

European Charter for Sustainable Tourism in Protected Areas



La Garrotxa case study: The Charter Permanent Forum
Josep M. Prats

The Park



Parc Natural
de la Zona Volcànica
de la Garrotxa



- 40.000 inhabitants
- Decreed in 1982 by Law by the Parliament of Catalonia.
- Managed by the Catalan Department of Territory.
- First Spanish Park awarded with the ECST.
- 15.708 hectares



Parc Natural
de la Zona Volcànica
de la Garrotxa

EUROPARC
FEDERATION
EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS



- **40 volcanic cones**
- **20 lava flows**
- The best preserved volcanic area in the Iberian peninsula
- **Rich flora with more than 900 species of superior plants.**
- 60% of the territory are woodlands.

Most relevant European Charter requirement:

- To set up a “Permanent Forum” gathering all the relevant stakeholders of the Charter territory:
 - Park authority
 - Local authorities
 - Tourism associations
 - Tourism businesses
 - Conservationist NGO
 - Any other relevant stakeholders



How La Garrotxa Nature Park has implemented the Forum?



The way to co-operation

- **First step: identifying and meeting stakeholders.**
- **In 1994 the park was invited to join an advising committee, it was the first time we met our future partners.**
- **No experience in participative process at that moment.**
- **The park was looked at with many suspicions.**
- **In 1996 the advising committee decided to become a tourism Association: “Turisme Garrotxa”**
- **From 1999 is acting as the Park’s Permanent Forum for the European Charter.**

Turisme Garrotxa, a private association

- A non benefit private association.
- Integrated by public and private sectors partners representing all the stakeholders in La Garrotxa
- The aim is to promote a sustainable tourism model of development based in a quality offer and emphasising respect for nature and environment.



Including the most relevant stakeholders

- **Partners of Turisme Garrotxa:**
- **21 municipalities (the totality of Garrotxa municipalities)**
- **The Park, the County Council and the Consortium Alta Garrotxa**
- **More than 200 local tourism businesses**



General Assembly and governing body

- 24 representatives of the public sector
- 24 representatives of the private sector
- governing body elected by the general assembly: 6 representatives of the public sector and 6 of the private.



Budget of Turisme Garrotxa

- All partners pay fees :
 - Town Councils: according number of inhabitants and number of tourism businesses
 - Other administrative bodies: A yearly fee according agreement
 - Private Associations: according number of members.
 - Private businesses: according services

Strategic approach of Turisme Garrotxa

1. Promoting environment, culture, society, activities and tourism services in la Garrotxa
2. Adapting permanently the catalogue of services offered to its members
3. Establishing coordination of the tourism offer in la Garrotxa
4. Rework the organizational, personal and social model of Turisme Garrotxa



Axes of the action programme of Turisme Garrotxa

1. Planning and investment

2. Marketing and
promotion

3. Information

4. Advice

5. Training



Some actions implemented by Turisme Garrotxa



To create tourism products based on a network of footpath



- A Project financed by LEADER PLUS Program in partnership with 2 neighbouring territories : Ripollés and Alt Empordà.
- Main Action of the European Charter for sustainable tourism.
- Setting up a complete network of signposted footpath.
- Previous Market Research
- Specific actions to adapt tourism offer to demand
- Creation of packaging walking products



Main actions

Awarding private tourism businesses with the ECST label (Phase II)



2013 joining TUREBE – Spanish Ecotourism Club



Main actions

Tourism products : Garrotxa Experiences
 9 Products offering experiences enjoying nature, hiking, bike, gastronomy.



eXperiences
Garrotxa

Discover the volcanoes

Let yourself be carried away by the best-preserved volcanic landscape in the Iberian Peninsula as you walk through volcanoes, across lava flows and between dry stone walls, all within easy reach of the city of Olot.



From
352,00 €
Hotel ****
Double room

Program

- Day 1**
 - Arrival in La Garrotxa • Taste of local products in Parc Nou • Visit to the Museum of Volcanoes • Walk to hot air • Evening meal and overnight.
- Day 2**
 - Visit to the Volcanic Zone Natural Park and Santa Rita • Volcanic Cuisine Lunch • Ride through Parc de l'Esca • Hike on donkey • Evening meal and overnight.
- Day 3**
 - Historic lava flow route • Volcanic Cuisine Lunch • Free time • Evening meal and overnight.
- Day 4**
 - Transfer to airport or railway station.

Another options

- Hostel** **345,00 €**
- Guest house** **365,00 €**
- Price for person in group of 12
- All meals included (except in the hostel)
- Transfers included

For more information contact us at
www.laigarrotxa.cat • info@laigarrotxa.cat
 Tels. +34 972 260 545 • +320 520 035

eXperiences
Garrotxa

Three-star delights

Award yourself a treat with some of the most sophisticated diners in La Garrotxa as you discover some of Catalonia's most interesting modern architecture. La Garrotxa – a three-star experience!



From
554,00 €
Grand house
Double room

Program

- Day 1**
 - Arrival in La Garrotxa • Evening meal with whisky tasting and overnight.
- Day 2**
 - Discovery route amongst the volcanoes • Lunch in Michelin-star restaurant • Transfer to accommodation • Evening meal and overnight.
- Day 3**
 - Discovery of some of the best modern architecture in La Garrotxa • Lunch in Michelin-star restaurant • Free afternoon • Transfer to accommodation • Evening meal and overnight.
- Day 4**
 - Transfer to airport or railway station.

