The Application report: framework and guidance is one of a set of three publications. The other two are The Charter and How to join the journey: a guide for protected areas. Together the trio forms guidance on how to become a member of the European Charter for Sustainable Tourism.

The Charter Principles for Sustainable Tourism

The underlying aims of the European Charter for Sustainable Tourism in Protected Areas are to

- increase awareness of, and support for, Europe’s protected areas as a fundamental part of our heritage, that should be preserved for, and enjoyed by, current and future generations;
- improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.

The charter principles involve working in partnership, preparing and implementing a strategy, and addressing key issues. Charter protected areas make a series of commitments to achieve the underlying aims:

1 To involve all those implicated by tourism in and around the protected area in its development and management.

A permanent forum, or equivalent arrangement, should be established between the protected-area authority, local municipalities, conservation and community organisations and representatives of the tourism industry. Links with regional and national bodies should be developed and maintained.

2 To prepare and implement a sustainable tourism strategy and action plan for the protected area.

The strategy should be based on careful consultation and be approved and understood by local stakeholders. It should contain:

- a definition of the area to be influenced by the strategy, which may extend outside the protected area;
- an assessment of the area’s natural, historic and cultural heritage, tourism infrastructure, and economic and social circumstances; considering issues of capacity, need and potential opportunity;
- an assessment of current visitors and potential future markets;
- a set of strategic objectives for the development and management of tourism, covering:
  - conservation and enhancement of the environment and heritage,
- economic and social development,
- preservation and improvement of the quality of life of local residents,
- visitor management and enhancement of the quality of tourism offered;

- an action plan to meet these objectives;
- an indication of resources and partners to implement the strategy;
- proposals for monitoring results.

3 To protect and enhance the area’s natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development by:

- monitoring impact on flora and fauna and controlling tourism in sensitive locations;
- encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions;
- controlling and reducing activities, including tourism impacts, which adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise;
- encouraging visitors and the tourism industry to contribute to conservation.

4 To provide all visitors with a high-quality experience in all aspects of their visit, by:

- researching the expectations and satisfaction of existing and potential visitors;
- meeting the special needs of disadvantaged visitors;
- supporting initiatives to check and improve the quality of facilities and services.

5 To communicate effectively to visitors about the special qualities of the area, by:

- ensuring that the promotion of the area is based on authentic images, and is sensitive to needs and capacity at different times and in different locations;
- providing readily-available and good quality visitor information in and around the area, and assisting tourism enterprises to do so;
- providing educational facilities and services that interpret the area’s environment and heritage to visitors and local people, including groups and schools.

6 To encourage specific tourism products which enable discovery and understanding of the area, by:

- providing and supporting activities, events and packages involving the interpretation of nature and heritage.

7 To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism, by:

- providing or supporting training programmes for staff of the protected area, other organisations and tourism enterprises, based on assessing training needs.

8 To ensure that tourism supports and does not reduce the quality of life of local residents, by:

- involving local communities in the planning of tourism in the area;
- ensuring good communication between the protected area, local people and visitors;
- identifying and seeking to reduce any conflicts that may arise.

9 To increase benefits from tourism to the local economy, by:

- promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses;
- encouraging the employment of local people in tourism.

10 To monitor and influence visitor flows to reduce negative impacts, by:

- keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises;
• creating and implementing a visitor management plan;
• promoting use of public transport, cycling and walking as an alternative to private cars;
• controlling the siting and style of any new tourism development.

Signed:                                Dated:

The Application Report is the key document where all information has to be provided. Concise, summary responses to the questions are needed for the verifier to obtain an overall picture. Cross-reference to other documents may be provided for additional information, but supporting text (as suggested above) must be included.

Please submit your application report in this WORD document and as a signed (page 2 and end of document) printed-out hard copy. Please fill in all questions by typing in the grey boxes (which disappear when typed in) paying special attention to those areas shaded in yellow.

