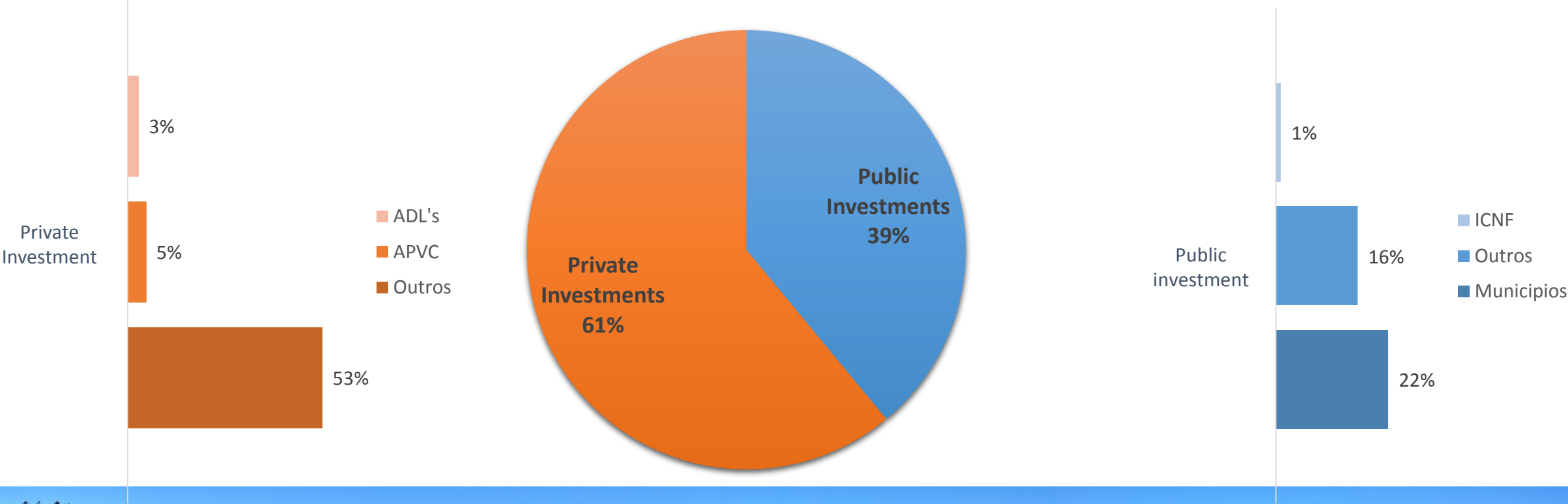
12 Actions for Knowledge Identity basis

19 Actions for Organizational basis



Alvão Natural Park

2014	2015	2016	2017	2018	TOTAL
200.492 €	1.247.969 €	1.453.176 €	1.351.198 €	1.410.393€	5.663.228 €





## Montesinho Natural Park

### 50 Actions

7 Actions for territorial Identity basis

12 Actions for visual Identity basis

15 Actions for Knowledge Identity basis

16 Actions for Organizational basis

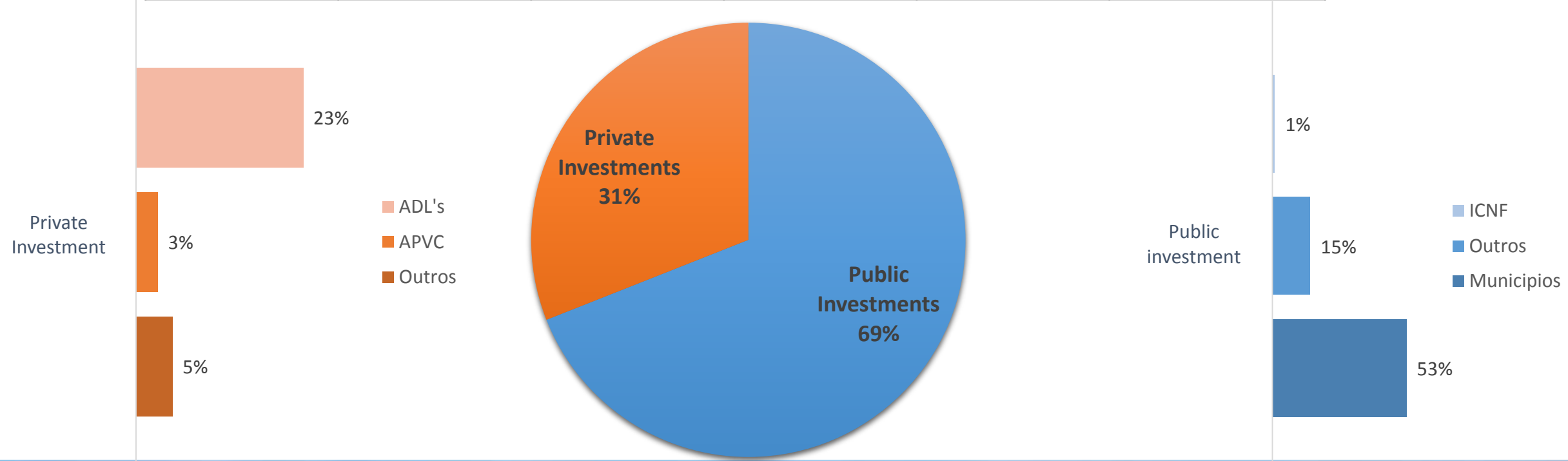
Blog - <http://cetspnm.blogspot.pt>





Montesinho Natural Park

2014	2015	2016	2017	2018	TOTAL
