

9 – 11 April

post-conference excursion:

12 – 14 April 2019

GREECE

Tzoumerka, Acheloos Valley,  
Agrafa and Meteora  
National Park



## The social and cultural impacts of tourism: exploring a sustainable response

[europarc.org/xi-charter-network-meeting/](http://europarc.org/xi-charter-network-meeting/)

workshops | fieldtrips | networking

## Agenda of the XI European Charter Network Meeting

9-11 April 2019 (8<sup>th</sup> arrival day, 12<sup>th</sup> Departure)

**Location:** Pramantatown, Municipality of North Tzoumerka, Region of Epirus

*Tzoumerka, Acheloos Valley, Agrafa and Meteora National Park*

**Sustainable Tourism can deliver positive impacts for society.** It has the potential to promote social development through employment creation, economic activities and can be a force for peace and understanding. It can also strengthen communities, as facilities and infrastructure developed for tourism can benefit locals as a reaffirmation of culture, tradition and values.

However, these same socio-cultural impacts do change local people's everyday experiences, the traditional way of life and intellectual and artistic products. **There are concerns over culture commodification, lack of authenticity of traditions, dilution of culture and even standardisation of tourism offers.** All this too affects changes in the landscape and nature of the destination.

The European Charter for Sustainable Tourism in Protected Areas, through its partnership approach, seeks to deliver social, economic and environmental benefits to an area, in a way that does not denigrate the existing culture, yet allow too for growth and development. It is a challenge to balance these competing demands.

The Charter Network Meeting is an excellent opportunity for all working and interested in sustainable tourism in protected areas to examine, discuss and learn together.

Using practical examples and experience from across Europe, this will be a valuable chance to consider sustainable responses for the challenges tourism brings.

It is also an important moment to reflect on the Charter methodology itself. Look at the **new development in working with businesses, tour operators and communities** and to see the new products, communication and awards for the Charter network.

**Keynote speakers** will bring expert consideration of the social and cultural impacts of tourism on communities, and our **practical workshops** will share case studies and examples from across the network.

There are also exciting **field trips** to discover this hidden gem of Greece.

**There will be plenty of opportunity to network and share experience, learn from each other and get new ideas to take back to your own areas, including a new "open mic" session.** Where you can bring a 5 minute presentation of your project, ideas for projects, looking for partners or just general sustainable tourism question you want advise or input from the audience... **We give you the Microphone... the floor is your (for 5 minutes 😊)** .

## Agenda

### Day 0 Monday 8<sup>th</sup> April Travel time for everyone.

**Options:**

**Ioannina Airport** – the most convenient option, as BUS travel is only 1:30 hours.

**Athens Airport** – The first transfer will depart **around 15:00 / 16:00** and the second around **19:30 / 20:00** (note that the BUS drive from Athens airport is 5hours)

**Thessaloniki Airport** – The first transfer will depart around **15:00 / 16:00** and the second around **19:30 / 20:00** (note that the BUS drive from Thessaloniki airport is 4hours)

**Igoumenitsa Port** - For those arriving by ferry from Italy, a transfer will be arranged from

**10:00 – 18:00** Signature of Tzoumerka National Park – Troodos **Memorandum of Agreement**

**International participants transfers to Pramantatown**

**18:00** **First registration** at Conference venue followed by check in at the hotels

**20:00** **Welcome to our Park. With a toast of Tsipouro** and informal opening followed by a light dinner (included).

### Day 1 Tuesday 9<sup>th</sup> April Setting the Scene: Tourism impacts on our social and cultural assets. How should sustainable tourism respond?

**9:00** Last minute registration

**9:30** **Formal opening session with :**

**10:15** **Introducing the theme of The Meeting and what is new in the European Charter Network**

*by Carol Ritchie, EUROPARC Executive Director*

**10:30** **NATURA 2000: opportunities for sustainable tourism embracing natural and cultural heritage in nature protected areas**

*by Sofia Pachini, Policy Officer, Nature Protection Unit, DG Environment, European Commission*

**10:55** **Managing culture and social impacts: the 5 Terre Experience**

*by Emanuele Raso, Municipality of Monterosso , 5 Terre National Park, Italy*

**11.20** Coffee Break

**11:50** **Prof. Dimitris Goussios, University of Thessaly, Laboratory of Rural Space**

**12:20** **Ecotourism as a driving force for rural areas: Experiences of a young entrepreneur**

*by Victor, Casa de Ecoturism Quei Victorino*

**12.45** **Sustainable Tourism Dialogue** *feedback, questions and conversation from the speakers and audience.*

**13:00 Workshops presentation by Paulo Castro EUROPARC Council and workshops leaders**  
*introducing the themes, goals and methodology of work*

## **WORKSHOP LIST** Each participant should attend 1 workshop

### **1. Workshop on Communications: Storytelling for Sustainable Destinations and Partners - led by Bárbara Pais**

**Looking for new ways to tell the story of your Sustainable Destination?** In this workshop, we will learn the best **Storytelling techniques**, from the experienced Peter Paul van Kempen from FrogLeaps and regional chair of the IUCN Commission on Education and Tourism. We will also get a deep in-sight from a **Catalan Tour Operator** (Beth Cobo from TRESCÀLIA) and **EUROPARC Sustainable Destinations** on how they are communicating and their main needs.

