



**EUROPARC**  
F E D E R A T I O N



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

# **SUSTAINABLE TOURISM IN PROTECTED AREAS**

**good for Parks, good for People**

**Nele Söber**

# EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

## WHAT IS THE ECST?

A practical management tool that enables Protected Areas to develop tourism sustainably

## WHO CAN APPLY?

Organisations managing Protected Areas:

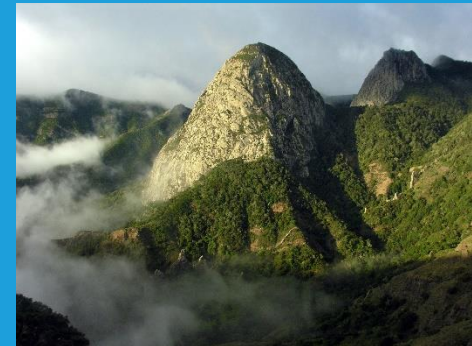
Regions, Parks authorities, Municipalities, National Bodies

## WHO MANAGES IT?

The EUROPARC Federation and National Sections, through an independent verification process.

# WHERE?

Currently it is implemented in  
**157 Charter areas**  
in **19 European countries**



# WHERE?

## Estonia

- Matsalu National Park 2015

## Latvia

- Kemeris National Park 2012 (re-verified in 2017)

## Portugal

- Peneda-Geres National Park 2015
- Alvao Nature Park 2015
- Montesinho Nature Park 2015
- Douro International Nature Park 2015
- Terras do Priolo 2012
- Montemuro; Arada and Gralheira Mountains and Arouca Geopark – Magic Mountains 2013
- Alto Minho Intermunicipal Community (CIM Alto Minho) 2015
- Terras do Lince 2016

## Slovenia

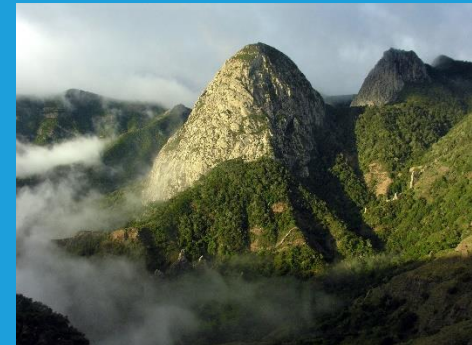
- The Julian Alps include Triglav National Park (Slovenia) and Prealpi Giulie Nature Park (Italy) – Transboundary Park



# WHY?

*„We felt that there was a need for a tool that would **lower the pressure on the environment and promote social resilience in and around the PA**, at the same time making this protected area a sustainable tourism destination.“*

*„With the **establishment of the Tourism Forum** and planning activities for the next five years, we substantially improved public participation and tried our best to bring all interested parties on board making the process as democratic as possible.“*



# WHAT ARE THE BENEFITS FOR PROTECTED AREAS



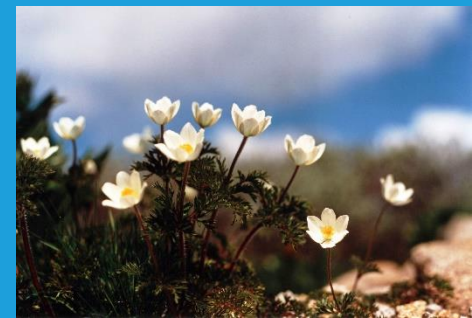
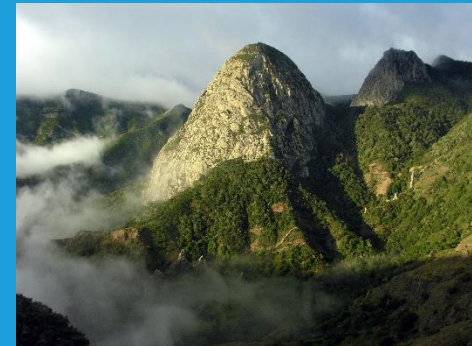
Bring measureable **economic, social and environmental benefits** from well-managed sustainable tourism



Strengthen relations with local tourism stakeholders and the wider tourism industry