165.554€	1.148.577€	1.742.440€	1.933.751€	1.225.900€	6.216.222€



## Douro International Natural Park



Blog - <http://cetspndi.blogspot.pt>

## 62 Actions

15 Actions for territorial Identity basis

13 Actions for visual Identity basis

18 Actions for Knowledge Identity basis

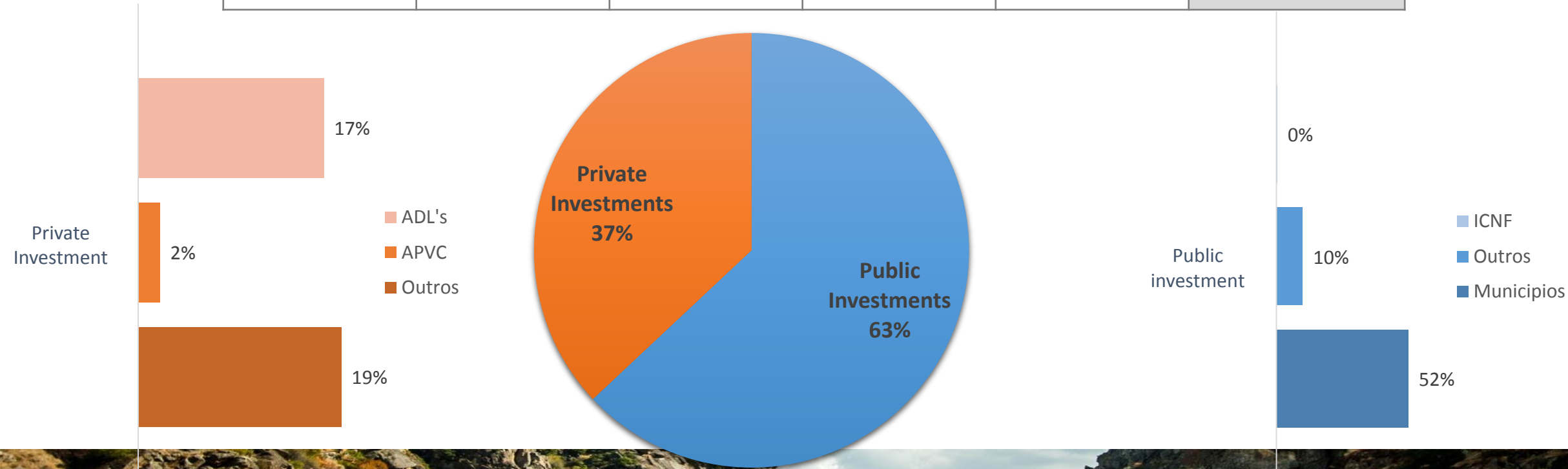
16 Actions for Organizational basis





Douro International Natural Park

2014	2015	2016	2017	2018	TOTAL
2.737.800€	2.228.699€	5.279.340€	1.817.300€	1.440.300€	13.503.439€





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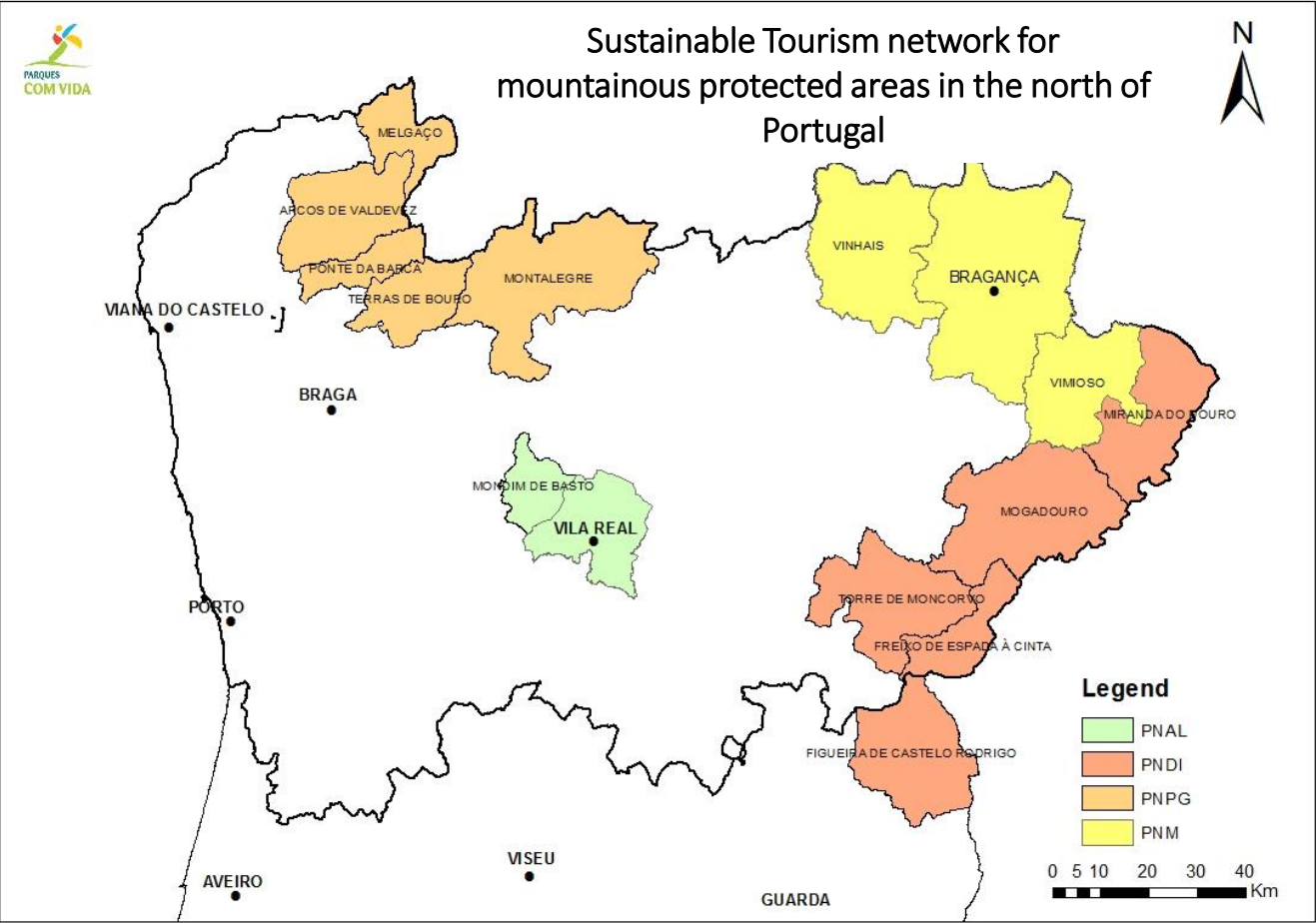


