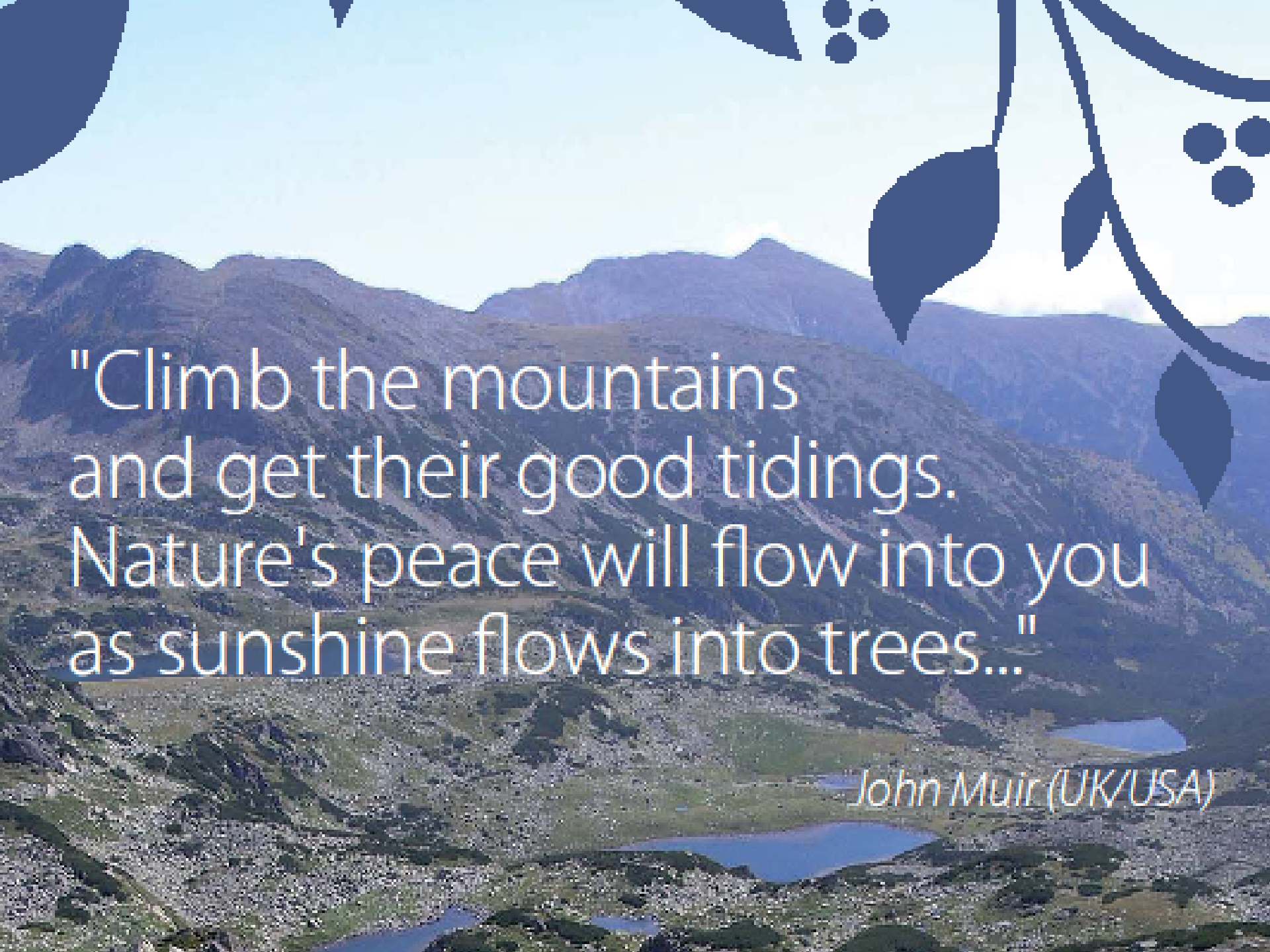


“Human subtlety
will never devise an
invention more beautiful,
more simple or more direct
than does nature because
in her inventions nothing is
lacking, and nothing is superfluous.”

