

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,...)

PROGRAM

3 - BUILDING PARTERSHIPS 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

		OUTPUTS WHAT THE PRODUCTS OF THE WORK WILL BE	WHO WILL LEAD ON THIS WORK	PRIORITY OF THE WORK
Priority Area	3.1 Sustainable Tourism in Protected Areas			
Strategic OBJECTIVE	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.			
	3.1a Consolidate the network of ECSTPA in individual parks, with tourism Partners and with travel agencies.	Charter strategy approved and 150 certified Parks, 2000 tourism Partners and 50 travel agencies	Directorate and Sections, designated member (Sustainable Tourism Working Group STWG)	1 L
Actions	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.	1 platform	Directorate Designated member (STWG)	2 S
	3.1c Gain international recognition of the Charter as an efficient tool for sustainable tourism development and disseminate it outside Europe.	2 international recognitions 1 country outside Europe with Charter established	Section e.g. Federparchi-EUROPARC Italy Directorate	2 M

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**

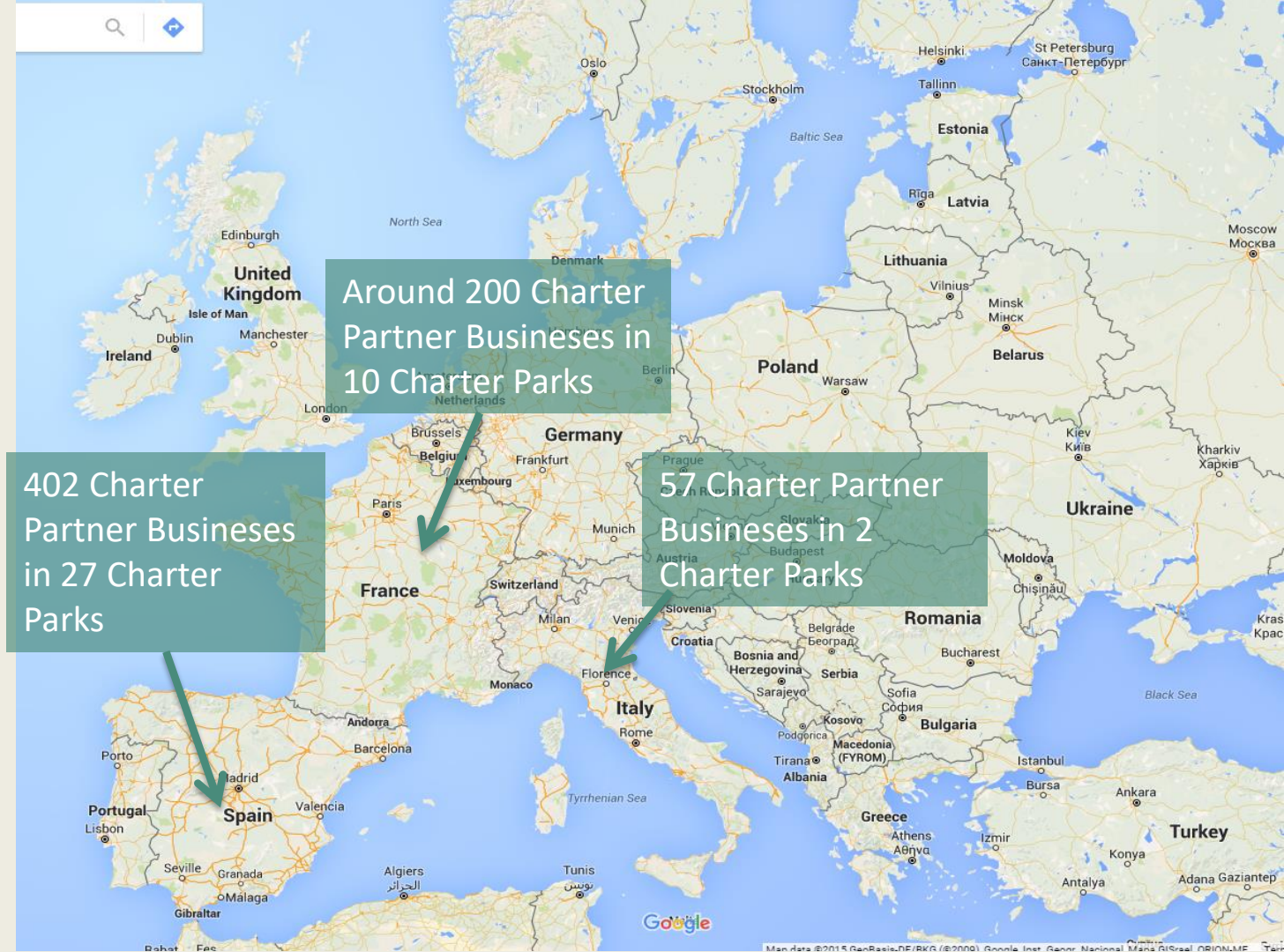


THE CHARTER NETWORK

Tourism Businesses

(Charter Part II)