**3 nd Point** – European Charter for Sustainable Tourism in the north region of Portugal, what future?





# Regional lines of actions

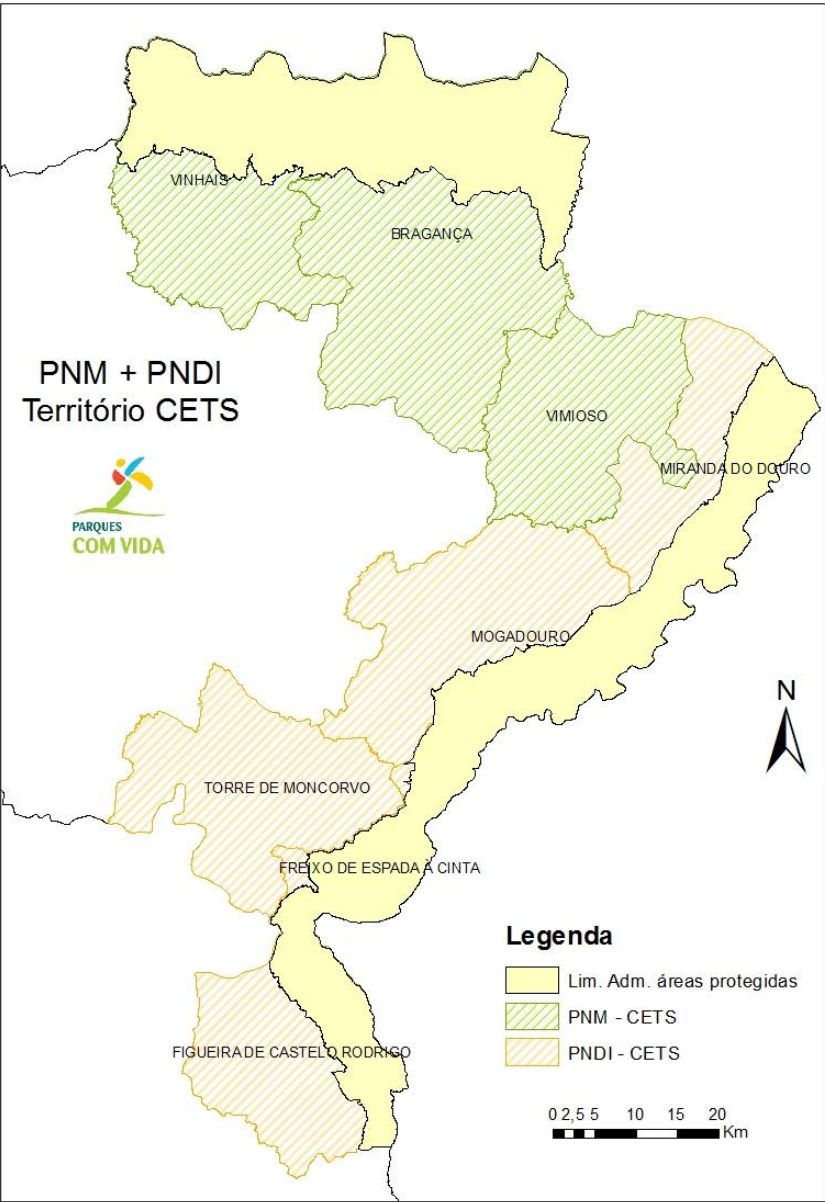


**Intermunicipal and municipal actions which concern only one or more municipalities - not all of them**

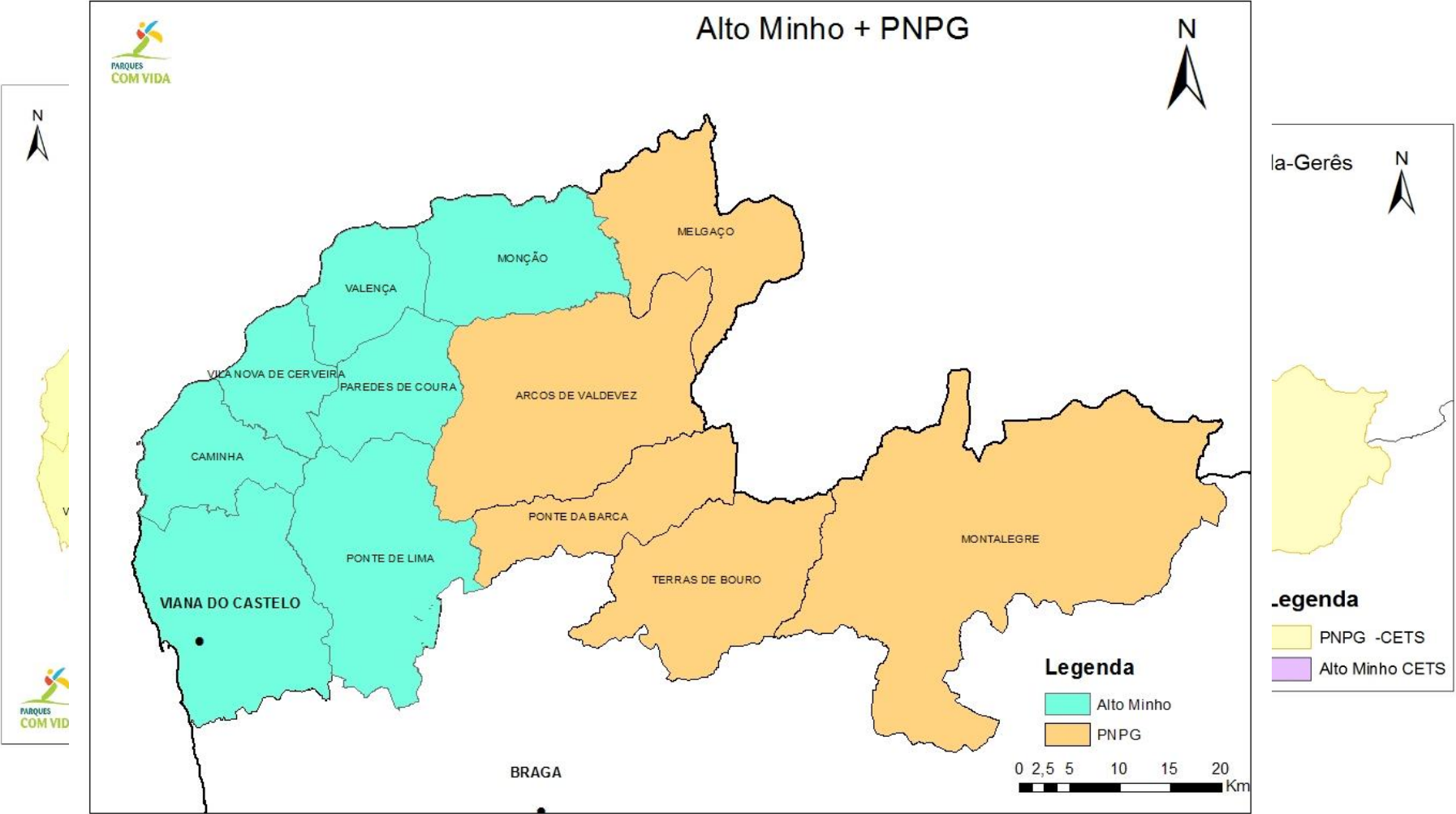
**Territorial actions which concern only one ECST territory**

