

# **The European Charter for Sustainable Tourism in the protected areas of the CADSES region with a synergy with EMAS and Local AGENDA 21**

## **Acronym: EaSTCharter**

### **Partner:**

1. EUROPARC – Organization of the network of the European parks
2. ENEA – public agency for research on environment, energy and technologies
3. ?????
4. ?????
5. ?????

**Duration:** 3 years

### **Project content**

The European Charter for Sustainable Tourism (Charter) is a strategic instrument asked by UE DGXI (Environment), in agreement with IUCN and manage by EUROPARC. The Charter aims to promoting sustainable tourism in protected areas. The quality and protection of natural, cultural and social resources should be the core centre of tourism activities. Charter ask the park manager and tourist operators to create a network, individuate common Strategies and an Action Plan to develop sustainable tourism. Each one, park manager, other public bodies and private operators, have to assume its own responsibility in obtaining economic benefits consisted with resources conservation and in creating network and synergies with other activities (ex. agriculture) and surroundings country. The application of Charter Strategy and Action Plan takes advantage by an integration with the principles and methods of the European regulation EMAS (Environmental Management and Audit Scheme), Local AGENDA 21 and the DPSIR approach to environmental analysis, as proposed by the Environmental European Agency and DGXI. Partner 2 and 3 applied this new approach for the first time in Italy. Charter ask each partner to analyse the environment quality, sensibility and threats, socio-economic situation, opportunities, problems, identify, with questionnaires if necessary, tourist demand and offer, new tourist markets with low impact and new possibilities for an economic development based on environment protection and quality. Stakeholders must be involved within a Forum, so that the park administration can agree with them a common Strategy for sustainable tourism and the Action Plan, and a Network can be established. A common methodology will be discussed and adopted by all partners. The project management board will monitor the methods applications and results. Communication among the partners and with stakeholders and public bodies will obtain a particular attention. Formation of park staff and stakeholder on the integration between Charter, EMAS, Agenda 21 and DPSIR scheme will be carried out by partner 2 and 3.

### **Activities of the project**

A- **project management** – A project management board will include a representative of all partners. Some of them will apply the Charter in its protected area (pilot projects) and some take care of project management, scientific coordination, methodologies, competence formation and communication at a wider level. A small committee chosen by the management board will be establish for routine management. The management board will meet together every 6 months each time in a different protected area. A continuous exchange of information will be done using e-mail.

B- **Starting project**- A beginning conference will be held in the Sibillini National Park, who is one of the first park to have adopted the Charter. The conference will be open to all partners and to protected area from Europe who adopted the Charter. This will allow each participant to go deeper

in the Charter principles and methods. The conference will be followed by a workshop where the methodologies and approach suggested by partner 2 and 3 (integration with EMAS, Agenda 21 and DPSIR scheme) will be discussed in order to obtain a common agreement on the procedures for the project application.

### **C- pilot application of the Charter in chosen protected areas**

Each partner (????) with the scientific coordination of 2 and 3 and the help of 1 and 4, will carry on in its protected area what follows:

- Environmental Report which contain:
  - o the **State of the environment**
    - characteristics of the natural, social and cultural environment of the area
    - ecosystems and habitat quality, conservation status of animal and plant species,
    - presence of naturalistic, historical, traditional etc. highlights
    - presence of sensible, critic, vulnerable areas;
    - Nature 2000 network sites, habitat and species
  - o **Driving forces and Pressures**
    - characteristics of human activities insisting on the protected area
    - characteristics of tourism
    - characteristics of social and economic conditions
    - identification of the pressures of all activities on the environment with special reference to tourism activities and infrastructures
    - identification of the existing (or possible) synergies between tourism and other economic local activities (ex. agriculture, handcraft, etc.)
  - o **Impacts**
    - identification of criticism and opportunity for tourism (a SWOT analysis can be used)
- identification of the tourist demand and offer through the collection of existing data and new data with the help of questionnaires for tourists, citizens, park staff, tourist operators etc. in order to know
  - o the current offer, quality and organization of tourist infrastructures, accommodation facilities, services provided, communication and knowledge of local resources
  - o tourist demand and tourists expectations
  - o identification of new markets and new activities with low environmental impact to promote in the territory.
  - o identification of synergies to start up with other partner, also outside the park, in order to build an efficient network
  - o the degree of attention given to people with disabilities, handicaps and to disadvantage categories (social and economic equity)
- functioning of the Forum with stakeholder, to be manage according the EASW (European Awareness Scenario Workshop, UE, DGXIII) method
  - o identification of interested parties with special reference to tourist operators but taking into account people working in related activities
  - o starting up and management of the Forum to discuss the results of the Environmental Report
  - o identification, with the Forum, of common strategies for sustainable tourism
  - o identification, with the Forum, of a **Plan of Action (Responses of the DPSIR scheme)** to be implemented by both private operators and public organization (Park)
  - o agreement between park administration and tourist operators
  - o network for communication and synergies with the other subjects of the territory.