SECTION A – GENERAL INFORMATION

A1 Name of the protected area and its responsible body

A2 Contact details

Give name of person and position, address, phone, fax, e-mail (who can be contacted by the verifier to discuss the application report)

A3 Type of designation

The status of the area, including IUCN category. Indicate any zones of varying designation.

A4 Relationship to surrounding area/region

a) Indicate any formal or informal surrounding buffer zones or other areas of influence (administrative or in terms of tourism policy)

b) Show the complete Charter application area on a map

A5 Size of area/zones

a) Total size of protected area in hectares and % mixture of the landownership.

b) Total size of the Charter application area

A6 Population

Give population within the protected area and in the Charter application area.

A7 Legal structure relating to the protected area

EUROPARC CONSULTING
Indicate the type/status of protected-area authority, relationship with other relevant official bodies or local authorities.

A8  Reason for designation *(very brief description)*

A9  Management and staffing

*Total numbers of staff. Please give organisational diagram if relevant.*

A10 Overall protected-area management

a)  *Does the protected area have a management plan?*

   *(Yes or No)*

b)  When was it last reviewed?

Indicate briefly the main priorities of protected-area management

A11 Total annual budget

*Please indicate total budget of the protected-area body (including overheads and project expenditure). Explain briefly how the protected area is funded, and indicate any external resources that are regularly available.*

A12 Annual visitor numbers

Day visitor:

Staying visitor:

Total nights:

Please define indicators such as:

- Total visitor arrivals or bednights per month
- Total day-visitor estimate per annum or per month
- Number of bedspaces (by accommodation type)
- Annual average % bedspace and bedroom occupancy of accommodation
- % of enterprises reporting growth in business over previous year
- % of bedspaces available all year
- Ratio of average occupancy (or total bednights) between busiest and least busy 3 months
- Number of bedspaces per 1000 local population
- Ratio of number of tourists to local population
Are these actual figures or estimates?

A13 Tourism structure

*Give a brief overview of the tourism history and type of tourism in the area.*

A14 Infrastructure and tourism offers

*Give a brief overview of the amount and type of accommodation, attractions, activities, events, and visitor services*

SECTION B – MEETING THE CHARTER PRINCIPLES

Principle 1 – Partnership with local tourism stakeholders

1.1 Has a forum or other partnership structure been established to enable the protected-area authority to work with others on the development and management of tourism, including implementation and review of the strategy?

Briefly describe this structure, including size and membership, frequency of meetings, etc.:

1.2 Are local tourism enterprises involved?

*Please answer yes or no and give a brief explanation.*

1.3 Is the local community involved?

*Please answer yes or no and give a brief explanation.*

1.4 Are local conservation interests involved?

*Please answer yes or no and give a brief explanation.*

1.5 Are the wider (regional) bodies responsible for tourism, conservation and regional development involved?

*Please answer yes or no and give a brief explanation.*

1.6 Are other partners involved, such as volunteers?

*Please answer yes or no and give a brief explanation.*
Principle 2 – Sustainable tourism strategy and action plan

Preparation

2.1 In what form has the tourism strategy and action plan for the protected area been prepared?

*Please state if as a single, self-contained document, two individual documents or within another document (if so please give name of document):*

2.2 Briefly describe the process(es) and timetable(s) for preparing both the strategy and action plan.

2.3 State briefly the main objectives for sustainable tourism identified in the strategy.

2.4 How does the tourism strategy relate to the protected-area management plan?

Consultation

We want to understand how local stakeholders were involved in drawing up the strategy and action plan, e.g. nature of and number of meetings, information supplied and obtained, and other consultation processes or surveys. (Make reference to the forum/partnership structures described under Question 1.1 as appropriate.)

2.5 Was there consultation with local tourism enterprises in preparing the strategy and action plan?

*Please answer yes or no and give a brief explanation.*

2.6 Was there consultation with the local community and other interests/stakeholders in preparing the strategy and action plan?

