

9 – 11 April

post-conference excursion

12 – 14 April 2019

GREECE Tzourmerka, Achelous Valley
Agrafa and Melenos National Park

The social and cultural
impacts of tourism:

**EXPLORING A
SUSTAINABLE RESPONSE**



Workshop n. 2

Sustainable Tourism:

Training & Capacity Building

Provision of training on sustainable tourism for staff of Charter Parks, local businesses and other stakeholders as one of the **KEY TOPICS** of the ECST.

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Training needs / gaps

- To motivate and inspire young and local people understanding values of their land, working together.
- To motivate staff + private companies to participate (e.g., in small parks is mountain areas).
- Identify gaps and TNA for the member Parks; how to identify real needs of partners.
- Provision of capacity building activities.
- How to market the products.
- Communicating to the public.
- Training x tour guides / leaders .
- Need of Global planning and action plan of EUROPARC, allowing companies of Charter Part2 to receive a compulsory training.
- Training for private enterprises on how to work together to structure a tourist offer.

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Solutions searched

- EUROPARC to elaborate an European training guide/methodology available for all ECST members - as compulsory (e.g., objectives, destinations, contents, educational materials, publications, etc.)
- Support from EUROPARC on ongoing project (e.g. LIFE project in Guadeloupe).

Solutions found/available

- case studies & best practices online & onsite.
- Schemes where training is an obligation for partners to keep connection with PAs.
- Facilitation of meetings. Website with businesses of ECST Part2.
- Existing inspiring networks.

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Role of EUROPARC/ECST

- Send motivate speakers to local training sessions.
- Provision/support of/for information, recommendations, best practices.
- Strong marketing activity.
- A future Charter Network Meeting in GUADELOUPE NP.
- For Albania Parks: to lobby to join the ECST.
- Organize meetings with tourism/marketing experts.
- Involve private sector.
- Be more active in the existing networks for sustainable tourism.
- Foresee overarching actions at international level for companies involved in part 2 of the ECST.