Leonardo da Vinci (IT)



"Climb the mountains
and get their good tidings.
Nature's peace will flow into you
as sunshine flows into trees..."

John Muir (UK/USA)



The warnings about global warming have been extremely clear from some time. We are facing a global climate crisis [...] We are entering a period of consequences.

Al Gore (USA)

A close-up, low-angle shot of a mountain bike's front end on a snowy trail. The bike has a red frame and knobby tires. The rider's legs in black pants are visible on the left. The background shows a snowy slope with patches of dry grass. A large, faint watermark 'FAR' is visible in the lower right.

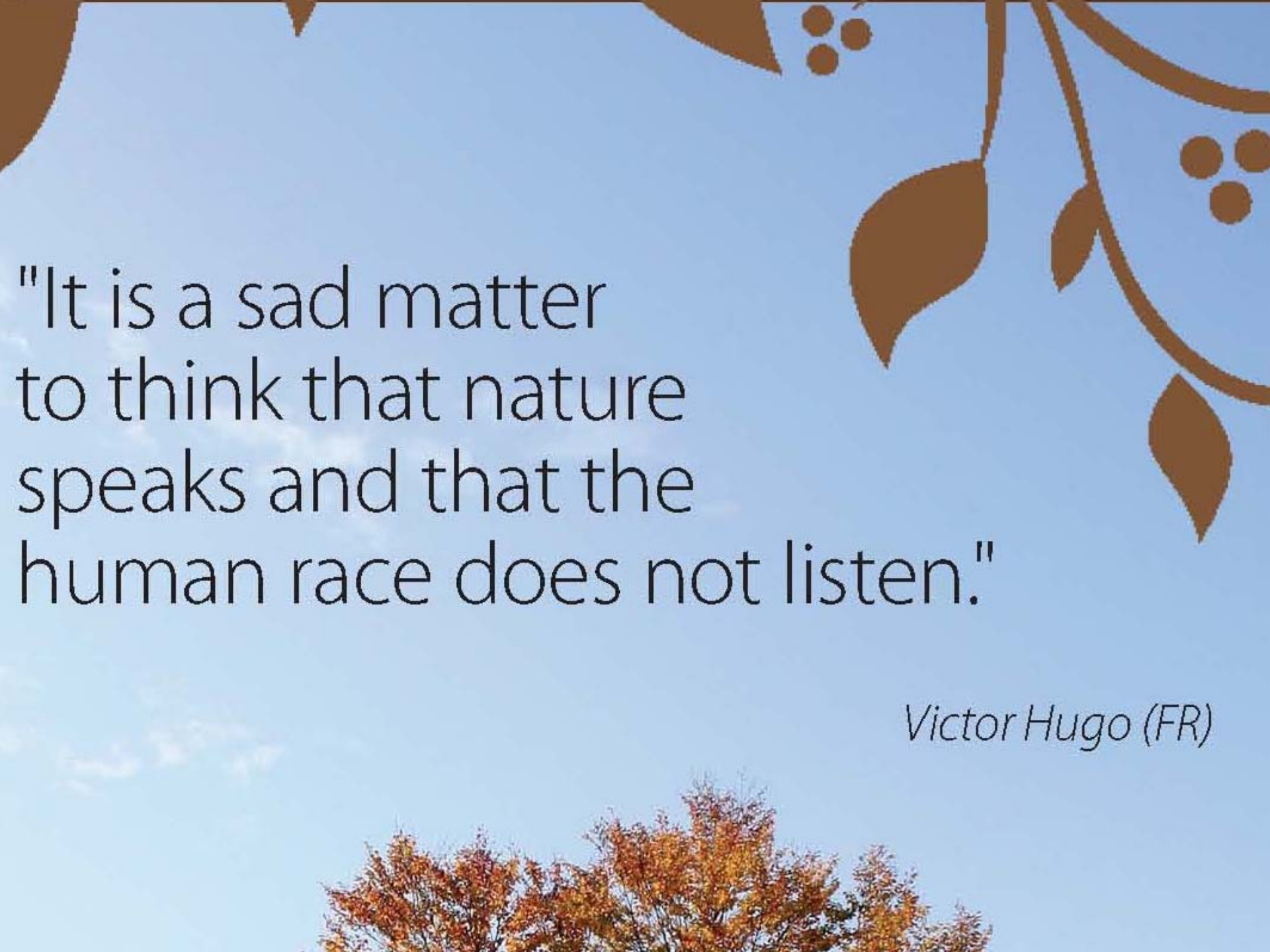
"You are a guest
of nature. Behave."

