

System for monitoring and evaluating the European Charter for Sustainable Tourism in a protected area.

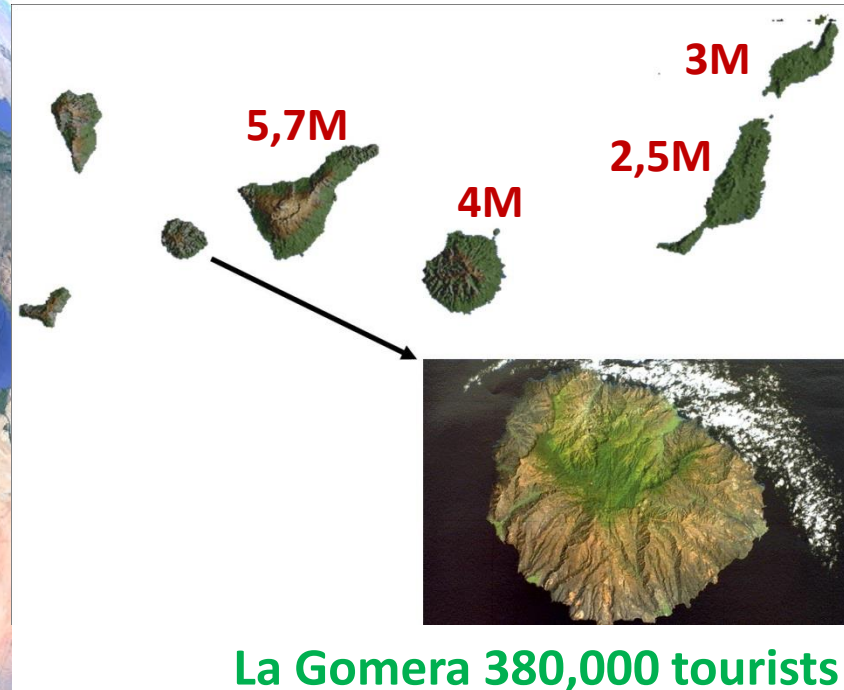
PARQUES NACIONALES



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***10th Charter Network Meeting
25-28 October Italy***

