


9 – 11 April

post-conference excursion

12 – 14 April 2019

GREECE Tzoumerka, Achelous Valley,  
Agrafa and Meteora National Park



The social and cultural  
impacts of tourism:

EXPLORING A  
SUSTAINABLE RESPONSE

## Workshop n. 3 for Businesses and Tour Operators creating sustainable packages that work

- #1 proposal: **matchmaking and speed dating** for existing Charter Partners II (Tourism Businesses -TB) and CP III (Travel Agencies and Tour Operators-TO):
- 1.1. **identifying the key data** needed by the two parties TB/TO (to be presented by French Network of CP III and Spanish Network of CP II) and develop a template
  - 1.2. **validation** of the template by Sections and EUROPARC
  - 1.3. **completion of data** with a mandatory template for new applications and renewals of TB and TO as Charter Partners (to be provided by Parks and Sections)
  - 1.4. **language and table validation** by a single expertise at EUROPARC level
  - 1.5. **publication of Charter Partners in EUROPARC site** with a data base associated (need webdesign and data base management)
  - 1.6. **communication to Charter Partners II and III** articulated with Charter Part I and Sections

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#2 proposal: **increasing TO as Charter Partners III from the main emission markets** of North Europe (D, NL, UK, etc.) interested in working with our Charter destinations and with our Charter Partners II (Tourism Businesses -TB) and CP III (Travel Agencies and Tour Operators-TO):

- 2.1. **agree on a Charter Partner III Methodology** for the first step of TO recognition (to be prepared by EUROPARC and French and Spanish Section);
- 2.2. **develop a priority list of of TO associations or individual TO** from those countries (to be presented by French Network of CP III and Spanish Network of CP II)
- 2.3. **contacts with the selected TO associations and TO** to present the Charter approach and invite them to become Charter Partners III( (to be provided by EUROPARC with the help of the French Network of CP III and Spanish Network of CP II)

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**#3 proposal: promoting our Charter products next to the main Portal of sustainable tourism** of the existing Charter Partners II (Tourism Businesses -TB) and CP III (Travel Agencies and Tour Operators-TO):

**3.1. develop a priority list of Sustainable and Responsible Travel Portals** (to be presented by French Network of CP III and Spanish Network of CP II)

**3.2. contacts with the selected Travel Portals** to present the Charter approach/products and negotiate advantages of/for the network of Charter Partners II and III (to be provided by EUROPARC with the help of the French Network of CP III and Spanish Network of CP II)

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- #4 proposal: create a Sustainable Tourism Commission within EUROPARC** to address relevant issues for the three Networks: Charter Destinations Part I and Charter Partners II (Tourism Businesses -TB) and CP III (Travel Agencies and Tour Operators-TO):
- 1.1. EUROPARC will provide the three networks and Sections the terms of reference for the proposal of commissions
  - 1.2. networks and Sections will agree on a proposal for a Sustainable Tourism Commission
  - 1.3. EUROPARC Council decision upon the proposal submitted
  - 1.4. Establishment of the Commission