



Appreciating the Value of Nature
is the First Act towards a Sustainable World



EUROPARC

F E D E R A T I O N

**supporting parks
protecting nature
promoting sustainability
bringing people together**

Sustainable Nature: Valued by People



europarc.org

The work of the Federation





Learning from each other



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A person with a backpack is seen from behind, looking out over a vast landscape at sunset. The sky is filled with dramatic, colorful clouds in shades of blue, orange, and yellow. The ground is a mix of dark, leafless trees and lighter, possibly snow-covered or misty areas. The overall mood is serene and majestic.

PEOPLE LOVE PARKS!

Our iconic landscapes are often one of the most cited reasons for tourist visits in Europe.

Sometimes you need to change your perspective



Poorly managed tourism, allows societal tensions to persist, weakens local communities' connection to their heritage, landscape and environment, **erodes cultures and values** and does **irreparable damage and change to nature, wildlife and the environment**

Tourism , especially sustainable and responsible tourism, can be a vehicle for **trust and goodwill and cultural understanding** can change attitudes and build peace, create jobs, **support the economy** and bring hope....and **positive sustainable use of the environment.**

Sustainable Tourism in a Nutshell

SUSTAINABLE TOURISM

“Sustainable tourism development requires the informed participation of **all relevant stakeholders**, as well as strong political leadership to ensure wide participation and consensus building. **Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts**, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable Tourism

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.”

World Tourism Organization, 2004





EUROPARC

Sustainable Tourism
in Protected Areas

GOOD FOR **P**ARKS
PEOPLE
GOOD FOR

Through awarding the European Charter for Sustainable Tourism in Protected Areas, EUROPARC seeks to **safeguard cultural and natural values** by stimulating quality sustainable tourism, engendering **partnerships** to support local **livelihoods**, increase awareness of the need for sustainability, and promote international cooperation



YOUR JOURNEY

TO A SUSTAINABLE DESTINATION

We believe that **Sustainable Tourism is a state of mind**, a conscious choice, to work, live and to be on holiday on a different way. Realising how our choices affect the local environment, culture and economy, we can positively reshape our behaviour.



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**Sustainable Stories from the
Parks.**

Parc Natural de la Zona Volcànica de la Garrotxa - Spain



Best preserved volcanic area in the Iberian peninsula

What were the challenges?

Lack of vision and identity. Lost values and sense of worth.

- lack of co-ordination in the tourism sector of the area;
- rather bad and conflicting relationship between tourism; businesses and public administrations. Park seen as a problem for “development” and hyper protectionist
- low level of professionalism in many of the tourism businesses.

Spain’s coastal tourism development, in some areas, shows how **UNSUSTAINABLE** tourism development can be and the dangers and damages it can produce.





The Charter gave us a common vision - To establish a bridge linking the protected area with local populations, increasing local welfare and involving at the same time, local tourism businesses in conservation aims and activities

*The money supply generated by tourism in the municipalities of Garrotxa during the period between 2001-2010 was **700 million euros**.*

*In terms of employment were generated, the sum of the period between 2001 and 2010, a **total of 8,500 jobs**, 70% of them by the direct effect of tourism.*

Investment in the tourism industry and the subsequent economic benefit derived, in La Garrotxa would not have happened were it not for the fact of the Charter.



99Million of public and private investment was made in the area over the 10 year period
13million through the Charter (sustainable tourism actions) alone



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CONTRIBUTION TO CONSERVATION



1,500 actions that contribute to biodiversity conservation through actions to improve information about the park, awareness of visitors, projects for biodiversity and landscape conservation, etc.



ENERGY EFFICIENCY

It has been estimated that the commitment of 110 businesses to installing energy-saving light bulbs has generated electricity savings of 1,744,682 kW.

Equivalent to 872,341 kg of CO₂

96.927 km by plane

145.390 km by car



WATER SAVING

It has been estimated that the installation of flow reducers and aerators by 64 businesses helped saving 30,000 m³ of water per year

Equivalent to the water consumed to produce
43.000 kg apples or 7.327 cotton shirts.



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More than 80 stays in 2015 that were co-constructed or validated by the charter parks