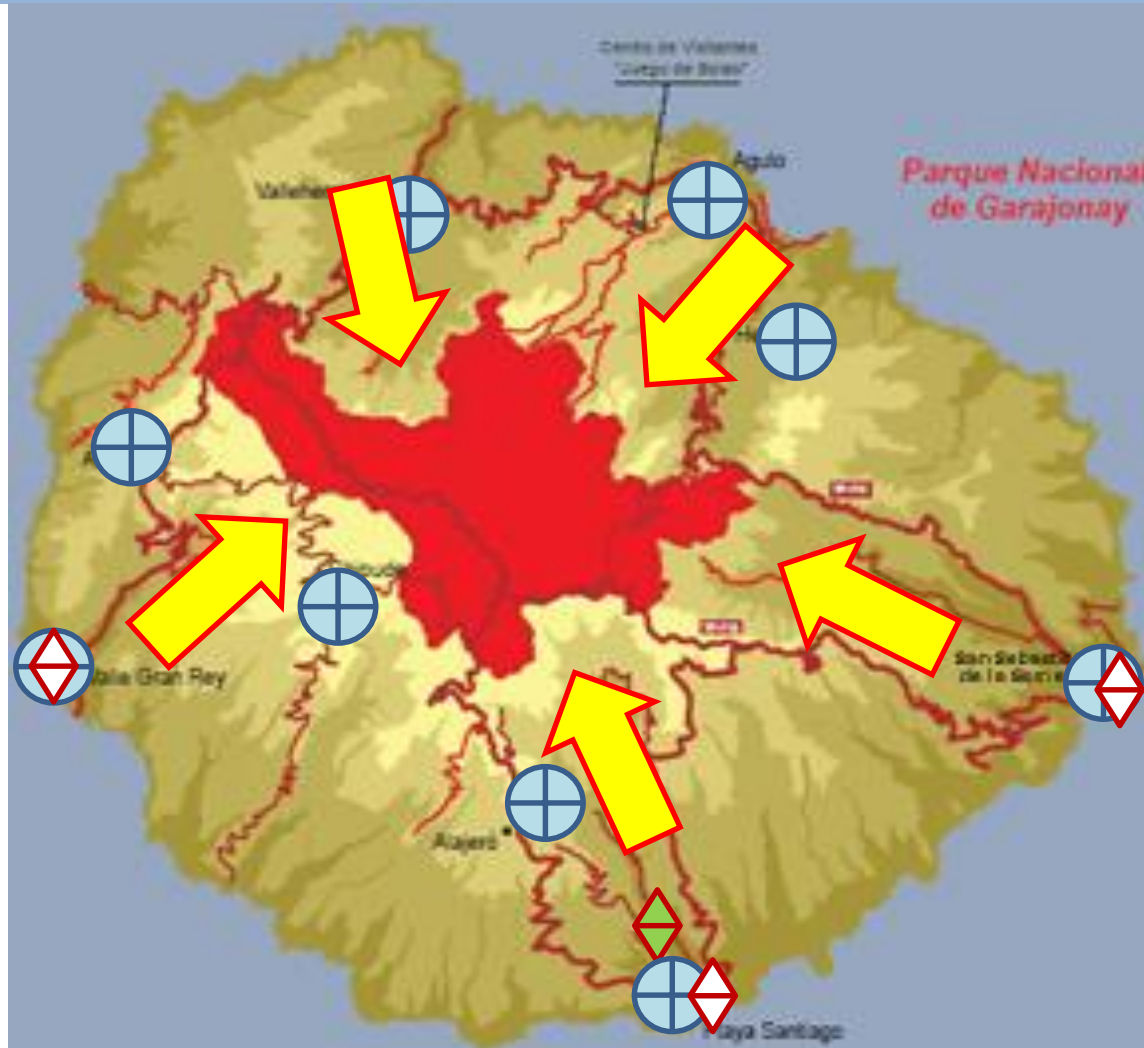




Canary Islands: mass destination 15,000,000 Tourists

	El Hierro	La Palma	La Gomera	Tenerife	Gran Canaria	Fuerteventura	Lanzarote
TOURISTS STAYING	15.917	169.000	171.847	5.769.992	4.223.679	2.287.650	2.915.727
CRUISE PASSENGERS	9.904	224.432	88.635	565.353	610.902	111.297	377.803
VISITORS	3.427	13.388	120.296	20.001	35.654	70.240	129.890

- Anyone population into de National Park
 - 22,000 Population + 380,000 tourists
 - 3 Maritime Port
 - 1 Airport
 - Important flow of visitors to the Park every day of the year
- 800,000 visits to the National Park**



However, La Gomera has a different model, it is not “sun and beach” tourism and large resorts. La Gomera offers:

- Garajonay National Park
- Other protected areas
- Landscapes
- Gastronomy
- Handycrafts
- Museums & visitor centers
- Sea
- Tranquility & Security
- Activities in the nature



2 TYPES OF TOURISM

Visitor

- 120,000 people
- 1 day
- Bus excursion + lunch
- Low tourist spending
- Low impact on local business



Tourist staying

- 172,000 people
- 10 days
- Various activities
- High tourist spending
- High impact on local business



ECST in Garajonay National Park

All the island of La Gomera: area of socio-economic influence of the national park.

Part I



Part II



THE PROBLEM: YEAR 2013... THE RENEWAL

How could we assess the results achieved, such as the impact of the CETS on the development of the island, beyond the implementation of the planned actions?



Solution

A methodology was developed that, in general, consists of a method of evaluation through quantitative and qualitative indicators. Together with it, a monitoring method through registers, indicators of expected results, presentation of results in the participation forum and preparation of annual reports was also created. The methodology is applied by the technical office.

Action taken

1. Definition of indicators (quantitative and qualitative) to be measured and analyzed within the sustainability topics.
2. Definition of methods, techniques and tools for gathering and processing information.
3. Collecting, processing and analyzing information experimentally in 2013, on the occasion of the renewal of the ECST.
4. Publication of the evaluation methodology in a specialized journal.
5. Involvement of the partners in the approval of the methodology.

Definition of indicators (quantitative and qualitative) to be measured and analyzed within the sustainability topics.

Based on the training received since 2005 and our work methodology, designed with the assistance of professionals from the University of La Laguna and the CIMAS Network, we devised the topics that needed to be analyzed and the indicators could serve to evaluate this.

The following factors were identified:

- **Progress towards tourism sustainability.**
- **Transversality.**
- **Internal coherence of the Action Plan and the Strategy.**
- **Understanding and assimilation of the ECST.**
- **Operability.**
- **Execution.**
- **Participation.**
- **Cooperation.**
- **Communication.**
- **Work of the promoters and the technical office.**
- **Overall quality of the process.**

Test of the system:

2013, 1st Renewal ECST in La Gomera (2017 2nd Renewal and system review)

- Definition of methods, techniques and tools for gathering and processing information.
- Collecting, processing and analyzing information experimentally.