*Please answer yes or no and give a brief explanation.*

Assessment of resource needs, constraints and opportunities

2.7 Was there an assessment of the natural and cultural resources, their sensitivities (capacity) and opportunities for tourism? When was this produced?

*Please answer yes or no and give a brief explanation.*

Source of evidence/brief indication of results:

*Please answer yes or no and give a brief explanation.*
2.8 Was there an assessment of needs of the local community and economy? When was this produced?

*Please answer yes or no and give a brief explanation.*

Source of evidence/brief indication of results:

2.9 Was there an assessment of strengths/weaknesses of tourism infrastructure/services? When was this produced?

*Please answer yes or no and give a brief explanation.*

Source of evidence/brief indication of results:

**Assessment of existing visitors and their needs**

2.10 Was there an assessment of existing visitor patterns and needs? When was this produced?

*Please answer yes or no and give a brief explanation.*

Source of evidence/brief indication of results:

**Identification of future visitor markets**

2.11 Was there an assessment to identify future visitor markets offering potential? When was this produced?

*Please answer yes or no and give a brief explanation.*

Source of evidence/brief indication of results:

**Implementation**

2.12 Does the action plan include an indication of phasing/staging of action over time?

*Please answer yes or no and give a brief explanation.*

2.13 Does the action plan indicate which stakeholders or partners are responsible for the delivery of each action?

*Please answer yes or no and give a brief explanation.*
2.14 What is the size of the **budget** that the protected-area authority is devoting to the implementation of the action plan per year?

**a) excluding staff costs?**  
*Note:* The verifier will be looking for a realistic assessment of what resources will be required to implement the strategy and action plan and where these resources are likely to come from.

Comment:

**b) including staff costs?**

Comment:

**c) What is this as a percentage of its total budget?**

Comment:

2.15 Have funds been provided (or are they being sought) from other sources?

*Please answer yes or no and give a brief explanation.*

2.16 Does the level of funding seem reasonable to deliver the proposed action plan?

*Please answer yes or no and give a brief explanation.*

Comment:

2.17 Describe the staffing that the protected-area authority is devoting to the implementation of the action plan.

2.18 Is staffing being provided from other sources?

*Please answer yes or no and give a brief explanation.*

2.19 Do you believe the action proposed can be implemented with this level of staffing?

*Please answer yes or no and give a brief explanation.*

**Commitment of partners**

2.20 Have any formal arrangements been made with partners (such as a legal agreement, a memorandum of understanding or a letter of commitment) for implementation of the strategy and action plan? If not, is there any other good indication of commitment from other partners to the implementation of the strategy and action plan?

*Please answer yes or no and give a brief explanation.*
Details:

2.21 Please comment on the commitment of the partners to implementing the strategy and action plan, and any methods for motivating them and ensuring this commitment.

Comments:

Monitoring results

2.22 Have sufficient indicators been identified for the monitoring of the success of the strategy/action plan and can these be practically measured?

Please answer yes or no and give a brief description/explanation how they will be measured.

ADDRESSING KEY ISSUES

Under the following headings, please indicate what actions have been undertaken or are proposed relating to each of the Charter Principles 3 to 10. We are looking for evidence that action is being taken to address each of these principles, either to make progress or to maintain existing high standards.

Before going into the details of the principles below, please provide a short summary (one page max.) describing the protected area's sustainable tourism strategy and what it is aiming for as a whole. This is useful for the evaluation committee to have a clearer idea of what all the information below aims to portray or achieve, and is useful for the verifier to make sense of all the documentation sent.