**Mandatory actions – actions of each ECST territory inherent to “contratual” commitments with EUROPARC and flowing from the ECST principles**

# Regional lines of actions

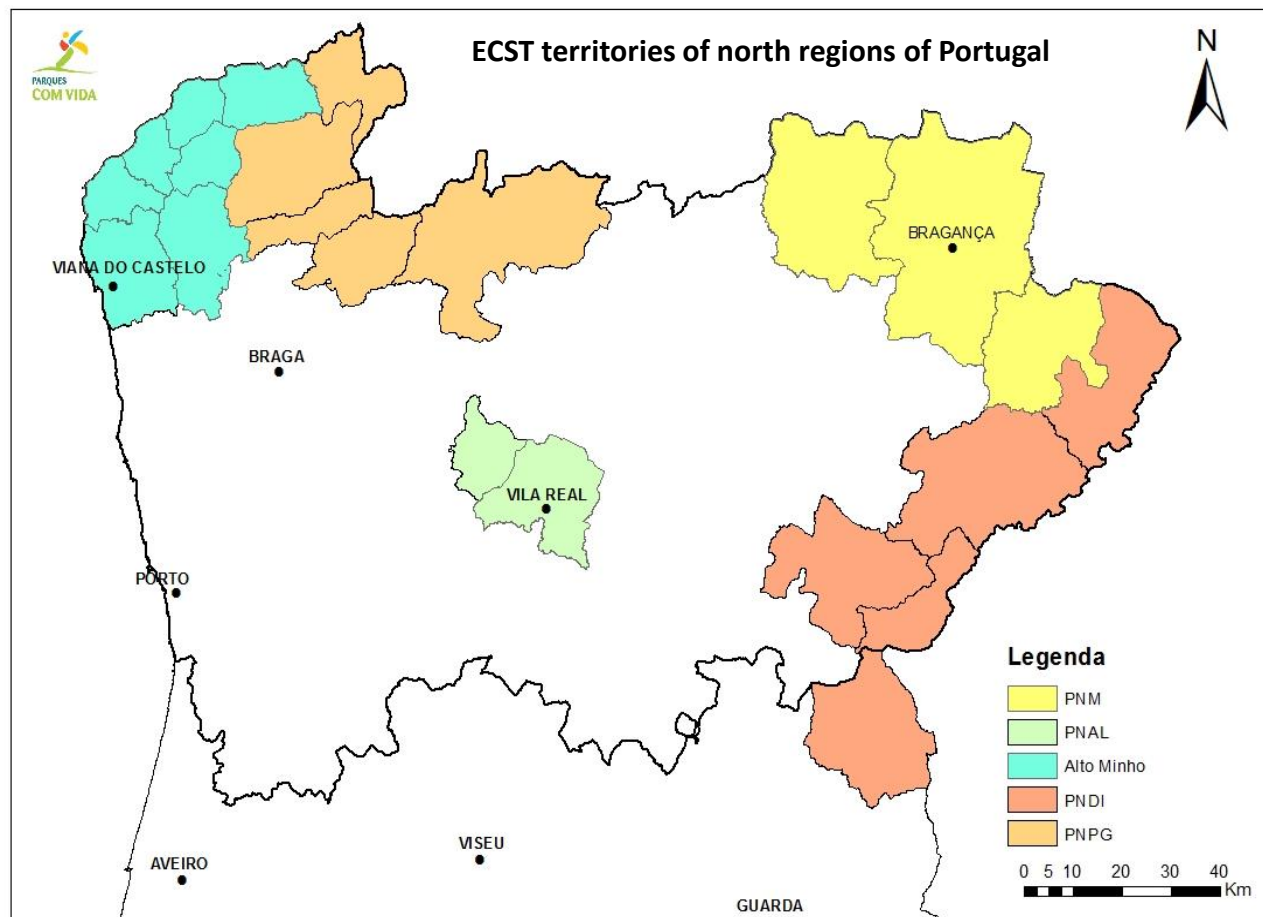


# Regional lines of actions





## ECST territories of north regions of Portugal:



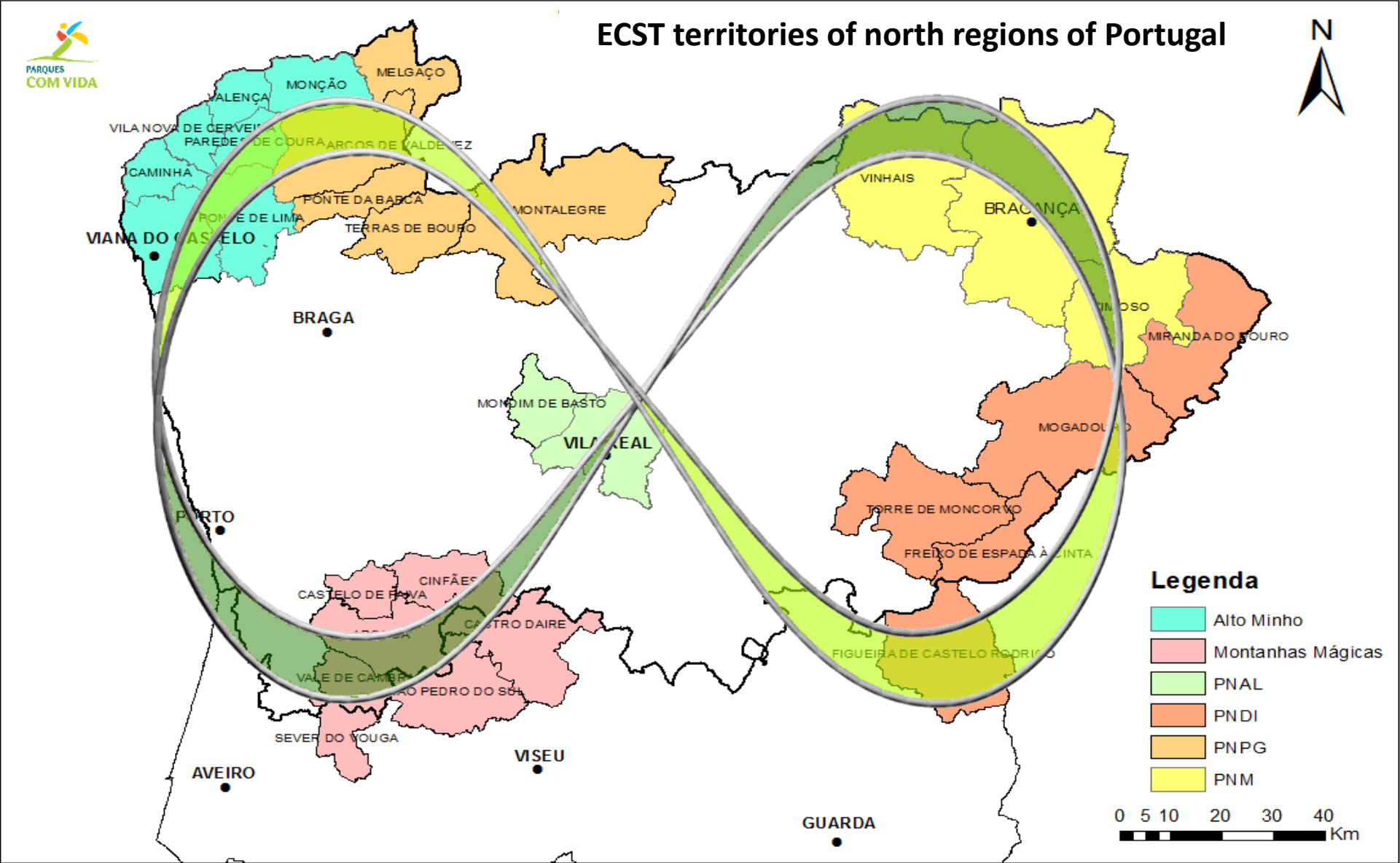
## Regional Actions

- 1º - Internal effort of organization for the tourism offer of each ECST Territory as Tourism Basis on Natural Values destination
- 2º - Regional institutional effort of competent authorities for the construction of this identity in terms of communication and promotion as a whole – Brand “Porto e Norte tem...”
- 3º - Effort of articulation between territories in building a collective offer for the north region

## Regional actions - examples:

1. "scenic road" Network" with future connection between territories;
2. Integrated offer for Religious Patrimony of each ECST Territory in conjunction with the initiative of Bragança Catholic Organization for Tourism;
3. Common Organization of security procedures for active tourism activities of highest risk between entrepreneurs and district centers of GIPS / GNR;
4. Long Pedestrian Route, Bicycle and mountain bike circuits that links the ECST North territories (allowing the connection to the Eurovelo in Spain);
5. Define an annual program of training and recycling for employees with the cooperation of teaching/training units settled in the region;
6. Regulation for Local Accommodation in articulation with ECST municipalities;
7. Promote forms of coordination and cooperation between the different Interpretative and Environmental Educational Centers for ECST Territories.

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European Charter for Sustainable Tourism in the north  
region of Portugal, what future?

