The European Charter for Sustainable Tourism: looking for synergies with TransParcNet

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### EUROPARC Federation

#### The ECST: a time scale

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1991</td>
<td>Working Group Sustainable Tourism EUROPARC</td>
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<td>1995</td>
<td>Design of the ECST Methodology (French Fed PNR with LIFE)</td>
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<td>2008/2009</td>
<td>Development of the phase II and first awarded charter partners</td>
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<td>1993</td>
<td>“Loving them to death”</td>
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<td>2001</td>
<td>First 7 PA’s awarded</td>
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<td>2013/2014</td>
<td>Development of the phase III and first / TO awarded</td>
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The ECST: the “whole picture”

I - Territories
II - Tourism
III - Travel Agencies / Tour Operators
The ECST ...  
144 parks in 17 countries ... 

42 Spain 
30 France 
29 Italy 
13 UK 
7 Portugal 
4 Germany 
3 Finland 
3 Netherlands 

... the oldest, the largest and the widest network 

3 Croatia 
2 Lithuania 
2 Serbia 
1 Bosnia & Herzegovina 
1 Denmark 
1 Estonia 
1 Latvia 
1 Norway 
1 Slovakia
The ECST: the Charter Partners

Since 2008... 636 Charter partners, 39 destinies/4 countries!
At the moment, 17 travel agencies and tour operators have been awarded as Charter Partners in France since 2014
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**What does EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS mean in numbers?**

**EUROPARC's European Charter for Sustainable Tourism in protected areas builds partnerships to improve sustainable development and the management of an area's natural and cultural heritage.**

- **56 M people** live within one hour of areas managed under sustainable tourism principles. The potential to communicate positive sustainable and conservation message is huge! In average 1,16 M people / area

- **4 M people** live inside protected areas where tourism is managed sustainably. These are budding sustainable development. Ambassadors of the future! In average 97 304 people / area

- **1.4 M young people** learn yearly about how protected areas manage these places sustainably. In average 28 648 educational visits / area

- **700 000 local products** are supported by parks and businesses operating under sustainable tourism principles. Bringing local products and traditions to tourism marketplace

- **Hundred of species** and habitats are managed and protected within the Charter areas

- **7 M ha of N2000 site** protected under European law are managed by parks with the European Charter for Sustainable Tourism. Europe's nature is safe in Charter park hands. Size in average 140 633 ha / CA

- **441 M Euros** are invested by Charter protected areas to accomplish their sustainable tourism actions. A real commitment to words turned into actions that will make a long term difference to how nature and sustainable development are managed.

- **14 M** hectares of land cover protected areas in Europe that have been certified with the Charter for sustainable tourism, where conservation and tourism are being managed sustainably.
The ECST: what’s new?

1. Spanish Section has the awarding Travel Agencies schemes approved and functional for 2016.
The ECST: what’s new?

New official text and templates for the next application period (December 2016)
The ECST: what’s new?

New re-evaluation procedures approved for the next renewals period (December 2016)
The ECST: what’s new?

First TransParcNet Triglav/preAlpi Giulie submitted a single ECST application in 2016
What are the limits of PA managing visitors? Funds? Staff? Time?

Time with visitors is essential more than funds and staff;

The role of local tourism businesses enlarge time and “staff” availability to deal with visitors;

Visitors just want to have a good visit and are open to new experiences or new ways visiting the PA.
Participatory approach and sustainability are relevant issues in PA management; 
Tourism is a relevant factor in many PA specially in visitors management; 
Develop solutions in PA management that: 
  * improve the quality of the visit, 
  * have an impact in local economy and 
  * raise awareness next to visitors about PA management.
How far are you willing to work together with the other local interests (tourism businesses, municipalities, etc.)?

With your time, budget and staff available can we really do it by ourselves without the engagement of all local society?

Tourism businesses always want more visitors .... But in low season, not in high season;
Looking for synergies … anticipating the future

* How many TBN PA have tourism as a key aspect in its daily management?
* One application is easier and cheaper to do than two!
* How many Charter PA are in a Transboundary situation?
* One application is easier and cheaper to do than two.
Looking for synergies ... anticipating the future

* I challenge TPN and ECST WG to set up a common communication to our potential network members that can become awarded with the other label;

* Let’s start with the easy part and let’s see what happens!
Obrigada!
Dankeschön!
děkujeme Vám!

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