Provide access and membership of an extensive and dynamic European network



# WHAT ARE THE BENEFITS FOR BUSINESSES



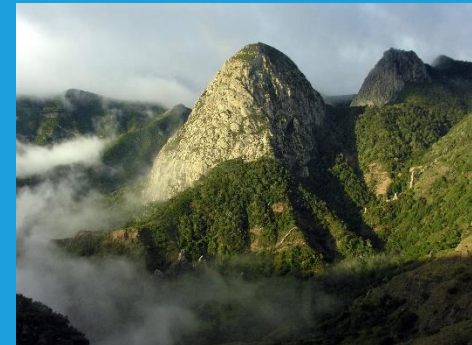
Encouraging customers to respect the environment in their actions on the property and in nature



Engaging in energy and water saving activities



Using environmentally friendly products  
Reducing, recycling and managing waste





# WHO CAN APPLY?

## Organisations managing Protected Areas

- Parks authorities
- Municipalities
- Regions
- National bodies
- NGOs
- Foundations





# 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**

**4,9 M**



**Promised Land**

hectares of land in Europe is protected areas where tourism and conservation is being managed sustainably

Size in average **94 265 ha / park**

**14 M**



Size in average **275 860 ha / area**

hectares of land cover the protected areas in Europe that have been certified with the Charter for sustainable tourism

**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



## What does EUROPARC 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



**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 parks annually. A great audience to see how sustainable tourism can work in practise.

In average **1.5 M visitors / park**

**Asset Management** **11 M visit**

are made to parks committed to making sure conservation and sustainable development are managed with community participation. Visitors are a great asset for the economy and as future nature protectors.

**Safe in our hands** **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**

\*M = million

# PRINCIPLES

1. Giving priority to **protection**
2. Contributing to **sustainable development**
3. Engaging all **stakeholders**
4. Planning **sustainable tourism effectively**
5. Pursing **continuous improvement**

**Quality Sustainable Tourism will be good for Parks and good for People**

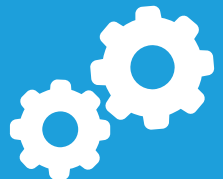


# COMPONENTS



## Sustainable Tourism Forum

A **permanent Sustainable Tourism Forum** should be established between the **protected area authority** and all relevant stakeholders  
*(eg. local municipalities, conservation and community organisations and representatives of the tourism businesses)*



## Strategy and Action Plan

### Should include:

1. A definition of the area
2. An assessment of the current situation
3. A set of strategic objectives
4. An action plan to meet these objectives
5. An estimation of resources
6. Proposals for monitoring results



## Assessment of the current situation

- Natural, historic and cultural heritage;
  - Tourism and recreation
- Infrastructures;
- Current visitors and potential future markets;
- Impacts of tourism



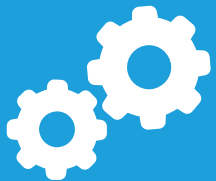
Strategic direction

Defining clear **strategic objectives** concerning nature conservation, economic and social development, improving quality of life of locals and quality of tourism.



Action plan

Description of each action: timing, resources, partners for implementing, monitoring proposal



**Strategy and  
Action Plan**



# TERMS AND CONDITIONS

The ECST is an independent process managed  
by EUROPARC Federation

1. Register and pay the fee
2. Ensure you are a **member of the EUROPARC Federation**
3. Submit a full application dossier within the set deadline
4. Pay the required verification fees

## Protected area Charter candidate

- Registration fee (for registration as a candidate protected area): **€500**
- Costs of travel, accommodation and board for the visiting verifier: **will be calculated according to the expenses range of the previous years**
- Verification fee (for administration of the application and verification process): **€5000 + VAT** (as applicable)

5. Verification visit takes place
6. Evaluation Committee meets and assess
7. Get your award
8. Fully participate in the network
9. Plan for re-evaluation

## Re-evaluation of charter area

(following successful verification)

- Re-evaluation, i.e. evaluation for renewal of Charter membership (after 5 years): **€5000 + VAT**
- Costs of travel, accommodation and board for the visiting verifier: **will be calculated according to the expenses range of the previous years**

# FURTHER INFORMATION

Please contact

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Tel: +49 941 59935980



For further details on the Charter see also

[www.europarc.org](http://www.europarc.org)