Publication in a specialized journal:

IZQUIERDO, ARMAS, FAGUNDO & DORTA. 2014. Diseño de una metodología para evaluar la implementación de un modelo de turismo sostenible: La Carta Europea de Turismo Sostenible en el Parque Nacional de Garajonay, La Gomera. *Pasos. Revista de turismo y patrimonio cultural*, 12 (1): 219–237.

Involvement of the partners in the approval of the methodology:

The initial design of the methodology involved technicians from Garajonay National Park and AIDER (Rural Development Association). It was then reviewed by a committee (Motor Group), composed of two environmental consulting technicians with extensive experience in ECST in La Gomera, two entrepreneurs accredited with the ECST and a technician of a local administration. Finally, the agents involved in the territory were involved through their discussion and approval in the participation forum.

Quantitative and Qualitative

Quantitative Indicator

Quantifiable objective parameters, the information to be obtained from the results of the **monitoring of the Action Plan and the Strategy**, with the exception of indicators of “progress towards tourism sustainability”, in which case other studies and analysis documents should be used.

Qualitative Indicator

Subjective parameters (perceptions) whose information must be collected through **personalized on-line questionnaires**, so it is necessary to determine the appropriate recipients for each topic. Some indicators are obtained in each session of the Forum of the CETS through the **Forum assessment sheets**.

Progress toward tourism sustainability

Existence of a necessary framework for the establishment of sustainable tourism.

Quantitative Indicator

Although we have quantitative indicators, **we do not have the resources to obtain the information**, so we use information from recent studies and research that provide knowledge of the current situation.

❑ *Study of sustainability indicators for La Gomera (2009)*

Qualitative Indicator

- Perception of progress towards tourism sustainability. **On-line form: 42 questions.**
 - *In the last five years has improved the management of...?*
- Perception of each partner's contribution. **Forum assessment sheets.**
 - *Do you consider that the partner's actions contribute to progress towards sustainability tourist on the island?*

Transversality

Transversality is the balanced treatment of all aspects of ECST. We assess whether all issues related to sustainable tourism are addressed in a balanced and global way, which as defined by the CETS corresponds to the strategic principles or general objectives.

Quantitative Indicator

- Degree of compensation in the distribution of actions in each ECST Strategic Principle. [Monitoring](#).

Qualitative Indicator

- Perception of transversality. **On-line form: 1 questions.**
 - *Do you think that on the island has advanced satisfactorily in all them although each theme takes your own pace?*

Internal coherence of the Action Plan and the Strategy

We value whether the programs and actions performed respond to the needs detected, to what they were raised.

Quantitative Indicator

- Actions that have undergone rethinking. [Monitoring](#).

Qualitative Indicator

- Perception of internal coherence. **On-line form: 1 questions.**
 - *Are the planned actions and the results achieved after the realization of these were adequate to respond to the difficulties and potentialities identified?*

Understanding and assimilation of the ECST

We value if we have generated what we like to call a “ECST atmosphere” in the territory, if the objectives set by the Strategy have been understood and assimilated and if this has resulted in a significant progress towards them.

Qualitative Indicator

- Degree of understanding and assimilation of the ECST. **On-line form: 1 questions.**
 - *What is the ECST for you?*
- Percepción del avance hacia los objetivos estratégicos. **On-line form: 1 questions.**
 - *Do you consider that the ECST could have achieved higher and better results (benefits) than it has achieved?*

Operability

We value the usefulness of the ECST to improve different aspects of the management and operation of the participating entities.

Qualitative Indicator

- Perception of operability. On-line form: 10 questions.
 - *Has the Action Plan provided practical information and useful technical documentation?*
 - *Has the Action Plan been useful for budget planning?*
 - *Has the Action Plan been useful in finding funding?*
 - *Etc.*

Execution

We value whether the programs and actions performed respond to the needs detected, to what they were raised.

Quantitative Indicator

- Degree of overall implementation of the Action Plan. **Monitoring.**
- Degree of execution of each individual action. **Monitoring.**
- Degree of implementation of “structuring” actions. **Monitoring.**
- Degree of execution according to responsible entity. **Monitoring.**
- Degree of execution according to strategic principle. **Monitoring.**
- Degree of compliance with deadlines. **Monitoring.**
- Degree of deviation in economic investment. **Monitoring.**

Qualitative Indicator

- Perception of the degree of implementation of the Action Plan. **On-line form: 1 questions.**
- Perception of the execution of each entity involved. **Forum assessment sheets.**
- General difficulties in implementing the Action Plan. **On-line form: 2 questions.**



Participation

We value the level of participation in the participation structures of the CETS (Forum) and in the Charter Network.