Workshop to develop, in  
Portugal, the II and III  
ECST phases

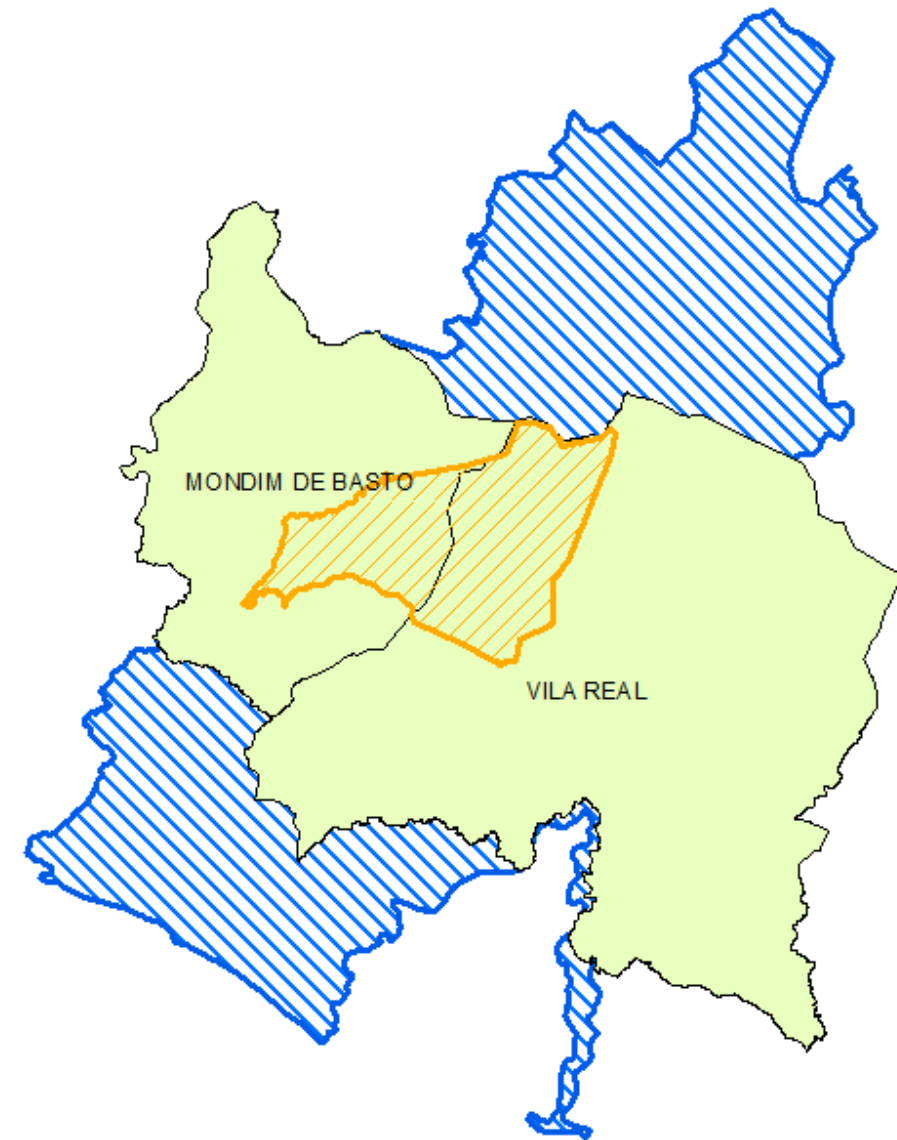




## **European Charter for Sustainable Tourism in the north region of Portugal, what future?**



**Parques Com Vida Brand  
dissemination / ECST methodology  
to other Natura 2000 territories**



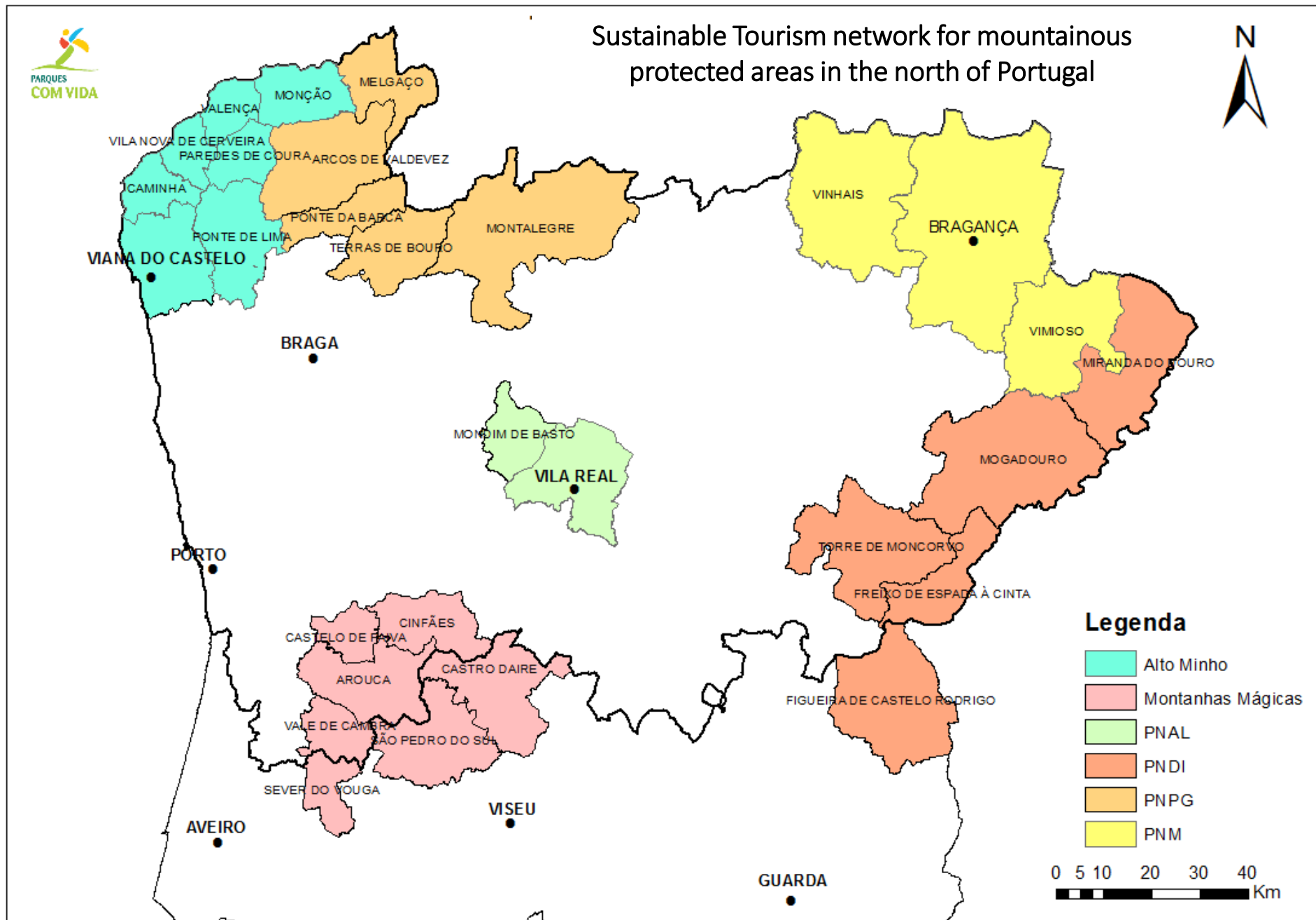
## European Charter for Sustainable Tourism in the north region of Portugal, what future?



