Workshop 8

GOOD FOR BUSINESS;
GOOD FOR BIODIVERSITY AND
GOOD FOR THE PLANET

Moderator: Amanda Guzmán
Ecotourism Club in Spain
Who we are and why we are here?
THE TOPIC:

SUSTAINABLE TOURISM IN PROTECTED AREAS

GOOD FOR BUSINESS; GOOD FOR BIODIVERSITY AND GOOD FOR THE PLANET:

CLIMATE CHANGE AND TOURISM INDUSTRY – REDUCING CARBON FOOTPRINT, RESOURCES USE AND POLLUTION
# PROMOTING SUSTAINABILITY

- ROLE OF PROTECTED AREAS IN SUSTAINABLE DEVELOPMENT

## Strategic THEME 3

### Priority Area

#### 3.1 Sustainable Tourism in Protected Areas

**Strategic OBJECTIVE**

EUROPARC will consolidate the European Charter for Sustainable Tourism in Protected Areas (ECSTPA) network and promote the ECSTPA as a tool for the sustainable tourism development at international level.

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Who Will Lead On This Work</th>
<th>Priority of the Work</th>
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</thead>
<tbody>
<tr>
<td>Charter strategy approved and 150 certified Parks, 2000 tourism partners and 50 travel agencies</td>
<td>Directorate and Sections, designated member (Sustainable Tourism Working Group STWG)</td>
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<td>1 platform</td>
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### Actions

#### 3.1a

Consolidate the network of ECSTPA in individual 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.

### Outcome

Protected Areas will be managed with collaboration from tourism businesses to ensure that the resources are more sustainable and a wiser use of Protected Areas.
THE TOOL: The European Charter for Sustainable Tourism in Protected Areas

Charter Part I  →  The protected area

Charter Part II  →  The tourism businesses

Charter Part III  →  The tour operators

http://www.europarc.org/nature/european-charter-sustainable-tourism/
THE CHARTER NETWORK
Protected Areas
(Charter Part I)

157 Charter Parks in 19 countries

7 Charter Parks in process: 1 Spain, 5 Italy, 1 Sweden

Source: EUROPARC-Spain
THE CHARTER NETWORK

Tourism Businesses

(Charter Part II)

More than 600 Charter Partner Businesses in 39 Charter Parks
3 countries
THE CHARTER NETWORK
Tour Operators
(Charter Part III)

17 Travel agencies in 2 countries
OPINION OF BUSINESSES

SURVEY – IMPACT OF CHARTER PART II IN SPAIN (2014)
EUROPARC-Spain

126 Questionnaires completed
36.52% of the Charter Partner Businesses in Spain

Source: EUROPARC-Spain
OPINION OF BUSINESSES

I have significantly improved waste management models

I improved relations/communication with the protected area managers

- No benefits
- Some benefits
- Many benefits
- Important benefits

I have received more customers attracted by the protected area and the Charter award

CONTRIBUTION OF BUSINESSES

REPORT: Contribution of the companies adhered to the European Charter for Sustainable Tourism in Protected Areas to achieving the environmental objectives of the European Tourism Indicator System

2015

Promoted by the EUROPARC-Federation
Carried out by EUROPARC-Spain and TUREBE (Ecotourism in Spain Association)
CONTRIBUTION OF BUSINESSES

Degree of contribution of the Charter partner businesses to the 16 environmental indicators applicable to businesses.

It has been estimated that more than 3,000 actions committed by 372 businesses in 24 protected areas (destinations) contribute to meeting the objectives of the environmental indicators of the European Tourism Indicator System (ETIS).
CONTRIBUTION OF BUSINESSES

CONSERVATION

• 100% of the Charter businesses meet the requirements of protected areas in terms of their location and their activities.

• 1,500 actions that contribute to biodiversity conservation through actions to improve information about the park, awareness of visitors, projects for biodiversity and landscape conservation, etc.
CONTRIBUTION OF BUSINESSES

ENERGY EFFICIENCY

• 100% of the businesses monitor their energy consumption
• 265 businesses had implemented energy saving measures before joining the Charter.
• 236 businesses in 24 Charter destinations are committed to developing energy-saving measures with a total of 326 actions.
• Almost all Charter partner businesses (91%) have implemented energy saving measures that contribute to reducing emissions and mitigate climate change.

It has been estimated that the commitment of 110 businesses to installing energy-saving light bulbs has generated electricity savings of 1,744,682 kW.

Equivalent to 872,341 kg of CO2 - 96,927 km by plane - 145,390 km by car
CONTRIBUTION OF BUSINESSES

WATER SAVING

- 100% of the businesses register and monitor their water consumption
- 19 Charter businesses included the commitment to save water in their action programs through the implementation of 130 actions in 23 destinations
- 172 businesses had already implemented such measures before joining the Charter.

It has been estimated that the installation of flow reducers and aerators by 64 businesses helped saving 30,000 m³ of water per year

Equivalent to the water consumed to produce 43,000 kg apples or 7,327 cotton shirts.
OBJECTIVES OF THE WORKSHOP

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• Discover and share experiences.
• Debate and achieve some conclusions about:
   ✓ The main successes and challenges.
   ✓ New voices, new visions and new values on this topic.
   ✓ How EUROPARC can enable those “new voices” to be included.
PROGRAM

8 - GOOD FOR BUSINESS; GOOD FOR BIODIVERSITY AND GOOD FOR THE PLANET

• 15:00 Introduction
• 15:30 Case studies:
  ✓ Natural regional Park of Livradois-Forez’ network, France. Caroline Le Roy.
  ✓ Posadas Alajar, Huelva, Spain (Charter Partner Business). Ángel Salvador.
• 16:30 Discussion
• 17:30 Conclusions
• 18:00 The end
EUROPARC CONFERENCE
06 — 10 Sep 2017
Montanhas Mágicas®

New Voices
New Visions
New Values

for People and Nature in Europe