

Annex 1 to Application

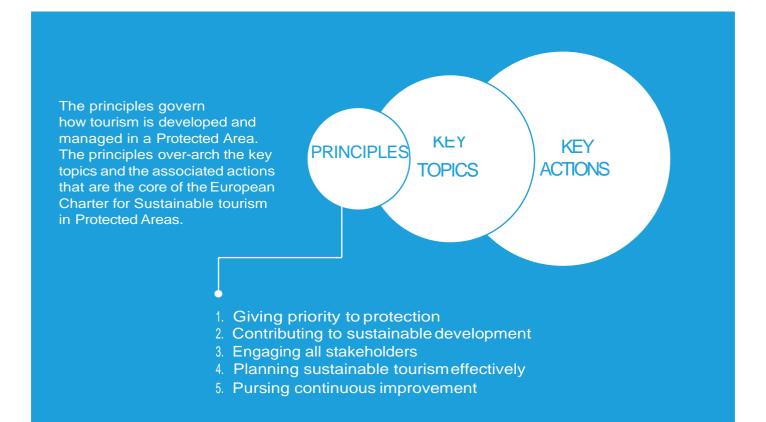
The underlying principles of the European Charter for Sustainable Tourism in Protected Areas, aligned with its vision and mission, aim to enhance *Quality Sustainable Tourism, that will be good for Parks and good for People*:

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 **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 1) Influencing land use planning and the control of potentially damaging developments; landscapes, biodiversity 2) Influencing the location, type and design of tourism developments; and cultural heritage 3) Managing visitor flows, activities and behavior in sensitive areas and sites. Encouraging visitors and tourism businesses to support conservation, through donations, volunteering and other activity; 2) Supporting Using revenues obtained from tourism-related activity to support conservation; conservation through tourism Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage. 3) Reducing carbon 1) Working with tourism businesses to improve environmental management, including use of footprint, pollution and energy and water, waste management, and noise and light pollution; 2) Promoting the use of public transport and other alternatives to cars. wasteful resource use 4) Providing safe 1) Providing a wide range of access opportunities, with attention to safety and risk access, quality management; facilities and special 2) Improving the quality of visitor facilities and services; experiences of the 3) Providing visitors with specific tourism offers which involve discovery, interpretation protected area, and appreciation of the area's special natural and cultural heritage; available to all visitors 4) Providing facilities and information for visitors with special needs. 1) Ensuring that marketing materials and activities promote the area effectively and responsibly; 2) Providing good guality and effective visitor information and interpretation; 5) Effectively communicating the area 3) Ensuring that tourism businesses and other local stakeholders are well informed about the to visitors area and provide relevant and accurate information to visitors; 4) Providing specific information and interpretation for young people, schools and student groups. 1) Anticipating, monitoring and minimising any existing and potential conflicts with local residents: 6) Ensuring social 2) Maintaining good communication and engagement between local residents, cohesion businesses, visitors and the protected area authority; 3) Encouraging and developing appropriate partnership activity with and between stakeholders. 7) Strengthening 1) Promoting the provision and identity of local produce and services and their purchase and prosperity in the local use by visitors and tourism businesses; community 2) Supporting the economic viability and performance of local tourism businesses and the provision of local employment in tourism. 1) Providing relevant training for staff of the protected area authority in sustainable 8) Providing training tourism development and management; and capacity building 2) Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism.

KEY TOPICS	KEY ACTIONS
 9) Monitoring tourism performance and impacts 	 Monitoring of visitors – volumes, patterns, spending and satisfaction; Monitoring of tourism businesses – performance and needs; Monitoring of tourism impacts – on the environment, economy and community; Monitoring progress in implementing the action plan.
10) Communicating actions and engaging with the Charter	 Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level; Promoting and making visible the award of the Charter; Engaging with EUROPARC and the Charter Network, including participating in related events and activities; 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: info@european-charter.org

Joven Care Signature:

Date:25/02/2019.....



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