2500 stays in 2015

650,000 hits on websites

€1 M turnover for the tour operators/agencies

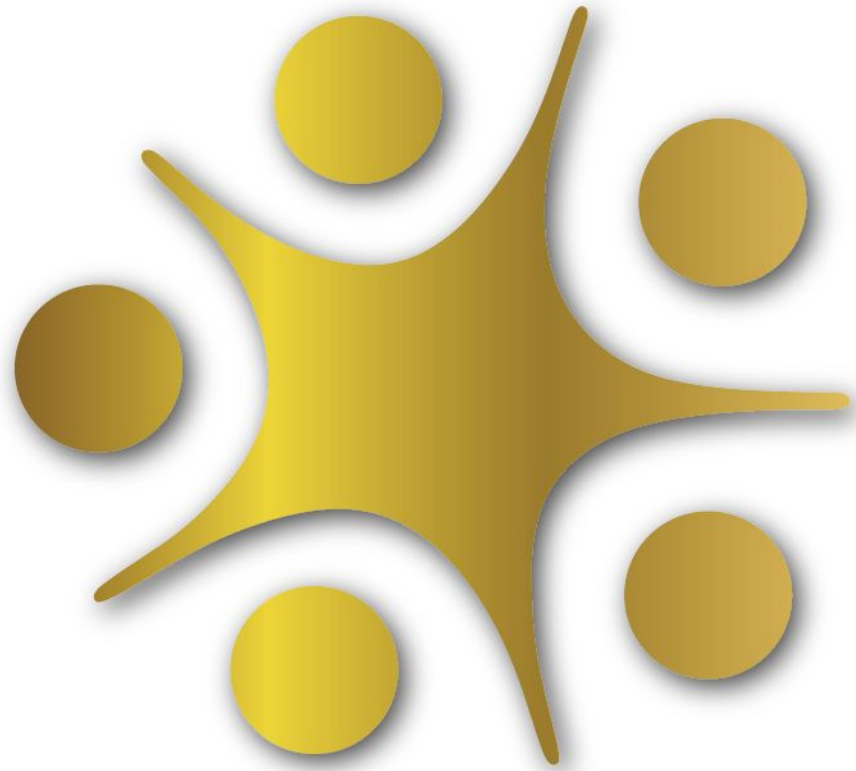


Positive customer feedback



More sustainable practices in their own business



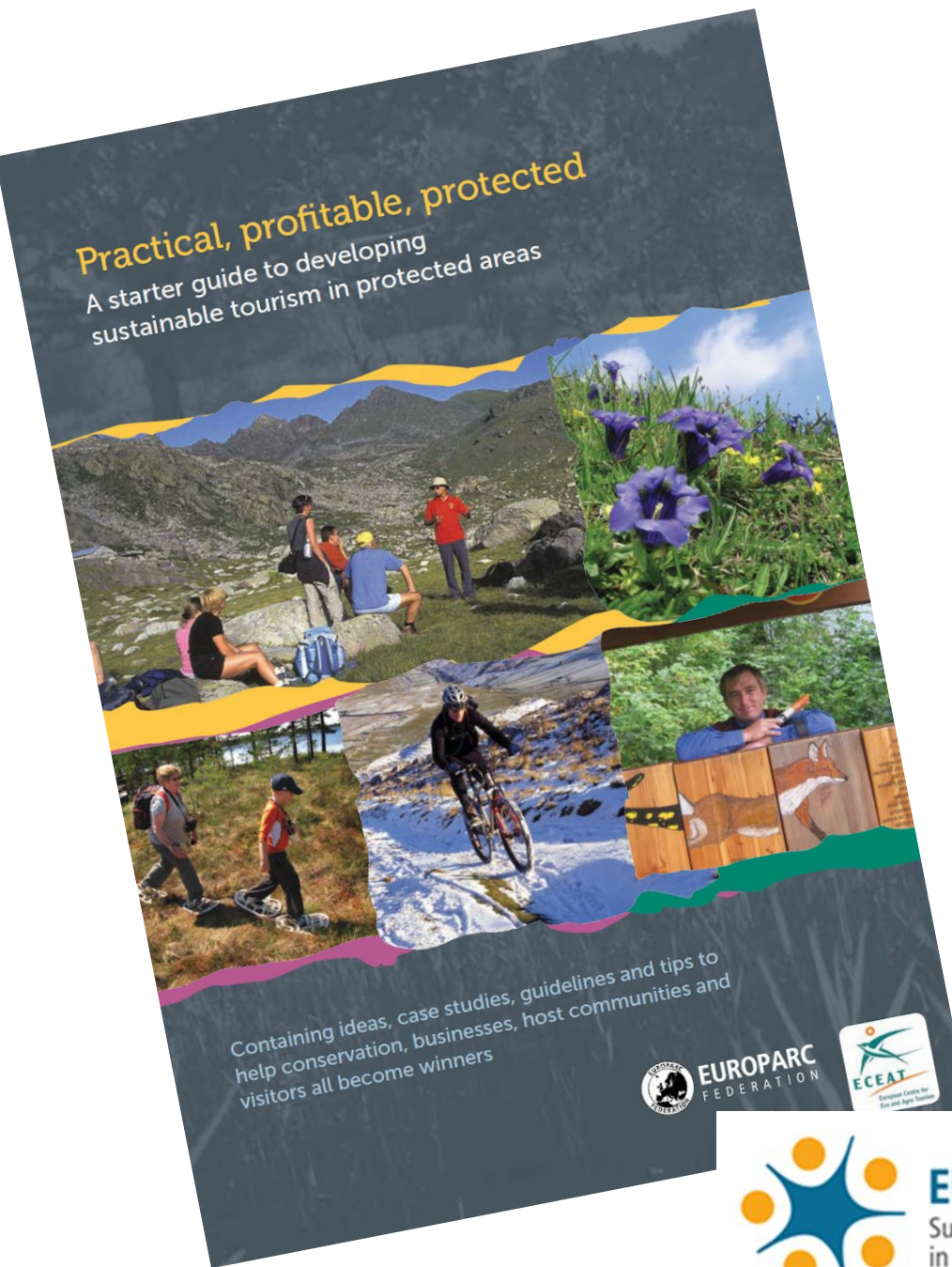


Star Awards

The Sustainable Tourism **Partners** Awards

Categories

- ✦ Reducing Impacts on Environment
- ✦ Building my Community
- ✦ Communicating the Values of the Park and my Business



Challenges

- Sustainable development not SUSTAINING DEVELOPMENT
- Institutional Inertia
- Implementation and Integration
- Capacity
- Societal malaise/values
- Communication. Smart and Effective.



EUROPARC FEDERATION

- 6.3 Operation of commercial activities
Do it yourself and/or encourage others to provide services
- 6.4 Donations and volunteers
Generating funds for conservation through tourism



**Know
what
you
Value**





Capture your Vision





**For
People
&
Nature**





**Get
perspective**





**Make a
strategy
to attract**



**Work
together and
communicate**





**Keep your
eyes open for
opportunities**





**Create,
join a
network**





**Hold on!
Never
give up**



A Moment of Reflection.....

