



EUROPARC

Sustainable Tourism
in Protected Areas

GOOD FOR **PARKS**

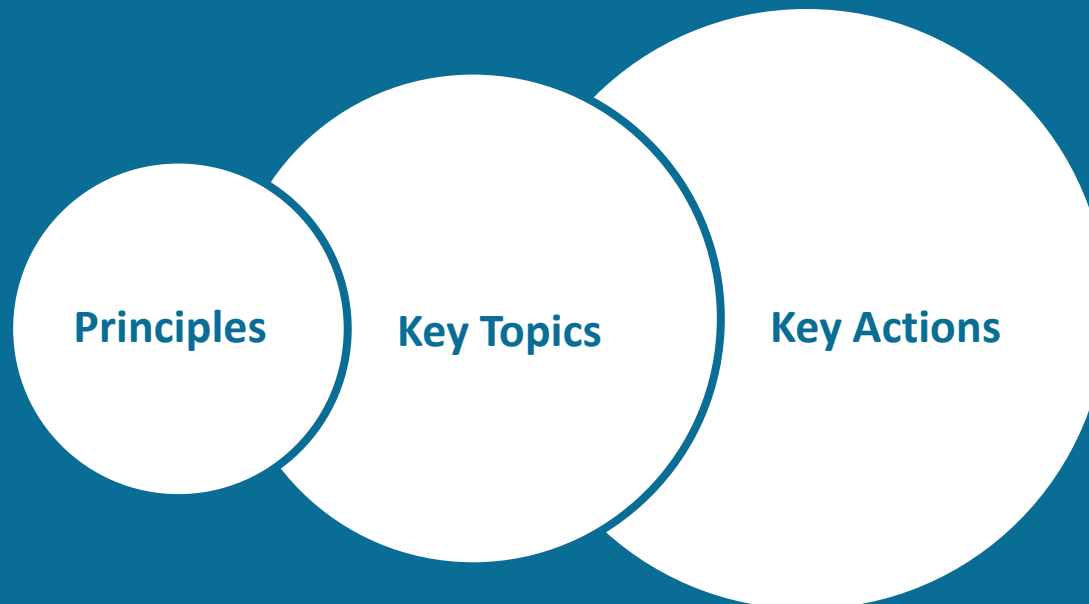
GOOD FOR **PEOPLE**

WHAT IS THE ECSTPA?

ECTS = EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

A **practical management tool** that enables
Protected Areas to develop tourism
sustainably, based in 5 Principles

Principles over-arch the key topics
and associated actions that are
developed in the strategy



WHEN WAS IT CREATED?

“Loving them do death”

The report created by the EUROPARC Federation in **1993** called for sustainable tourism in Europe's Protected Areas.

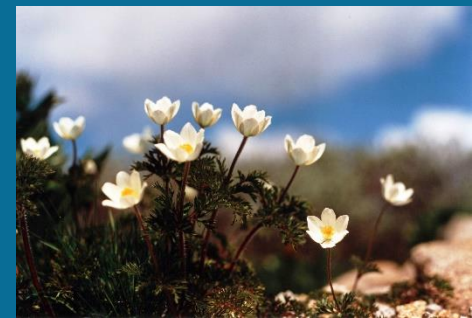
In **1995**, within the framework of a LIFE project, the Federation created the first guidelines and assessment tool

For over 2 decades, the ECST has been proving to be reliable tool and a self sustained process.

With over 20 years of implementation, the ECST is a **continuous process** for parks and for the Federation. It has been updated and widely approved, leading the way of **sustainable tourism in Europe**.

WHERE?

Currently it is implemented in
103 Charter areas in 16 European countries



WHAT IS THE ECSTPA?

- A practical tool to implement principles of sustainable tourism
- A recognition of protected areas / award by EUROPARC of the work done in the territory by its stakeholders
- A voluntary agreement
- A process & methods for managing sustainable tourism



WHO CAN APPLY?