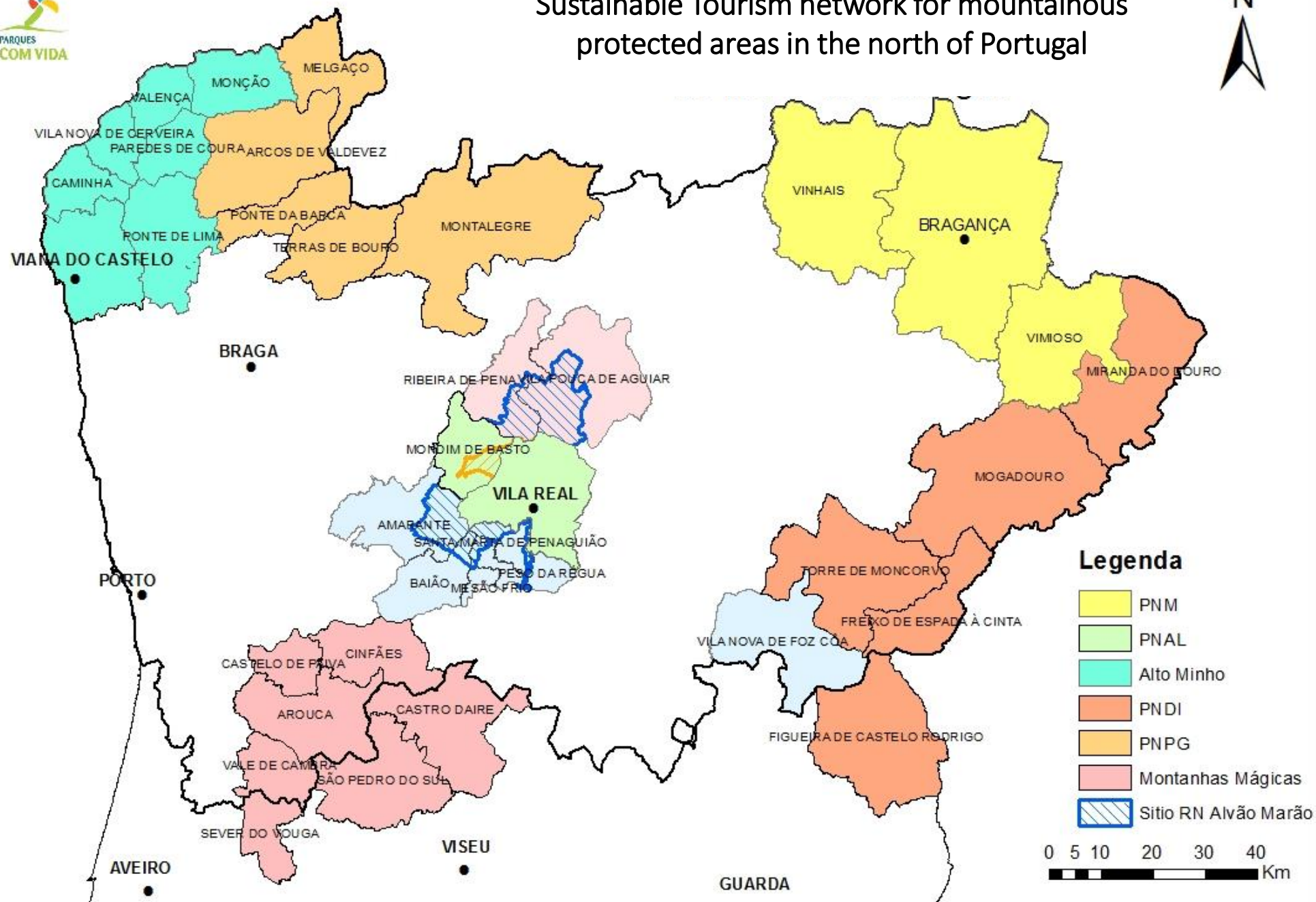
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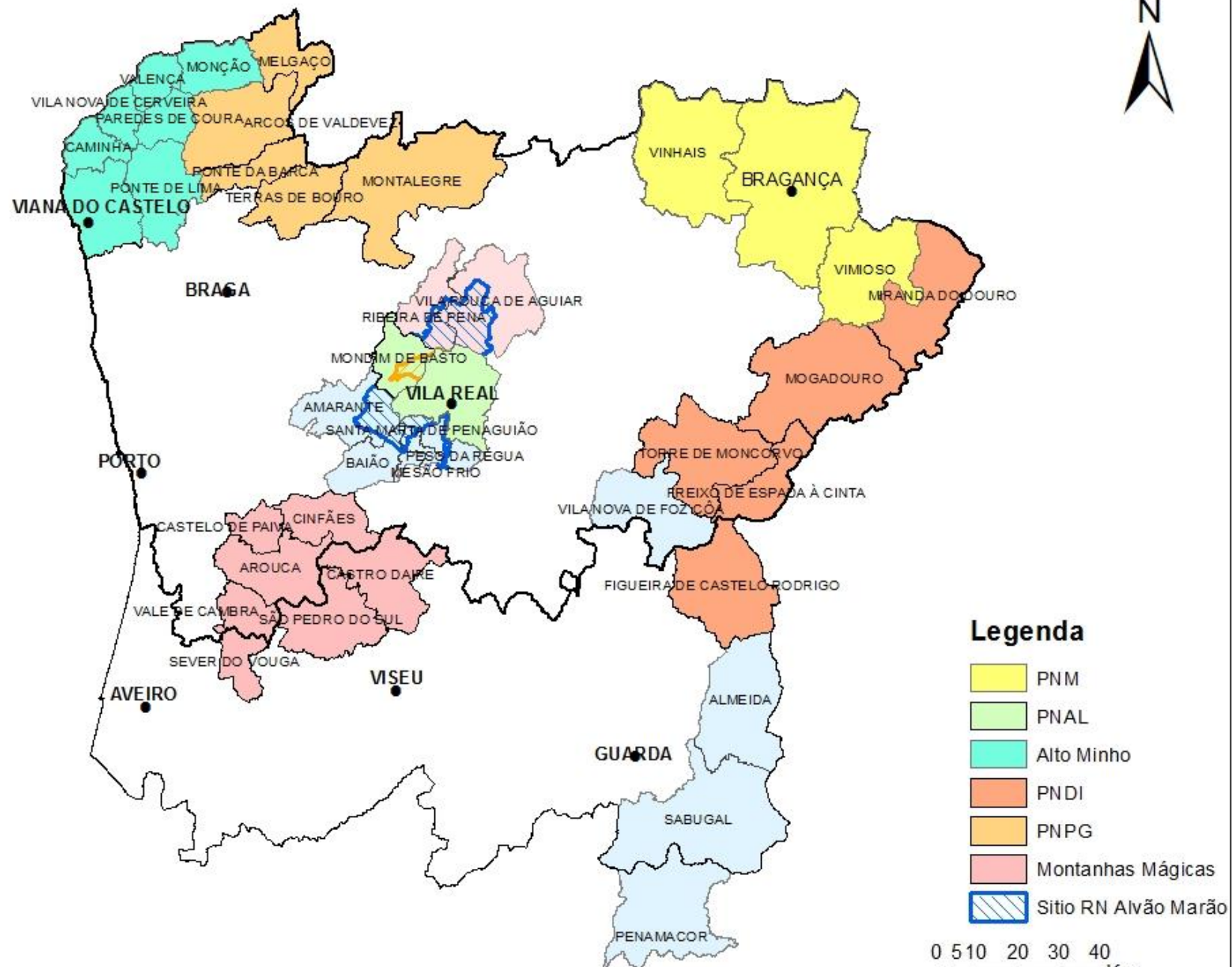