Principle 3 – Protecting natural and cultural heritage

3.1 Monitoring impact on flora and fauna and controlling tourism in sensitive locations

Activities already undertaken/current activities:

Planned activities:

3.2 Encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions
Activities already undertaken/current activities

Planned activities:

3.3 Action to control development (including tourism) which would adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise
Activities already undertaken/current activities:
Planned activities:

3.4 Action to reduce tourism activities which adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise

Activities already undertaken/current activities:

Planned activities:

3.5 Encouraging visitors and the tourism industry to contribute to conservation (e.g. “visitor payback” schemes)

Activities already undertaken/current activities:

Planned activities:

Principle 4 – Meeting visitor needs/quality of experience

4.1 Surveys to measure visitor satisfaction

Activities already undertaken/current activities:

Planned activities:

4.2 Identification of future visitor markets and their needs

Activities already undertaken/current activities:

Planned activities:

4.3 Specific provision of facilities and information for disabled people

Activities already undertaken/current activities:

Planned activities:

4.4 Provision of facilities for economically disadvantaged people

Activities already undertaken/current activities:
Planned activities:

4.5 Action to monitor the quality of facilities and services

Activities already undertaken/current activities:

Planned activities:

4.6 Action to improve the quality of facilities and services

Activities already undertaken/current activities:

Planned activities:

Principle 5 – Communication about the area

5.1 Sensitive promotion of the protected area as a destination using authentic images and reflecting capacity/needs of the area, including times and locations

Activities already undertaken/current activities:

Planned activities:

5.2 Influence on the promotional activities of others (region, enterprises, etc.)

Activities already undertaken/current activities:

Planned activities:

5.3 Provision of clear information material on where to go and what to do when in the area (guides, maps, websites – relevant languages)

Activities already undertaken/current activities:

Planned activities:

5.4 Provision of accessible information centres/points for visitors and local people

Activities already undertaken/current activities:
Planned activities:

5.5 Processes for ensuring that others (especially tourism enterprises) provide good information for visitors and local people, including groups and schools

Activities already undertaken/current activities:

Planned activities:

5.6 Provision of guiding services and an events programme for visitors and local people, including groups and schools

Activities already undertaken/current activities:

Planned activities:

Principle 6 – Tourism products relating to the protected area

6.1 Provision/development of tourism offers (special events, holiday programmes, etc.) involving the discovery and interpretation of natural and cultural heritage

Activities already undertaken/current activities:

Planned activities:

6.2 Effective promotion of these offers

Activities already undertaken/current activities:

Planned activities:

Principle 7 – Training

7.1 Providing or supporting training programmes for staff of the protected area, in sustainable tourism

Activities already undertaken/current activities:

Planned activities:
7.2 Providing or supporting training of other organisations and tourism enterprises in sustainable tourism

*Activities already undertaken/current activities:*

*Planned activities:*

**Principle 8 – Community involvement and maintaining local quality of life**

8.1 Involving local communities in the planning of tourism in the area

*Activities already undertaken/current activities:*

*Planned activities:*

8.2 Communication between the protected area, local people and visitors

*Activities already undertaken/current activities:*

*Planned activities:*

8.3 Mechanisms for identifying and seeking to reduce any conflicts that may arise

*Activities already undertaken/current activities:*

*Planned activities:*

**Principle 9 – Benefits to the local economy and local community**

9.1 Promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses

*Activities already undertaken/current activities:*

*Planned activities:*

9.2 Encouraging the employment of local people in tourism

*Activities already undertaken/current activities:*
Planned activities:

9.3 Development of tourism in association with traditional economic activity (e.g. agriculture)

Activities already undertaken/current activities:

Planned activities:

Principle 10 – Managing visitor flows

10.1 Keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises

Activities already undertaken/current activities:

Planned activities:

10.2 Creating and implementing a visitor management plan

Activities already undertaken/current activities:

Planned activities:

10.3 Promoting use of public transport, cycling and walking as an alternative to private cars

Activities already undertaken/current activities:

Planned activities:

10.4 Controlling the siting and style of any new tourism development

Activities already undertaken/current activities:

Planned activities:

Signed: Dated:
For further details on the Charter see also www.european-charter.org

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