With all this in mind, participants will be **challenged to co-create a toolkit to help our parks and businesses increasing their visibility and recognition!**

**A truly “hands-on” workshop** that will give you new skills to boost your communication effectiveness!

### **2. Workshop Sustainable Tourism - Training for Tomorrow: Capacity building & Training – led by Giacomo Benelli**

This workshop will look into the **need for training for Protected Areas staff** and local tourism enterprises. In fact, provision of training on sustainable tourism for staff of Charter PAs, local businesses and other stakeholders is one of the key topics of the Charter.

The workshop will **be highly interactive** discussing where the gaps are, what are the needs, which tools are more effective and how to optimize the resources available.

**Case study:** Immaculada Juan Franch (Ebro Delta Natural Park, Catalunya, Spain) – **The ECST Training Programme in the Ebro Delta Natural Park**

### **3. Workshop for Businesses and Tour Operators- Creating sustainable packages that work – led by Paulo Castro**

Closing the circle, now that we have Charter partners, tourism businesses and travel agencies, willing to work with the Charter, what to do to speed up results?

Amanda Guzmán from the **Spanish Ecotourism Club** will give the tourism businesses' perspective. **Soyecoturista.com** is the Spanish association that gathers all the tourism businesses awarded Charter part II from each Sustainable Destination. They have a Tourism Observatory and have developed several strategies to help tourism businesses being more visible in ecotourism.

### **4. Workshop Planning visitors sustainably – led by Stefania Petrosillo**

What are the tools to monitor and plan sustainably tourism flows and activities? The workshop will look into the most used methodologies to optimize resources available and to deliver effective planning to preserve the natural/cultural/social values and attractions of our Protected Areas.

Javier Gomez Limón from EUROPARC Spain will present the "**assessment of carrying capacity model in Spanish Protected Areas**" a model developed by EUROPARC Spain that assesses the carrying capacity of a PA or its hotspots. They assess a physical, a physiological and an ecological carrying capacity. They have assessed already 10 PA in Spain of different sizes and the results are very encouraging.

**13:15** Buffet lunch at the workshops' venue

**14:30** Depart for workshops

**15:00** getting down to business; **Workshops sessions** (*you should have chosen your workshop in advance*) A chance to hear from examples across Charter for Sustainable Tourism network. Gain new ideas. Contribute. Learn.

**18:00** End of the workshops sessions

**20:00** Dinner (included)

## Day 2 Wednesday 10<sup>th</sup> April

Working together.

**9:00** Workshops sessions continued

**11:00** Coffee Break

**11:30** Workshops sessions; draw to a conclusion.

**12:30** Buffet lunch at the venue

**14:00** Show and Tell.

An **Open Mic session** where you can bring your questions. Case studies, project proposals, great work of your charter partners...anything you want to share. The floor is yours.

*Concurrently, workshop leaders will prepare their workshop conclusions.*

**16:00** Marketplace preparation (*if you would like to display in the marketplace, you can bring material with you or post it in advance to the Park*)

*The room will be available for you to set up your stall for the marketplace. If not chat mingle and network with your Charter colleagues. Or just stop, breathe and think. MOMENT OF REFLECTION...*

**16:00** Coffee Break

**16:30** Plenary session: The deliberations, considerations and expectations from the workshops.

**The social and culture impacts of Tourism. A Sustainable Response:** *Debate, discussion and conclusions*

**17:00** Market Place of the Charter Network

***Yours + mine = our Food, Enjoy and share experience***

**20:00** Dinner (included) (followed by dance ☺ )

## Day 3 Thursday 11<sup>th</sup> April Seeing the Scenery. Sustainable Tourism in Action.

**08:30** Full day field trips (see details in event info)

A1: Bus tour to Papayiannis Musuem of contemporary Art and then to Metsovo town (easy)

A2: Bus tour Plaka Bridge, Red Church, St George Monastery (easy)

B1: Walking trail from Kalarites to Syrrako village (easy) with a stop to Monastery of Kipina

B2: Walking trail from Agnanta village, through the forest to Katarraktis falls (medium)

C1: Rafting in Arachtos river (hard)

C2: Mountain Hiking (hard)

**18:00** Return to hotels

**19:00 / Formal closure of the XI European Charter Network Meeting with:**

*Governor in Region of Epirus, Mr Alekos Kahrimanis*

*President of the Tzoumerka Tourist Businesses Association, Mr Ioannis Bountzas*

*EUROPARC Federation Executive Director, Mrs Carol Ritchie*

*Member of the Government Dep. Minister of Energy and the Environmen, Mr Socrates*

*Famellos*

**20:00** Official **closing dinner** (included) with **Tsipouro** party and local entertainment

## Day 4 Friday 12<sup>th</sup> April Departure day or Start of the Post-conference tour

*Transfers will also be ensured for the return on 12th am, but **you should not book any flight before 13:30.***

*For those willing to join **the post-conference tour**, please check the [details here](#). **To register for the Post-conference tour please contact Correspond directly to [emesologitou@e-vip.gr](mailto:emesologitou@e-vip.gr). There will also be transfers on 14th am for those joining the post-conference excursion (**you should not book any flight before 13:30 either**).***

**[REGISTER HERE](#)**

**[INFORMATION ABOUT ACCOMODATION AND TRAVEL](#)**



*The organisation of this event is supported by the European Commission's LIFE funding programme of operating grants for European Environmental NGOs.*