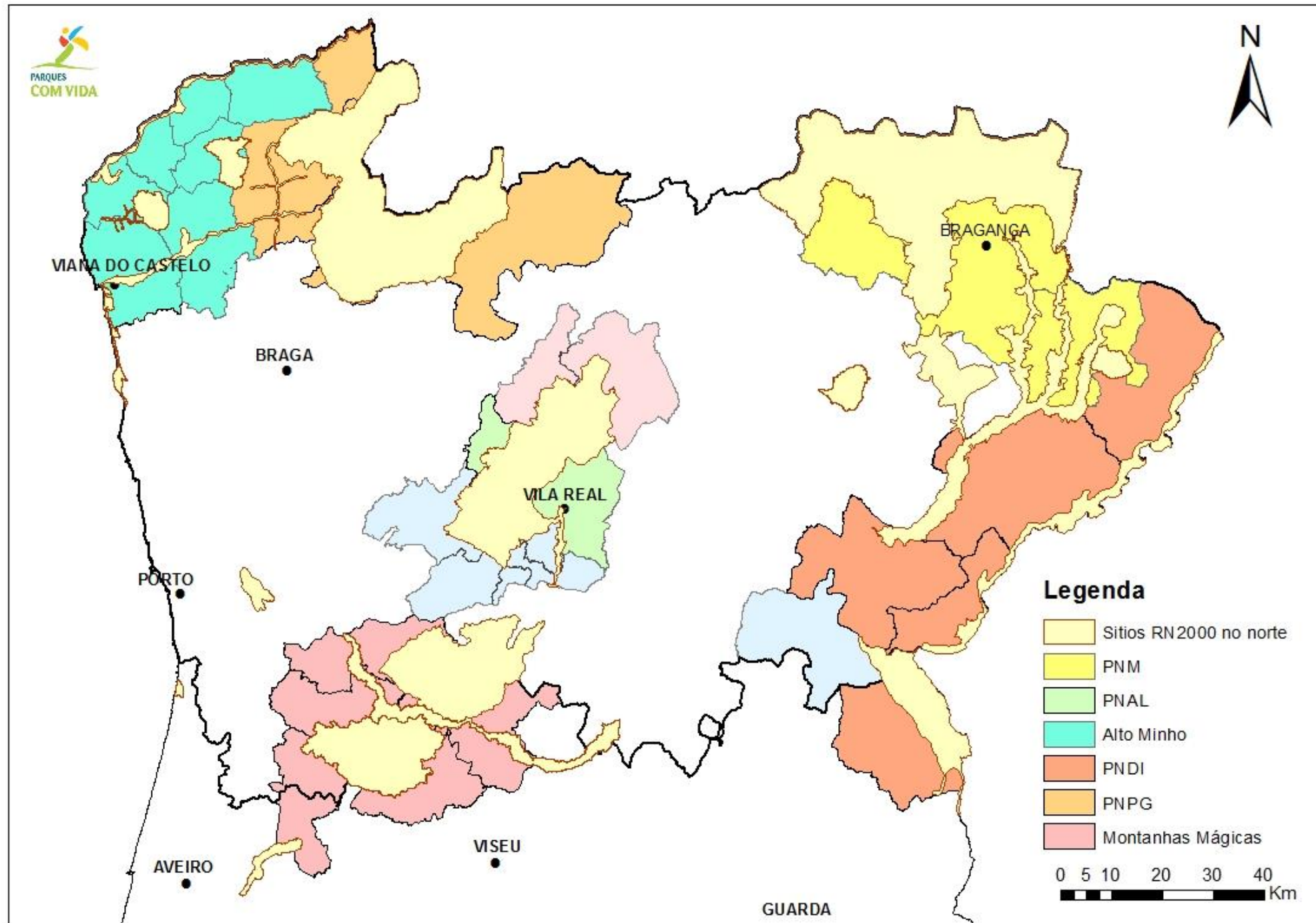


# Sustainable Tourism network for mountainous protected areas in the north of Portugal









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Facebook – <https://www.facebook.com/cetsnorte>

Blog – <http://cetspnpg.blogspot.pt>

Blog - <http://cetspnal.blogspot.pt>

Blog - <http://cetspnm.blogspot.pt>

Blog - <http://cetspndi.blogspot.pt>







Thank you

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