



EUROPARC
F E D E R A T I O N

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

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EUROPARC Federation



The ECST: a time scale

1991

Working Group
Sustainable Tourism
EUROPARC

1995

Design of the ECST
Methodology
(French Fed PNR
with LIFE

2008/2009

Development of the
phase II and first
awarded charter
partners

1993

“Loving them to
death”

2001

First 7 PA's awarded

2013/2014

Development of the
phase III and first /
TO awarded

The ECST: the “whole picture”



I-Territories

II-Tourism

Businesses

**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



3 Croatia
2 Lithuania
2 Serbia
1 Bosnia & Herz
1 Denmark
1 Estonia
1 Latvia
1 Norway
1 Slovakia

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

The ECST: the Charter Partners



Since 2008... 636 Charter partners, 39 destinies/4 countries!

The ECST: the Travel Agencies and Tour Operators



- * At the moment, 17 travel agencies and tour operators have been awarded as Charter Partners in France since 2014

The ECST: the magic numbers



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**

Learning Lessons



1.4 M young people

learn yearly about how protected areas manage these places sustainably

In average **28 648 educational visits / area**

14 M



Size in average
275 860 ha / area

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

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

700

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

Hundreds of species and habitats are managed and protected within the Charter areas



3 206 organisations

across Europe are working in partnership to deliver sustainable tourism and nature conservation.

In average **61 local organisations / area**

Audience Participation



73 M people

visit European Charter protected areas annually. A great audience to see how sustainable tourism can work in practise.

In average **1.5 M visitors / park**

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**

Natural Capital **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.

In average **9 M € / park / 5 year plan**
1.8 M € / park / 1 year



The ECST: what's new?



1

Spanish Section has the awarding Travel Agencies schemes approved and functional for 2016

The ECST: what's new?



2

New official text and templates
for the next application period
(December 2016)

The ECST: what's new?



3

New re-evaluation procedures approved for the next renewals period (December 2016)

The ECST: what's new?



4

First TransParcNet Triglav/
preAlpi Giulie submitted a
single ECST application in
2016

TPN/ECST: some key issues in visitor management



- * 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.

TPN/ECST: some key issues in visitors management



- * 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.

Looking for synergies ... anticipating the future



- * 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!

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Obrigada!
Danke schön!
děkujeme Vám!



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