EUROPARC
Sustainable Tourism
in Protected Areas

Annex 1 to Application

The underlying principles of the European Charter for Sustainable Tourism in Protected Areas, aligned with its vision and mission, aim to enhance *Quality Sustainable Tourism, that will be good for Parks and good for People*:

Vision

Sustainable Tourism in European protected areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life and is economically viable.

Mission

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.

The principles govern how tourism is developed and managed in a Protected Area. The principles overarch the key topics and the associated actions that are the core of the European Charter for Sustainable tourism in Protected Areas.

PRINCIPLES

KEY TOPICS

KEY ACTIONS

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

The **Sustainable Tourism Strategy and Action Plan** should be based on local circumstances and priorities as assessed and agreed through the consultation process.
However, to comply with the requirements of the Charter it must demonstrate coverage of the following key topics and associated actions in the Action Plan.

KEY TOPICS	KEY ACTIONS
1) Protecting valuable landscapes, biodiversity and cultural heritage	**1)** Influencing land use planning and the control of potentially damaging developments; **2)** Influencing the location, type and design of tourism developments; **3)** Managing visitor flows, activities and behavior in sensitive areas and sites.
2) Supporting conservation through tourism	**1)** Encouraging visitors and tourism businesses to support conservation, through donations, volunteering and other activity; **2)** Using revenues obtained from tourism-related activity to support conservation; **3)** Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage.
3) Reducing carbon footprint, pollution and wasteful resource use	**1)** Working with tourism businesses to improve environmental management, including use of energy and water, waste management, and noise and light pollution; **2)** Promoting the use of public transport and other alternatives to cars.
4) Providing safe access, quality facilities and special experiences of the protected area, available to all visitors	**1)** Providing a wide range of access opportunities, with attention to safety and risk management; **2)** Improving the quality of visitor facilities and services; **3)** Providing visitors with specific tourism offers which involve discovery, interpretation and appreciation of the area's special natural and cultural heritage; **4)** Providing facilities and information for visitors with special needs.
5) Effectively communicating the area to visitors	**1)** Ensuring that marketing materials and activities promote the area effectively and responsibly; **2)** Providing good quality and effective visitor information and interpretation; **3)** Ensuring that tourism businesses and other local stakeholders are well informed about the area and provide relevant and accurate information to visitors; **4)** Providing specific information and interpretation for young people, schools and student groups.
6) Ensuring social cohesion	**1)** Anticipating, monitoring and minimising any existing and potential conflicts with local residents; **2)** Maintaining good communication and engagement between local residents, businesses, visitors and the protected area authority; **3)** Encouraging and developing appropriate partnership activity with and between stakeholders.
7) Strengthening prosperity in the local community	**1)** Promoting the provision and identity of local produce and services and their purchase and use by visitors and tourism businesses; **2)** Supporting the economic viability and performance of local tourism businesses and the provision of local employment in tourism.
8) Providing training and capacity building	**1)** Providing relevant training for staff of the protected area authority in sustainable tourism development and management; **2)** Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.
9) Monitoring tourism performance and impacts	**1)** Monitoring of visitors – volumes, patterns, spending and satisfaction; **2)** Monitoring of tourism businesses – performance and needs; **3)** Monitoring of tourism impacts – on the environment, economy and community; **4)** Monitoring progress in implementing the action plan.
10) Communicating actions and engaging with the Charter	**1)** Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level; **2)** Promoting and making visible the award of the Charter; **3)** Engaging with EUROPARC and the Charter Network, including participating in related events and activities; **4)** Taking steps for re-application and renewal of the Charter.

Please send this document, together with the completed documentation,
signed by the President or Director of the Protected Area (as appropriate) per email to:
sustainable.tourism@europarc.org

Signature: .... *Bruno Mt cshas* .... Date: 28/05/2021 ....

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