Another options

- Flight in a hot air balloon** **+170,00 €**
- Price for person in group of 12
- All meals included
- Transfers included

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eXperiences
Garrotxa

Cycle tour of the volcanoes

Let yourself be seduced by the charms of the Via Verde and the singular landscapes of the ever-verdant Garrotxa Volcanic Zone Natural Park.



From
312,00 €
Hostel ***
Double room

Program

- Day 1**
 - Arrival in La Garrotxa • Evening meal and overnight in chosen accommodation.
- Day 2**
 - Cycle ride in La Garrotxa Volcanic Zone Natural Park with picnic based on local products • Evening meal and overnight.
- Day 3**
 - Cycle ride through La Vall d'en Bas with picnic based on local products • Evening meal and overnight.
- Day 4**
 - Transfer to airport or railway station.

Another options

- Hostel** **307,00 €**
- Guest house** **340,00 €**
- Price for person in group of 12
- All meals included
- Transfers included

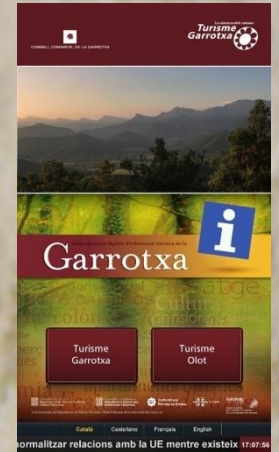
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Main actions

Working group of tourism experts

Tourism offices and digital information points network

Wide network of businesses acting as Information Points



Main actions

www.turismegarrotxa.com:

Web with 221.000 visits/year and 1.341.000 pages



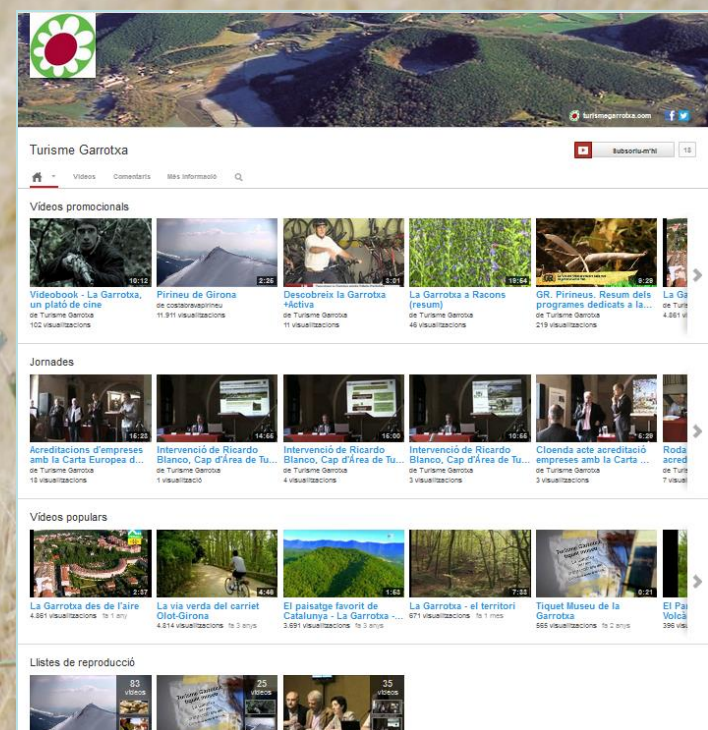
Main actions

facebook.com/garrotxa twitter.com/turismegarrotxa
youtube.com/turismegarrotxa

1.278 followers

3.181 followers

59 vídeos





- **What is?**

Garrotxa Cultour is a project valuing the cultural heritage by establishing 15 routes allowing to discover places that are not well known but deserving the visit.

- **Which contains?**

- ✓ Heritage inventory
- ✓ Signposting
- ✓ APP Garrotxa Cultour: including wider information about the routes and its elements, games for children and videos.
- ✓ Promotional leaflet
- ✓ Digital corner



Main actions

Guide Tot Garrotxa (60.000 units/year). 4 languages



Tourism Map (50.000 units/year)

GPS: Garrotxa Planes con Sensaciones
(20.000 units year)



Turisme Garrotxa, a model of tourism appraised by WTO

- In the Compilation “Sustainable Development of Ecotourism. A compilation of good Practices in SME’s”, World Tourism Organisation, Madrid, 2003.
- Selected as one of 65 best experiences of the world in sustainable tourism



The success of Turisme Garrotxa is due to:

- The degree of involvement of key partners:
 - Natural Park
 - La Garrotxa County Council
 - City Council of Olot
 - Hotel and Restaurant Association (the pillar of the private sector)



The success of Turisme Garrotxa is due to:

Its staff:

- 1 manager
- 2 specialist in local development



The success of Turisme Garrotxa is due to:

- Securing European Programmes as ADAPT, LEADER II and LEADER PLUS
 - Quality policy
 - Creation of Internet site www.turismegarrotxa.com and intranet
 - Financing the Footpath Network Project



The success of Turisme Garrotxa is due to:

- **The incentive of the European Charter for Sustainable Tourism:**
 - giving a framework of reference
 - demanding co-operative work
 - providing a connection with other European parks
 - With many actions for excellence in sustainable tourism development
 - a 5 years lasting program in co-operation with all the tourism stakeholders





**Thank you very
much for your
attention**

Josep M. Prats