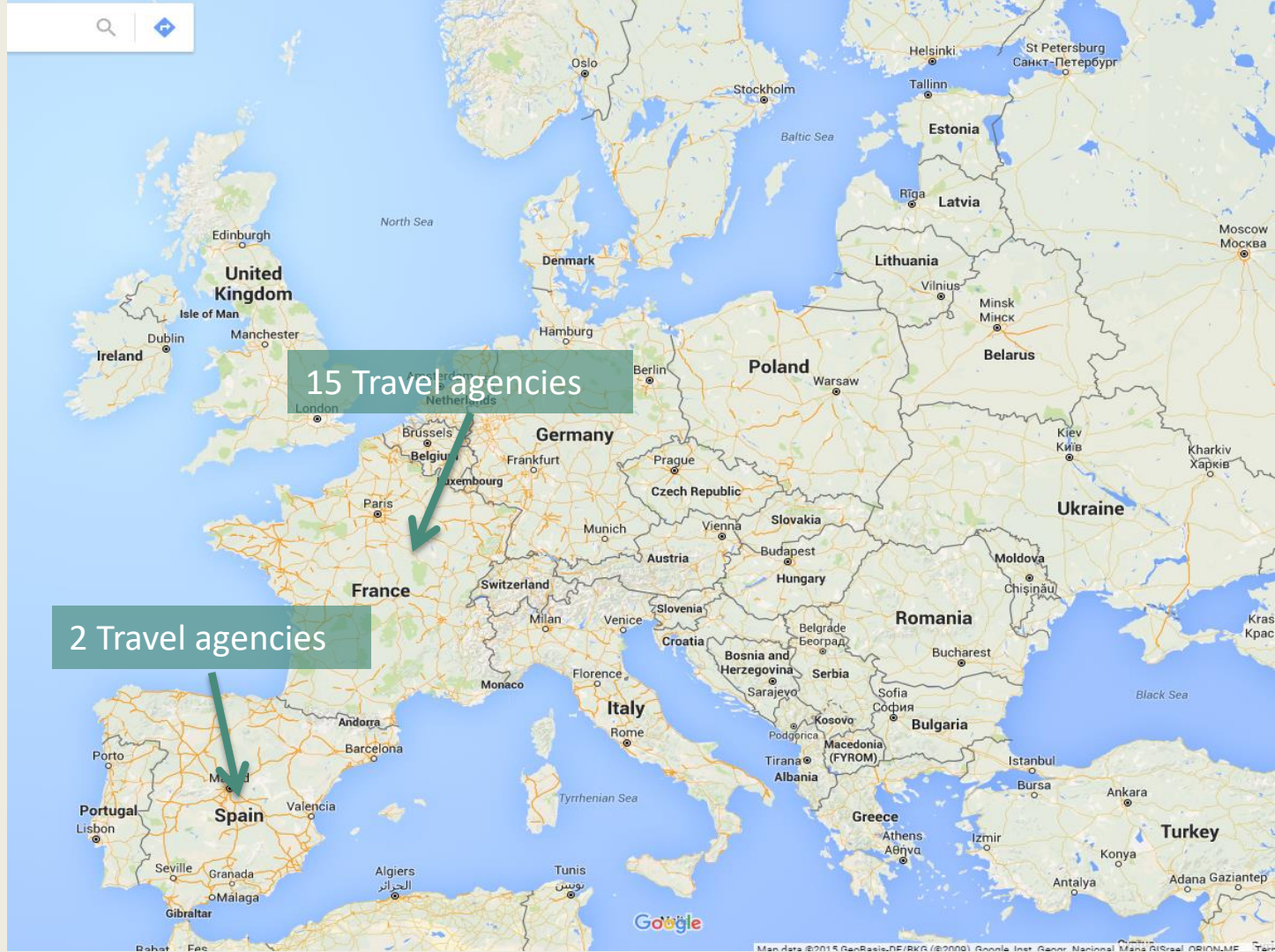
**More than 600
Charter Partner
Businesses in 39
Charter Parks
3 countries**



THE CHARTER NETWORK

Tour Operators (Charter Part III)

**17 Travel
agencies in 2
countries**



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)
 - ✓ 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

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