Workshop 4: PA Sustainable Tourism Destinations: getting the wider picture
1) What has been done?

• Discussion about the way others (besides Parks) see, use and work with the Charter as a tool/opportunity for their tourism strategy at regional, national and international level

• Regional in North Portugal with a Consortium of 15 entities with 6 ECST
1) What has been done?

• National in Spain with Tourism Administration and Ecotourism National Association of Tourism Enterprises

• International in Mediterranean Basin producing ecotourism packages for the US and Canada Market with tourism experts and IUCN

• General discussion about the Charter part II and III implementation
2) How was it done?
• By ppt presentation
• By open discussion between participants
• By Questions and Answers
• With “cara al sol” outside
3) What are the lessons learned?

• Yes, we need to use an adaptive and flexible methodology
• But without loosing the broader vision and principles of the ECST
• Developing Charter Part II and III at the same time might be a good strategy for tourism businesses to perceive and have direct advantage for the Charter commitments
3) What are the lessons learned?

• We need professional approach from tourism sector because the support and positive discrimination from the PA is good but not enough

• EUROPARC website should bring more information about the Charter partners part II and III and best practices