Organisations managing Protected Areas

- Parks authorities
- Municipalities
- Regions
- National bodies
- NGOs
- Foundations



VISION



Sustainable Tourism in European protected areas provides a **meaningful quality experience**, **safeguards natural and cultural values**, **supports local livelihoods** and quality of life and is **economically viable**.

Quality Sustainable Tourism will be
good for Parks and good for People



*Belovezhskaya Pushcha National Park (BO)
Keen eyes looking to the future*

PRINCIPLES



1. Giving priority to **protection**
2. Contributing to **sustainable development**
3. Engaging all **stakeholders**
4. Planning **sustainable tourism effectively**
5. Pursing **continuous improvement**

Quality Sustainable Tourism will be
good for Parks and good for People

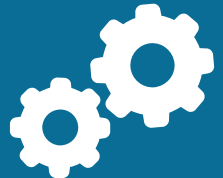


COMPONENTS



Sustainable Tourism Forum

A **Permanent Sustainable Tourism Forum** should be established between the **protected area authority** and all relevant stakeholders (*eg. local municipalities, conservation and community organisations and representatives of the tourism businesses*)



Strategy and Action Plan

Should include:

1. A definition of the area
2. An assessment of the current situation
3. A set of strategic objectives
4. An action plan to meet these objectives
5. An estimation of resources
6. Proposals for monitoring results

Assessment of the current situation

- Natural, historic and cultural heritage;
- Tourism and recreation
 - Infrastructures;
- Current visitors and potential future markets;
- Impacts of tourism;
- Swot Analysis



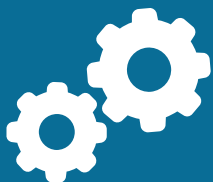
Strategic direction

Defining clear **strategic objectives** concerning nature conservation, economic and social development, improving quality of life of locals and quality of tourism.



Action plan

Description of each action:
timing, resources,
partners for
implementing,
monitoring proposal
with indicators and
results.



**Strategy and
Action Plan**

COMPONENTS



Evaluation

1. Submission of an **application form, strategy and action plan**
2. A visit to the area by the **verifier**
3. Preparation of a report by the verifier
4. Assessment of the **Charter Evaluation Committee**



Partnership and Communication

Protected Areas that have been awarded the Charter join the family of protected areas as partners in the **Charter Network**. They are required to publicise and make visible their award. They are also encouraged to engage in networking and communication events and processes



Monitoring and review

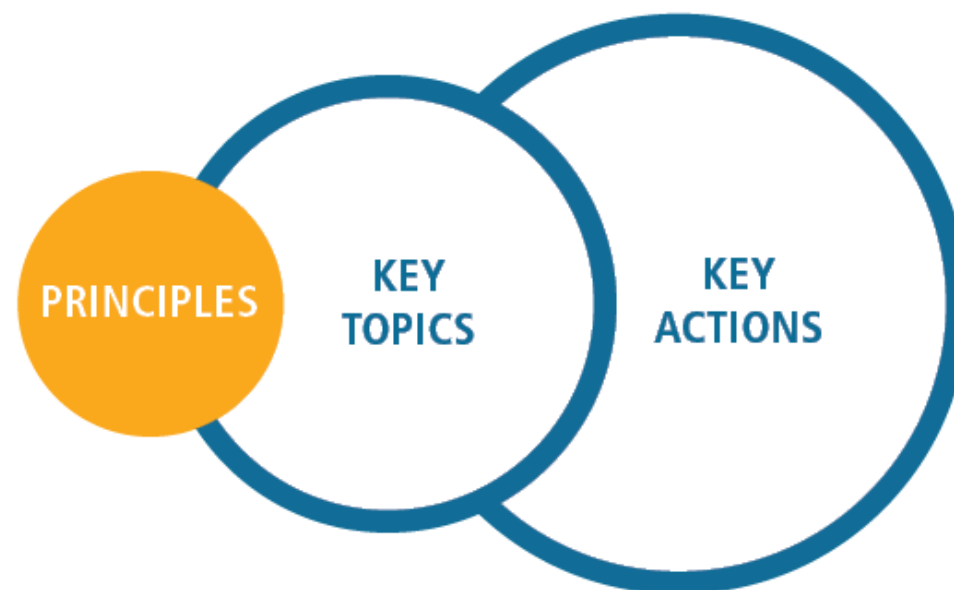
The Strategy and Action Plan should contain **indicators and monitoring actions** which cover:

