The challenge of the ECST (European Charter of Sustainable Tourism) in the northern region of Portugal

1 – Sustainable tourism network in the protected mountains areas in North Portugal
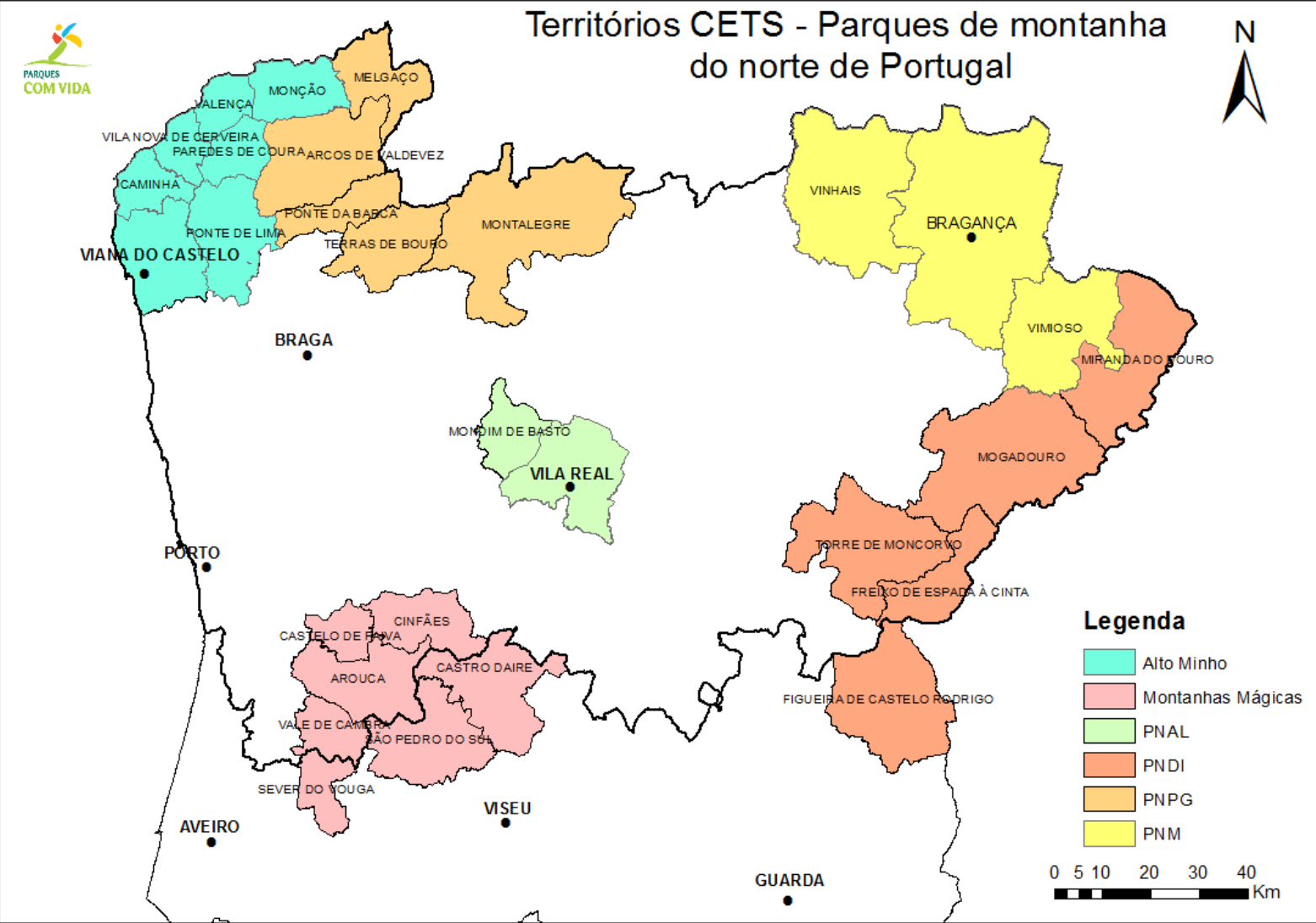
2 – Regional action lines – a regional scale challenge