Friedensreich Hundertwasser (AT)

"...The sea, the great unifier,
is man's only hope.
Now, as never before,
the old phrase has literal meaning;
We are all in the same boat."

Jacque Cousteau (FR)





"It is a sad matter
to think that nature
speaks and that the
human race does not listen."

Victor Hugo (FR)



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© Daniel Schmitt/Photo: Thomas Hübner/Photo - Bildberg/AG, Picture: WPT/2, iStock

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© Daniel Schmitt/Photo: Thomas Hübner/Photo - Bildberg/AG, Picture: Peter Engelke

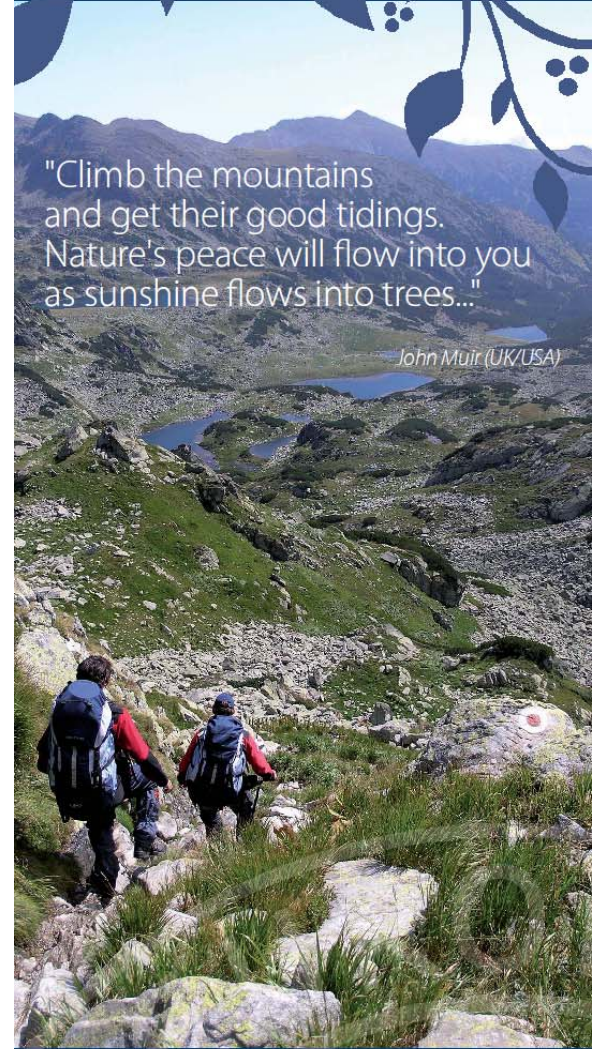
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© Daniel Schmitt/Photo: JCL, Picture: Benjamin Hübner/AG

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Ben Hoad, Hobbies Daily (National Park USA), Photo by Pictorix