- Progress with the implementation of actions;
- Results and changes in tourism performance and impacts.

KEY TOPICS AND ACTIONS

The Sustainable Tourism Strategy and Action Plan should be based on local circumstances and priorities as assessed and agreed through the consultation process.

However, to comply with the requirements of the Charter it must demonstrate coverage of the following key topics and associated actions in the Action Plan.



KEY TOPICS AND ACTIONS

1) Protecting valuable landscapes, biodiversity and cultural heritage	<ul style="list-style-type: none">1) Influencing land use planning and the control of potentially damaging developments;2) Influencing the location, type and design of tourism developments;3) Managing visitor flows, activities and behavior in sensitive areas and sites.
2) Supporting conservation through tourism	<ul style="list-style-type: none">1) Encouraging visitors and tourism businesses to support conservation, through donations, volunteering and other activity;2) Using revenues obtained from tourism-related activity to support Conservation;3) Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage.
3) Reducing carbon footprint, pollution and wasteful resource use	<ul style="list-style-type: none">1) Working with tourism businesses to improve environmental management, including use of energy and water, waste management, and noise and light pollution;2) Promoting the use of public transport and other alternatives to cars.

KEY TOPICS AND ACTIONS

4) Providing safe access, quality facilities and special experiences of the protected area, available to all visitors	<ul style="list-style-type: none">1) Providing a wide range of access opportunities, with attention to safety and risk management;2) Improving the quality of visitor facilities and services;3) Providing visitors with specific tourism offers which involve discovery, interpretation and appreciation of the area's special natural and cultural heritage;4) Providing facilities and information for visitors with special needs.
5) Effectively communicating the area to visitors	<ul style="list-style-type: none">1) Ensuring that marketing materials and activities promote the area effectively and responsibly;2) Providing good quality and effective visitor information and interpretation;3) Ensuring that tourism businesses and other local stakeholders are well informed about the area and provide relevant and accurate information to visitors;4) Providing specific information and interpretation for young people, schools and student groups.
6) Ensuring social cohesion	<ul style="list-style-type: none">1) Anticipating, monitoring and minimising any existing and potential conflicts with local residents;2) Maintaining good communication and engagement between local residents, businesses, visitors and the protected area authority;3) Encouraging and developing appropriate partnership activity with and between stakeholders.

KEY TOPICS AND ACTIONS

7) Strengthening prosperity in the local community	<ol style="list-style-type: none">1) Promoting the provision and identity of local produce and services and their purchase and use by visitors and tourism businesses;2) Supporting the economic viability and performance of local tourism businesses and the provision of local employment in tourism.
8) Providing training and capacity building	<ol style="list-style-type: none">1) Providing relevant training for staff of the protected area authority in sustainable tourism development and management;2) Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.
9) Monitoring tourism performance and impacts	<ol style="list-style-type: none">1) Monitoring of visitors – volumes, patterns, spending and satisfaction;2) Monitoring of tourism businesses – performance and needs;3) Monitoring of tourism impacts – on the environment, economy and Community;4) Monitoring progress in implementing the action plan.
10) Communicating actions and engaging with the Charter	<ol style="list-style-type: none">1) Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level;2) Promoting and making visible the award of the Charter;3) Engaging with EUROPARC and the Charter Network, including participating in related events and activities;4) Taking steps for re-application and renewal of the Charter.