10th Charter Network Meeting

“Charter for Sustainable Tourism: working to support recovery and renewal”

25 - 28 October 2017

Gran Sasso e Monti della Laga National Park

Location: Sanctuary of San Gabriele, Isola del Gran Sasso, Italy
Workshop 3

BUILDING PARTNERSHIPS BETWEEN LOCAL BUSINESSES AND TRAVEL AGENCIES

Chair: Amanda Guzmán
Ecotourism Club in Spain
OBJECTIVES OF THE WORKSHOP

3 - BUILDING PARTNERSHIPS BETWEEN LOCAL BUSINESSES AND TRAVEL AGENCIES
CHARTER PART II AND CHARTER PART III

• Discover and share experiences.
• Debate and achieve some conclusions about:
  ✓ The main successes achieved and best practices
  ✓ The challenges still faced, the needs, the objectives
  ✓ What can be done to achieve the objectives and by whom
    (EUROPARC Federation, Charter Parks, Businesses, Governments,...)
3 - BUILDING PARTNERSHIPS BETWEEN LOCAL BUSINESSES AND TRAVEL AGENCIES

• 26th October
  ✓ 16:30 Introduction
  ✓ 16:45-17:30 “The experience of tourism enterprises”, Manuel Fernando Martín, Charter Partner Business in La Gomera, Spain.

• 27th October:
  ✓ 9:00 “The experience of French Travel Agencies developing Charter packages in sustainable destinations“, Julia Steiner, IPAMAC, France.
  ✓ 10:00 Discussion
  ✓ 12:00 Conclusions
  ✓ 12:30 The end – 13:00 lunch- 14:30 Plenary Session
Who we are and why we are here?
# PROMOTING SUSTAINABILITY - ROLE OF PROTECTED AREAS IN SUSTAINABLE DEVELOPMENT

## Strategic Theme 3

### 3.1 Sustainable Tourism in Protected Areas

<table>
<thead>
<tr>
<th>Priority Area</th>
<th>Strategic Objective</th>
<th>Outputs</th>
<th>Who Will Lead On This Work</th>
<th>Priority of the Work</th>
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<tbody>
<tr>
<td>3.1a</td>
<td>EUROPARC will consolidate the European Charter for Sustainable Tourism in Protected Area (ECSTPA) network and promote the ECSTPA as a tool for the sustainable tourism development at international level.</td>
<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>
<td>1</td>
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<td>3.1b</td>
<td>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.</td>
<td>1 platform</td>
<td>Directorate</td>
<td>2</td>
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<td>3.1c</td>
<td>Gain international recognition of the Charter as an efficient tool for sustainable tourism development and disseminate it outside Europe.</td>
<td>2 international recognitions</td>
<td>Section e.g. Federparchi-EUROPARC Italy</td>
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**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 European Charter for Sustainable Tourism in Protected Areas

3 PHASES:

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)

160 Charter Parks in 20 countries

Source: EUROPARC-Spain
More than 600 Charter Partner Businesses in 39 Charter Parks
3 countries
17 Travel agencies in 2 countries

15 Travel agencies

2 Travel agencies
CHARTER PART II

• Exchange of experiences.

• Main successes and best practices
  ✓ More than 600 charter partner businesses in 40 charter parks
  ✓ Tourism businesses association in La Gomera ([www.gomeraexperience.com](http://www.gomeraexperience.com))
  ✓ Cluster tourism businesses in Una National Park
  ✓ Parks with one committed person with enough time devoted to the Charter and the businesses: IPAMAC, La Gomera, Sierra Nevada
  ✓ Tools created by the park and provided to the Charter businesses to raise awareness of tourists.
## CHARTER PART II

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<tr>
<th>Challenges, needs, objectives</th>
<th>What can be done</th>
<th>Who</th>
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<td>Only 40 out of 160 charter part II – Increase implementation</td>
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<td>How to manage with other labels and brands (Park Brands, etc.)</td>
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<td>Network– Exchange of knowledge and best practices of Charter Parks and Businesses</td>
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<td>To communicate effectively the added value of tourism businesses</td>
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<td>Bring aware tourist in contact with tourism businesses - touroperators</td>
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