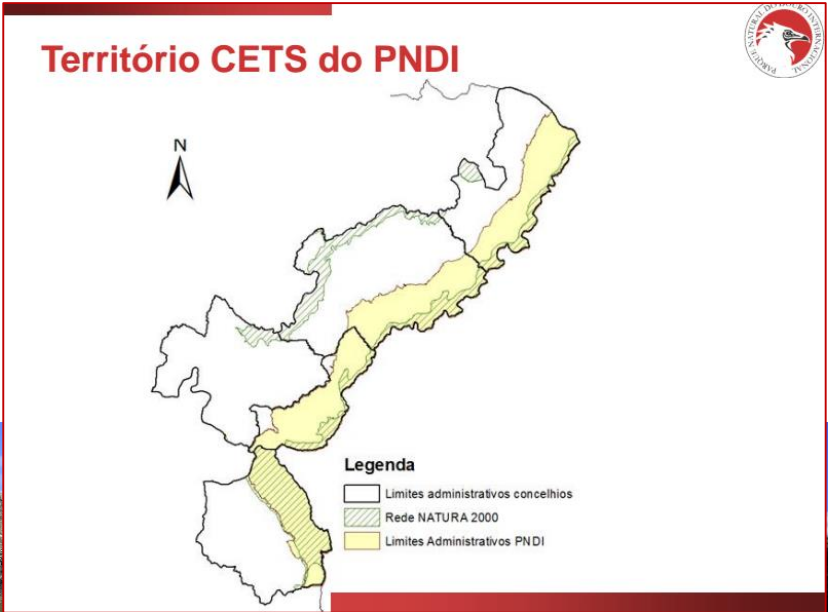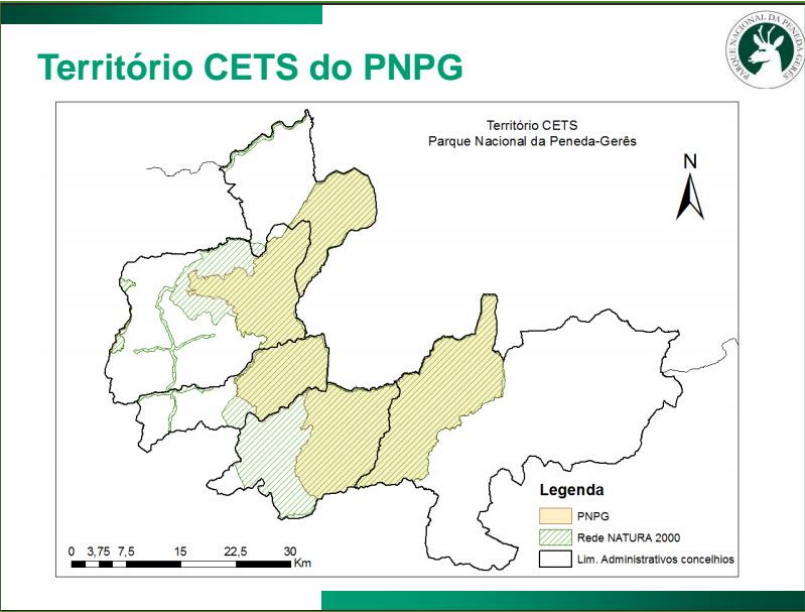**3** – The ECST in the North of Portugal, which future?

Territory:

Norte Natural – Regional Strategy for EcoTourism in the Portugal Northern Region

ECST territories in the North of Portugal: a Regional Strategy

Territórios CETS - Parques de montanha do norte de Portugal

Legenda
- Alto Minho
- Montanhas Mágicas
- PNAL
- PNDI
- PNPG
- PNM

1º Internal effort to organize tourism in each ECST territory, as an ecotourism destination;
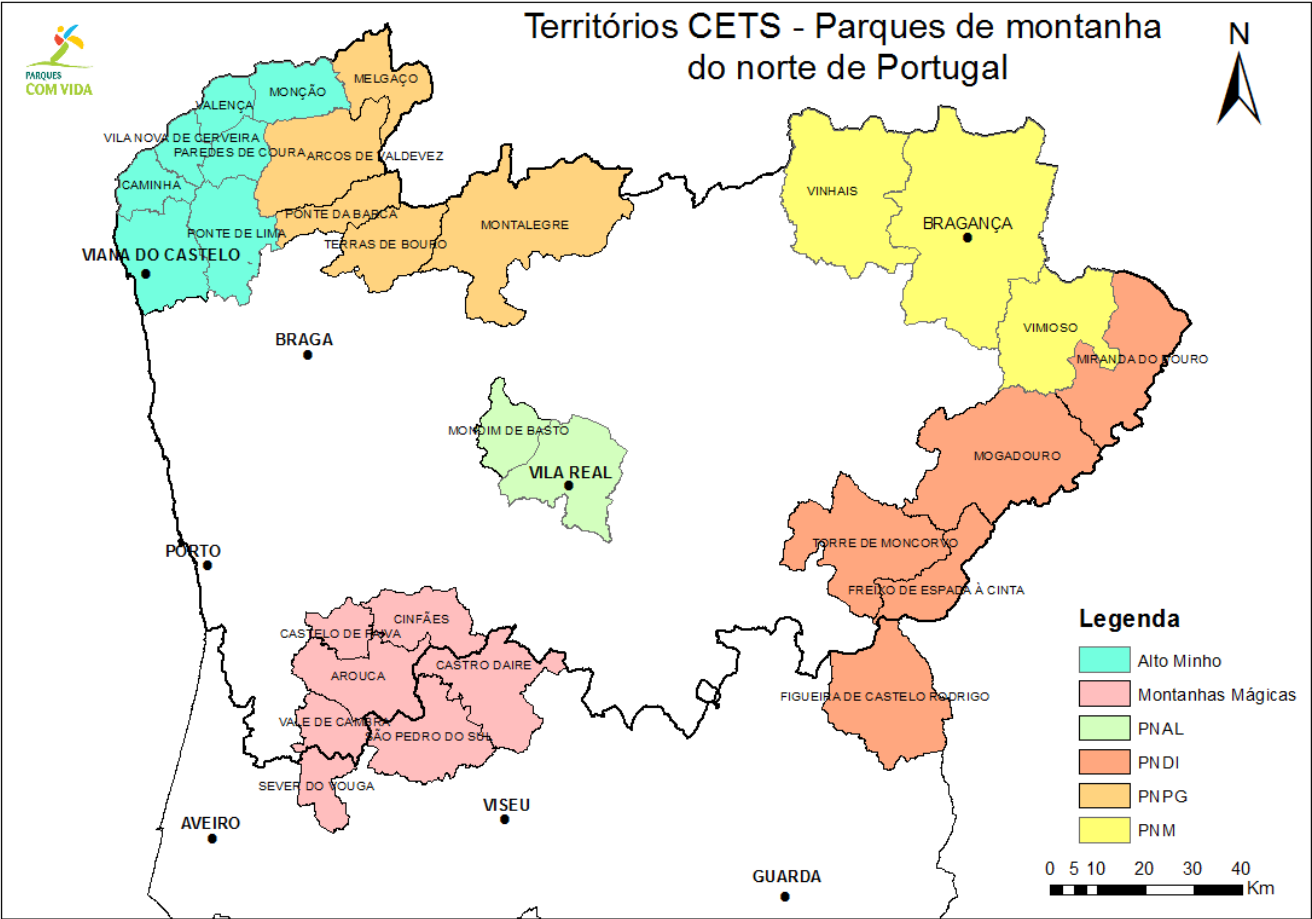
2º Regional institutional effort of the entities to create this consortium at the level of communication and promotion as a whole;