D- **Formation** - Partner 2 and 3 will take care, in each protected area of the formation of the park staff, technicians and consultants (if any) who are involved in the Charter application. Formation will be addressed to Charter principles and methods, EMAS, Agenda 21, DPSIR scheme and EASW method for managing the Forum.

E- **Communication** – communication and results dissemination will be carried on at two levels:

- a. at the European level, through EUROPARC
- b. at a local (local, regional, national) level in every country involved; the activity will be in charge of the partner.

Communication include:

- the activation of a specific space on the project in the EUROPARC website
- opening of a specific space on the project in the web sites of each partner. The information to be published will be prepared by partner 1,2,3,4, in english and translated in its own language by each partner. A common framework and style will be adopted.
- at least one seminar organization by each partner in its country in order to disseminate the knowledge obtained with the project and involve local stakeholders and public bodies on new methodologies and instruments for sustainability
- organization of a final conference on the project results in a CADSES country. Participants will be invited from all CADSES area, including public bodies responsible of environment management or tourism and organizations involved in tourism management (tourist operators, international and national associations etc.). Participants will be invited also from other EU countries where the Charter was adopted in order to facilitate exchange of experiences

### **What is expected each partner has to do:**

Partner 1, Europarc, is responsible to create a network with all parks who adopted the Charter, support the partner in discussing principles, application and results of the Charter, is a reference for the Charter development, contribute to a definition of a common methodology which integrate the Charter with some elements of EMAS, Agenda 21, and DPSIR scheme.

Partner 2, Enea, is responsible for methods development and application, has a scientific supervision of the project, monitor the state of the art of the work of each area and its correspondence with the programme and methodologies, contribute to teaching activities

Partner 3, region Molise.

Partner 4, Parco Nazionale della Majella

Partner 5, Parco del Frignano

Partner 7.....

Partner of the Pilot areas, x, y, z, apply the methodology approved at the management board level in its park involving the park, staff, stakeholders, consultants if necessary, public authorities. Organise local seminars and meeting, local Forum and definition of strategies and action plan.

### **The competence needed**

The Environmental Report needs the capability to describe natural characteristics, individuate habitat sensibility, criticism, impacts and need of protection (geology, hydrology, botany, zoology,

ecology), to afford the analysis of socio-economic data, and describe and evaluate human activities and their pressure on the environment (economist, social science, agronomist, engineers). Communication needs a special attention and capability (expert in communication, technician on web). The all staff of the park have to be involved. As more information, GIS and maps are available as more the activity to be done will be easy and effective.

### **What I need to know**

This is a first stage of the proposal. In order to prepare a good proposal and quantify the costs the following information are needed from any park which would be a partner:

- how many information exist on natural and socio-economic characteristics of your park?
- which kind of studies, maps?
- do you have a GIS (Geographic Information System)? which are the data-base subjects?
- do you have a web site?
- how many people work in the park? what are their competences?
- do you need to be helped by an external consultant to carry on this project?
- do you need additional competences? how many? for how long time? what is the cost in your country?
- do you have experience of ISO 14001 standard for an environmental management system?
- which are the main characteristics of your park?
- how many people live inside?
- at this moment tourism is a problem or a chance? is tourism quantified?
- did you adopted other instrument which ask for stakeholder involvement and participation in management?
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### **Cost and planning**

The costs must be divided, for each year in:

- personnel
- meetings
- travel and accommodations
- promotion
- external expertise
- others
- small scale investment

please, give me all useful information to evaluate the budget.

The amount of the budget depends from the partner number as from how many activities have to be done.

**The Interreg program is financed by Europe in different percent according to the country. Please control on [www.cadses.net](http://www.cadses.net) the percent applied to you.**

In European countries EU normally finance 50%, but the other 50% is obtained by national ERDF funds. That means that the project can be financed at 100%. Please control what happen in your country.

**I will help you to prepare this proposal, but, please, send all useful information (or questions) to me as soon as possible:**

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