

EUROPEAN CHARTER FOR SUSTAINABLE TOURISM (ECST)



Since 2001, the ECST has grown into the biggest network of Protected Areas working on Sustainable Tourism!

STRUCTURE OF THE ECST



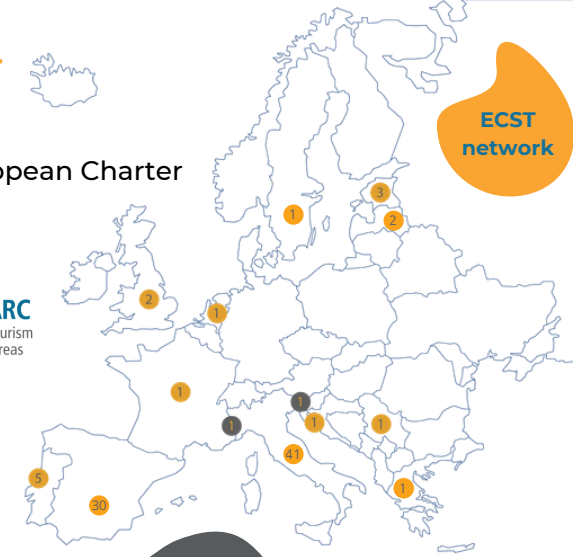
For tour operators in Protected Areas who champion responsible tourism and support conservation!

KEY NUMBERS

91 Protected Areas in **13** countries are part of the European Charter for Sustainable Tourism

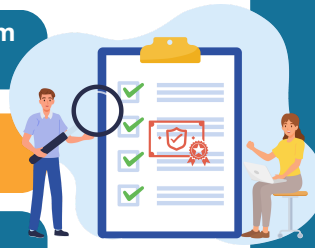
+1500 Sustainable Partners

41 Tour Operators



NECESSARY STEPS

- 1 Establish a **permanent forum** with stakeholders.
- 2 Develop a **Sustainable Tourism Strategy and Action Plan**.
- 3 Undergo an **onsite evaluation** by an external verifier.
- 4 Gain **award recognition** and joining the **ECST network**.



BENEFITS

1. **Strengthened Relationships with Local Tourism Businesses**
2. **Greater Influence Over Sustainable Tourism Development**
3. **Enhanced Profile as a Sustainable Tourism Leader in Europe**
4. **Increased Media and Public Awareness Opportunities**
5. **Access to a Network of Sustainable Tourism Parks for Shared Learning and Best Practices**

FOR LOCAL BUSINESSES AND COMMUNITIES:

- ★ Improved visitor satisfaction and loyalty, retaining local spending
- ★ New tourism and commercial opportunities
- ★ Support for sustainable local products, events, and customs

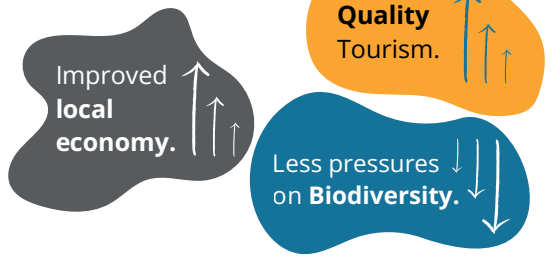
OPPORTUNITIES FOR CONTINUOUS IMPROVEMENT:

- ★ Reshape tourism in your area by continuously working with stakeholders.
- ★ Get exclusive access to events dedicated to Sustainable Tourism in Protected Areas.

Only EUROPARC members can become part of the ECST!



THE IMPACTS



Get in touch with us!

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 www.europarc.org/sustainable-tourism