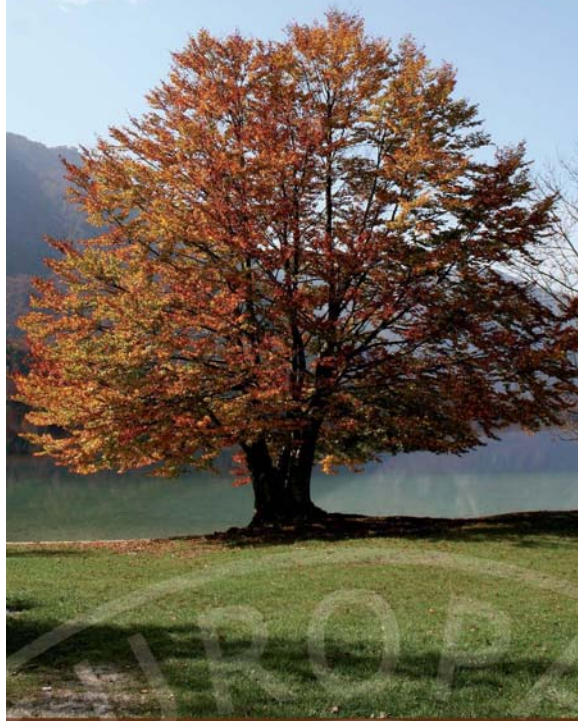
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Stephen Hammer/Parl (ES), Pictorix, John White

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Geir Inge Skjold/News and Photo (ES), Pictorix, David Lundgren

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European Charter
for Sustainable Tourism in
Protected Areas

How to join the journey:
a guide for protected areas



EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS

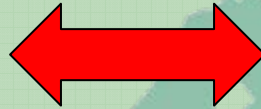
European Charter
for Sustainable Tourism in
Protected Areas

The Charter



Double mission of European protected areas

- Nature (and cultural) Conservation
- Conservation of nature and human values in a territory.



- Use and enjoyment of the area by visitors
- Sustainable development

Protected areas authorities

Tourism businesses



Basic Fundament of the Charter is PARTNERSHIP!

to prepare and implement a strategy and commit to sustainable practices.

Involve ALL involved in tourism

Create a permanent forum

Protect and enhance the areas natural and cultural heritage

Provide high quality visitor experience

Good integrated communications

Encourage tourism products that enable discovery of the area

Ensure tourism does not reduce quality of life of residents

Increase benefits from tourism to the local economy (local products)

Monitor and manage visitor flow

Good for Biodiversity - Good for Business



The Charter is a practical management tool which helps protected areas to continuously improve the sustainable development and the management of tourism taking account of the needs of the environment, the local population and the local tourism businesses.

To improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.



The European Charter emanated from a report by the EUROPARC Federation in 1993 called Loving Them to Death

(IUCN) action programme for protected areas in Europe, "Parks for Life" (1994).

- The Charter Network is now made up of 77 protected areas in 9 European Countries.
- They cover 4,6 M hectares, welcome 60 M visitors a year and are inhabited by 75 M inhabitants
- 266 local businesses have currently been certified under the Charter part II





Parc Natural de la Zona Volcànica de la Garrotxa

•What were the challenges?

- lack of co-ordination in the tourism sector of the area
- the rather bad and conflicting relationship between tourism businesses and public administration (councils, regional... including park authorities)
- low level of professionalism in many of the tourism businesses.

Spain's coastal tourism development show everybody what is NOT sustainable tourism and the dangers and damages it can produce.

La Garrotxa decided to try to influence its development by negotiation and permanent contact in partnership with the tourism sector as there were few legal power to do so.



Parc Natural
de la Zona Volcànica
de la Garrotxa

The way to Partnership

identifying and meeting stakeholders

more than 80% of tourism businesses in La Garrotxa and all the town councils, the park and others administrative bodies.

36 partners

115 private businesses.

Turisme Garrotxa, a private association

- The aim is to promote a sustainable tourism model of development based in a quality offer and emphasising respect for nature and environment.

- All partners pay fees !!!



Turisme Garrotxa, a model of tourism appraised by WTO

- In the Compilation *“Sustainable Development of Ecotourism. A compilation of good Practices in SME’s”*, World Tourism Organisation, Madrid, 2003.
- Selected as one of 65 best experiences of the world in sustainable tourism



The success of Turisme Garrotxa in meeting the challenges is due to:

- The degree of involvement of key partners:
- Hotel and Restaurant Association (the pillar of the private sector)
- The incentive of the **European Charter for Sustainable Tourism**, which:
 - giving a framework of reference
 - demanding co-operative work
 - providing a connection with others European parks
 - With many actions for excellence in sustainable tourism development
 - a 5 years lasting program in co-operation with all the tourism stakeholders



The European Charter for Sustainable Tourism brings an opportunity for partnership to meet common challenges...