3º Joint effort between territories in the construction of a collective offer at the level of the North, ___powered by the tourism businesses.___
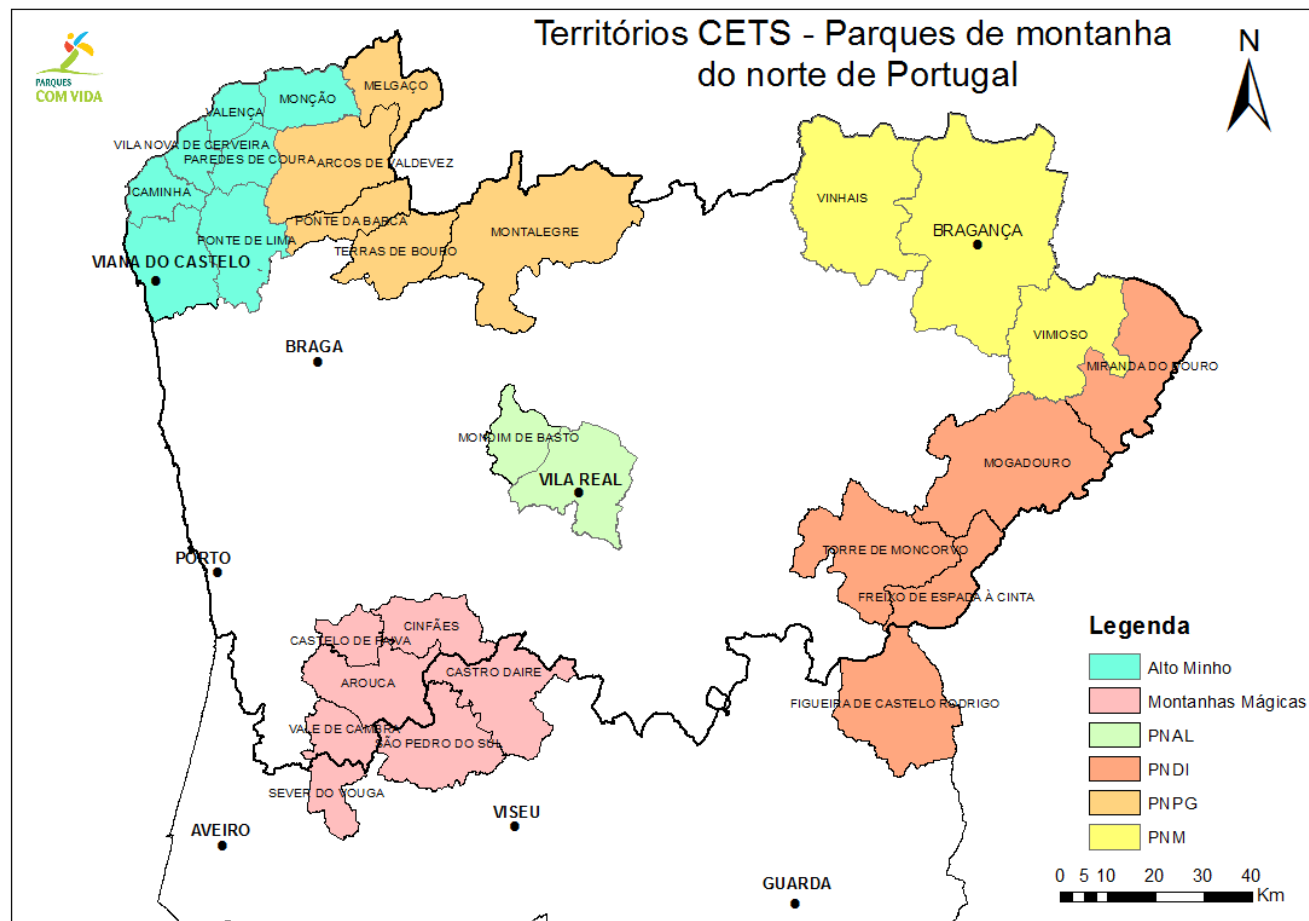
Regional lines:

actions that concern all ECST territories

Territórios CETS - Parques de montanha do norte de Portugal

Legenda
- Alto Minho
- Montanhas Mágicas
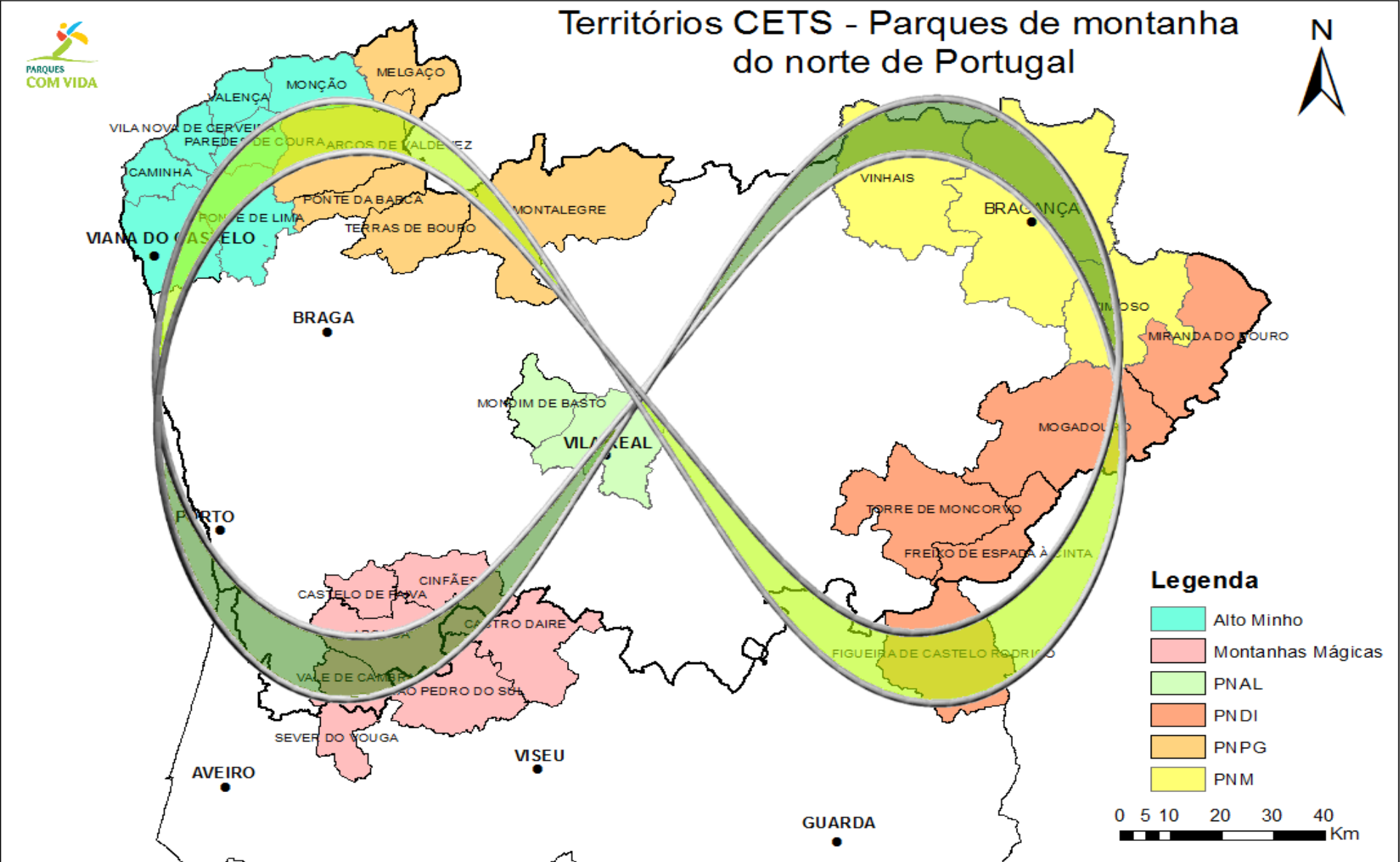- PNAL
- PNDI
- PNPG
- PNM

Territorial,
actions that only concern one ECST territory

Inter-municipal and municipal,
actions that concern one or more municipalities but not altogether in a ECST

Compulsory,
actions of each ECST inherent in "contractual" commitments to EUROPARC and arising from the ECST principles

Territórios CETS - Parques de montanha do norte de Portugal

Regional actions, examples:

1. Network of "scenic roads" with future links between ECST territories;
2. Integrated offer of Religious Heritage of each ECST territory in conjunction with the initiative of the Pastoral of Tourism of Bragança;
3. Articulation of safety procedures in active tourism activities of major risk between entrepreneurs and rescue service;
4. Great pedestrian Route, bicycle and BTT circuit, that unites the ECST territories of the North (making the connection to the Eurovelo in Spain);

Regional actions, examples:

5. Provide an annual training program, with the collaboration of existing education/training units in the Region;

6. Promote volunteer schemes coordinated at regional level in all ECST territories;

7. Promote forms of articulation and cooperation between the different centres of interpretation and environmental education of the ECST territories.

