

9 – 11 April

post-conference excursion:

12 – 14 April 2019**GREECE**Tzoumerka, Acheloos Valley,
Agra and Meteora
National Park**EUROPARC**
FEDERATION

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

europarc.org/xi-charter-network-meeting/

workshops | fieldtrips | networking

Agenda of the XI European Charter Network Meeting

9-11 April 2019 (8th arrival day, 12th Departure)**Location:** Pramantatown, Municipality of North Tzoumerka, Region of Epirus*Tzoumerka, Acheloos Valley, Agra 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 from each other. **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 8th April Travel time for everyone.

*At least one transfer will be provided by the organisation from **Thessaloniki Airport** and another from **Athens Airport** at designated time depending on participants' arrivals timetables. For those arriving by ferry from Italy, a transfer can be arranged from **Igoumenitsa Port** depending on the number of participants (tbc). **The schedule for transfer will be announced soon***

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 9th 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*

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.

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.

18:00 End of the workshops sessions

20:00 Dinner (included)

Day 2 Wednesday 10th 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 11th 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 Kahrmanis

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 12th April Departure day or Start of the Post-conference tour

Transfer will be provided in the morning to Athens and Thessaloniki airports.

*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



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