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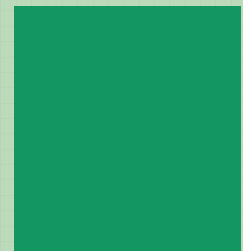
**EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS**



To establish a bridge linking protected areas with local populations, increasing local welfare and involving at the same time local tourism businesses, in conservation aims and activities.

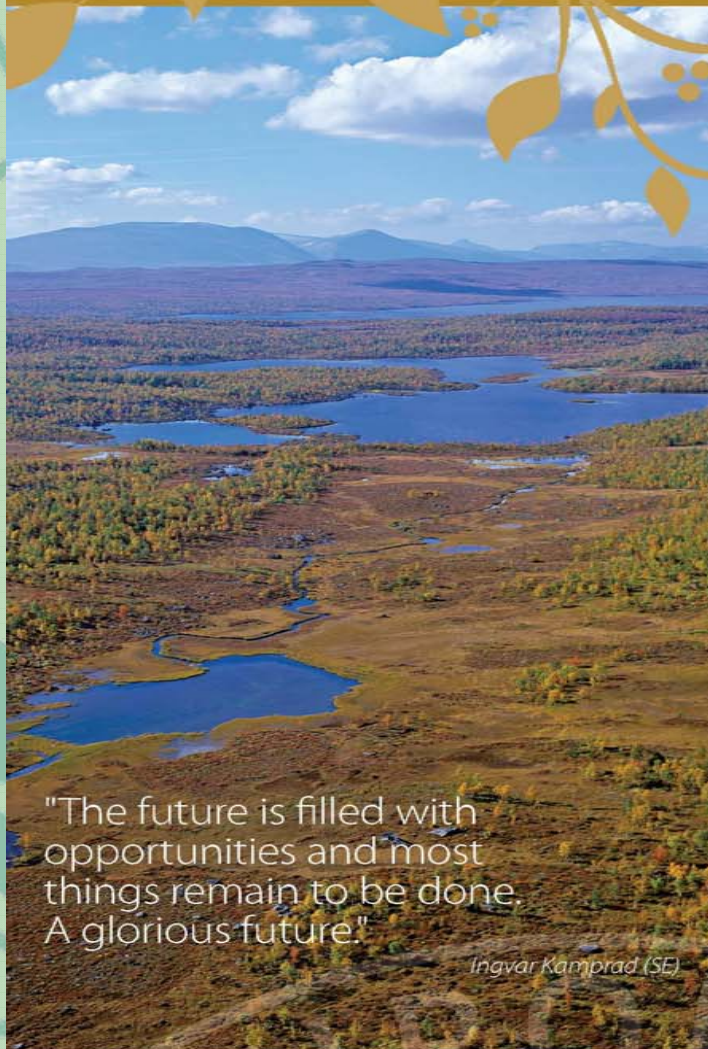
Sustainable regional development – current projects

- Parks & Benefits (Interreg)
 - 18 partners from 6 countries around Baltic Sea Region (BSR)
 - Socio-economic effects for the benefits of protected areas
 - Transfer of the Charter to 6 protected areas in the BSR
- Sustainable Tourism Destinations (BfN)
 - 7 partners including a study group of Charter areas
 - Identification of the added value for Charter protected areas; analysis of the charter methodology and comparison with sustainable tourism destination assessment system; collection of best practice examples
- STEPPA: Sustainable Tourism in Enterprises, Parks and Protected Areas (DG Enterprise)
 - Better cooperation between Charter areas and local businesses
 - Research the added value of the Charter for local businesses
 - 11 partners from across Europe





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"The future is filled with opportunities and most things remain to be done. A glorious future."

Ingvar Kamprad (SE)

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