Territórios CETS - Parques de montanha do norte de Portugal
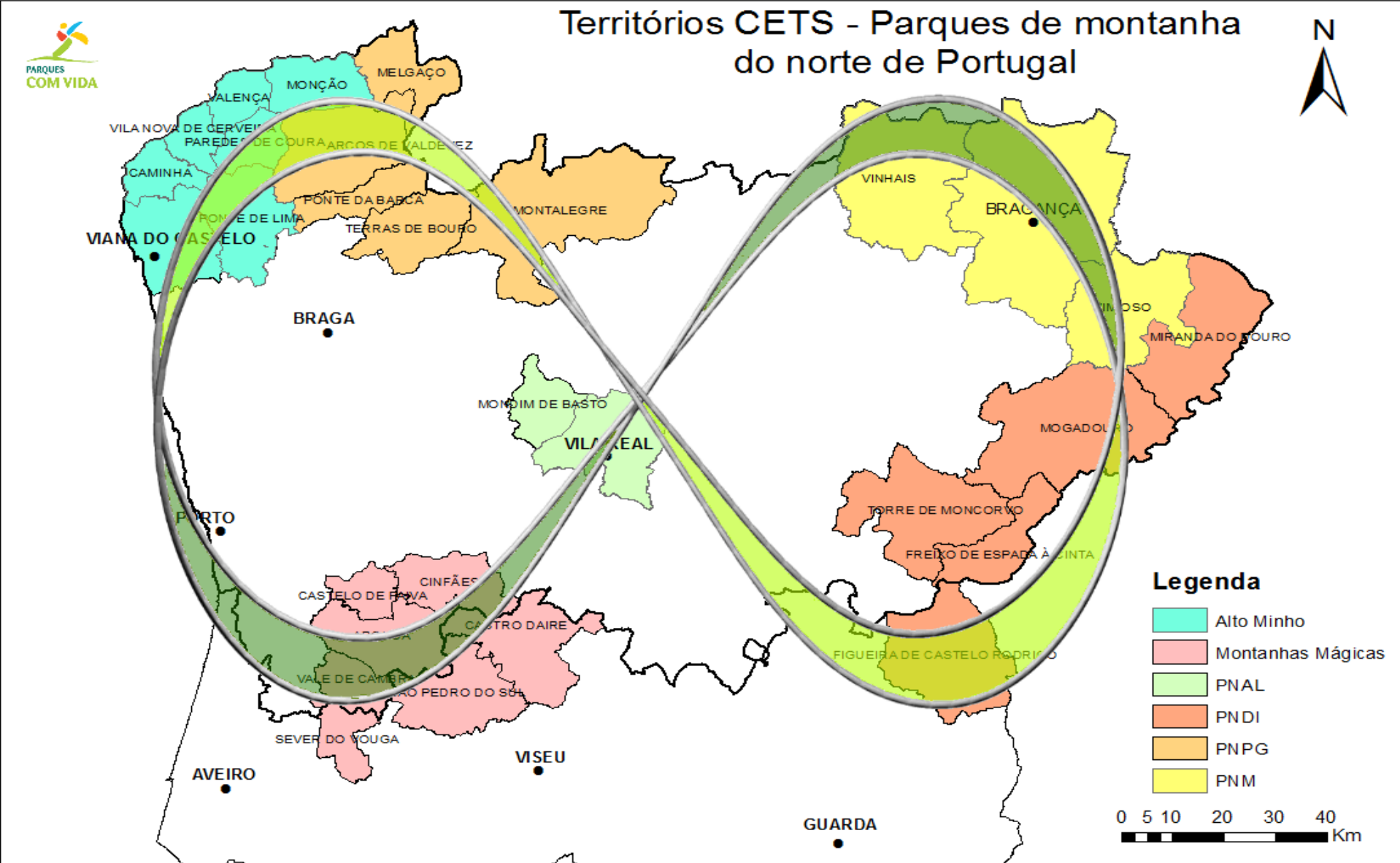
Sustainable tourism network in the PA in mountain areas of North Portugal
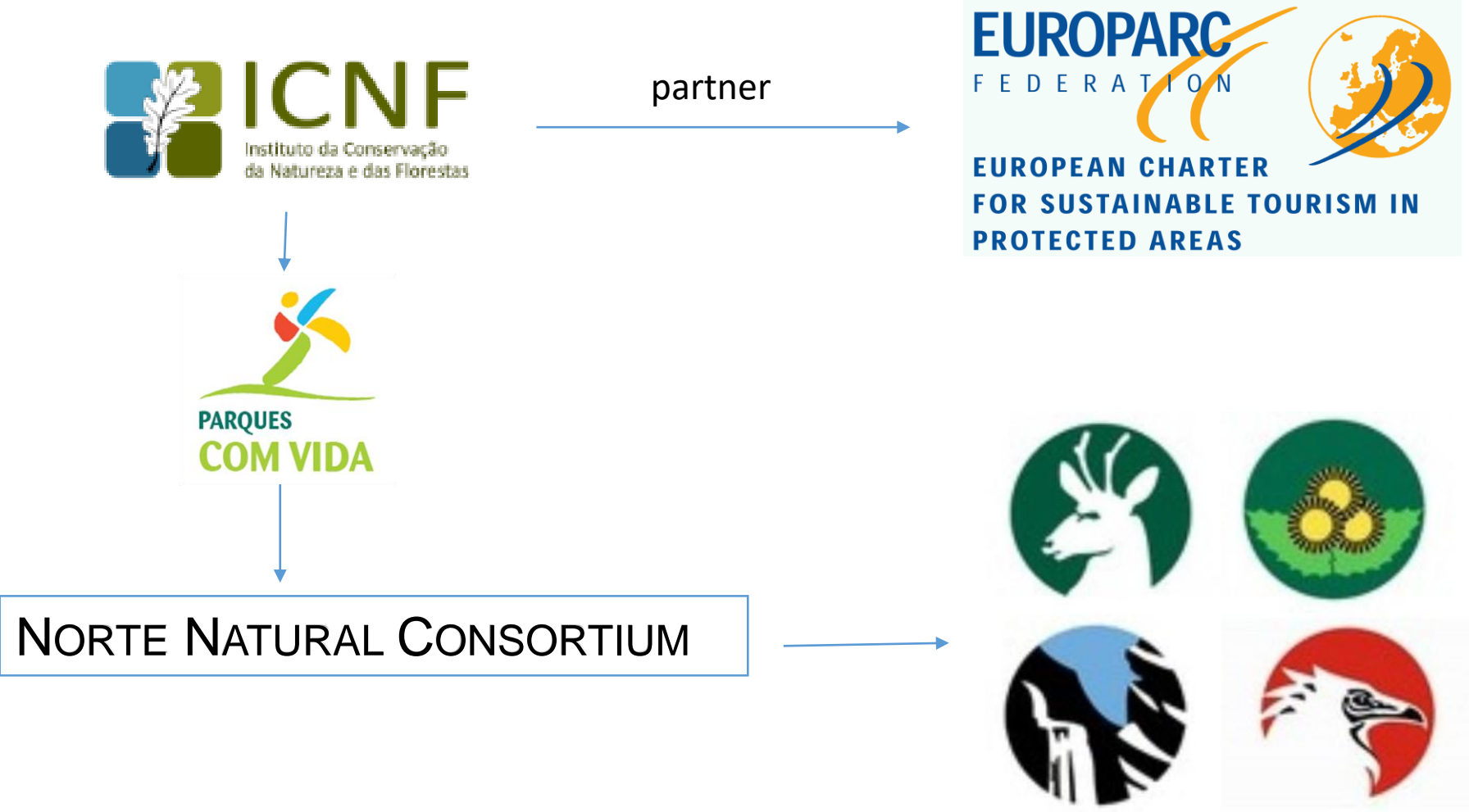
Consortium governance model:

General Assembly (15 elements) – Deliberative entity

It includes all the entities that have subscribed the consortium

Executive Council (4 elements) – Management entity

Central Administration - TPNP (with a casting vote)

Local Administration

Local Development Associations

Entrepreneurs (tourist animation businesses)

Technical Secretariat

Support and secretary the Executive Council and the General Meeting

Support and technical follow-up of actions provided in the annual action plan

The business cooperative: TNCOOP – Turismo de Natureza, CRL

Responsibility to operationalize the activities using the main bases of already existing activities or to be created in the ECST area, with synergies and partnerships between businesses involved in the cooperative

The association: NORTURNAT – Associação de Turismo de Natureza e Animação Turística

Should help to create new businesses and works as an incubator and development centre of tourism animation businesses, giving a correct answer to the lack of activities in certain territories

Thank you!

artur.cardoso@gmail.com