Quantitative Indicator

- Number of sessions of the participation structures. [Monitoring.](#)
- Number of attendees to the sessions of the participation structures. [Monitoring.](#)
- Number of entities present in the Participation Structures. [Monitoring.](#)
- Participation in meetings of the Charter Network. [Monitoring.](#)
- Number of Charter Network projects in which participation. [Monitoring.](#)

Qualitative Indicator

- Perception of participation. [On-line form: 5 questions.](#)

Cooperation

We value the levels of coordination and cooperation achieved and degree of involvement of each entity.

Quantitative Indicator

- Total number of actions required for implementation of coordination and cooperation between various entities. [Monitoring](#).
- Number and percentage of actions where the coordination and cooperation planned between several entities was carried out successfully. [Monitoring](#).
- Number and percentage of actions where coordination and cooperation between several entities was not carried out successfully or did not exist. [Monitoring](#).
- Number of actions where coordination and cooperation between various entities was successfully met. [Monitoring](#).
- Number of actions that failed because there was no successful coordination and cooperation between several entities that was not foreseen. [Monitoring](#).

Qualitative Indicator

- Perception of coordination and cooperation . [On-line form: 3 questions](#).

Communication

We value the effectiveness of communication and diffusion.

Quantitative Indicator

- Number of participations in seminars, talks, conferences and events. [Monitoring.](#)
- Number of appearances in media, segregated by type and entity. [Monitoring.](#)
- Number of published informational and promotional materials. [Monitoring.](#)
- Number of web pages, actions of the Action Plan, and actions of the Strategy with the ECST logo. [Monitoring.](#)
- Synergies with which communication has been established. [Monitoring.](#)
- Number of non-CETS entities with which communication has been established. [Monitoring.](#)
- Target tipology. [Monitoring.](#)
- Subject and content of messages. [Monitoring.](#)

Qualitative Indicator

- Perception of communication and diffusion. [On-line form: 6 questions.](#)

Work of the promoters and the Technical Office

We value the role of the Technical Office of the ECST (National Park, previously also Rural Development Association, because they were the promoters of the ECTS).

Quantitative Indicator

- Number of coordination meetings. **Monitoring.**
- Degree of execution of the actions of the Technical Office. **Monitoring.**
- Actions of other entities in which the Technical Office has provided advice and/or continued support. **Monitoring.**
- Actions in which the Technical Office has helped to obtain financing. **Monitoring.**

Qualitative Indicator

- Perception of work of the Technical Office. **On-line form: 1 questions.**
 - *How do you rate the role of the Technical Office?*

Overall quality of the process

We value the level of satisfaction of the expectations we had.

Qualitative Indicator

- Perception of the overall quality of the process. On-line form: 4 questions.
 - *The results obtained with the ECST exceed your initial expectations.*
 - *The results obtained in these 5 years of ECST are satisfactory.*
 - *The ECST could position the island as a reference for sustainable tourism at national or international level.*
 - *Value the contribution of the entity to which it represents the results obtained with the CETS.*





Challenges

- Monitoring is an “ungrateful” task because it is very easy to perceive the technical office as inspector of their work (partners).
- 100% of the required data can not be recorded.
- There is little information on tourism sustainability at the local level, new literature (reports or studies) have to be used.
- There are no sustainability topics defined, and therefore, they had to be selected.

Lessons learned

- Publishing the data has positioned us as a guarantor and independent entity.
- The tools for monitoring and evaluation must be operative and perceived in all the reason.
- Facilitating monitoring and evaluation leads to improved involvement and participation of each agent in the ECST.
- Participating in the process of the ECST allows channeling opinions, favoring tolerance, reflecting, arguing, knowing, listening and being part of something collective.

System for Monitoring and Evaluating

*This document aims to establish the methodology for **monitoring the implementation of the actions** contained inside the Action Plan and the Strategy and the accreditation of tourism companies, as well as for **evaluating the effectiveness of the actions** to achieve the objectives for which they were raised.*



Monitoring

- Phase I
- Phase II

Evaluation

- Qualitative
- Quantitative

1st evaluation in 2013
2nd evaluation in 2016







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www.turismososteniblelagomera.com

www.gomeraexperience.es



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Thanks!