

DestiMED Project

Mediterranean Ecotourism Destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas

WP3/Deliv 3.3.3: Report on available monitoring tools.

Developed by:



With support from:

**International Institute
of Tourism Studies**

THE GEORGE WASHINGTON UNIVERSITY

Date:

30/06/2018

Main Authors:

IITS – George Washington University

Contributions from:

Carla Danelutti and Jeremy Sampson (IUCN-Med), Luca Santarossa (Federparchi),
Mauro Randone (WWF Med)

DestiMED Project Partners:



(lead partner)



Table of Contents

I. Introduction	1
II. Methodology	2
III. Main Findings	5
IV. General Guidelines	8
V. Requirements for DestiMED Monitoring System	11
VI. References	15

I. Introduction

Tourism is one of the main industries of local economies throughout the Mediterranean. Coastal tourism, tourism that involves marine environments or coastal zones, accounts for 11.3 percent of regional GDP, and 7 percent (based on 2012 figures) of the direct contribution of tourism worldwide. While tourism has brought prosperity to many Mediterranean countries, the accelerated growth in tourist arrivals coupled with a lack of adequate planning and destination management and monitoring are threatening natural and cultural assets and the well-being of communities through overdevelopment, overcrowding, pollution, and homogenization of the tourism product (Fosse, J & Le Tellier, J).

The UNWTO 2015 Affiliate Members Global Report (Volume 12) indicates that the profound changes in globalization, transportation, information and technology that have occurred over the past decade are bringing about a “new tourism”. The new tourists are more environmental and culturally aware, more demanding, and also able to influence the products they consume through the use of social media. These trends, in addition to others, have contributed to the increasing popularity of ecotourism¹ and adventure tourism.² Adventure tourism now makes up a significant portion of the tourism industry. In 2012, nearly 42% of travellers from Europe and the Americas were adventure travellers which corresponds to a market value of \$263 billion (Adventure Tourism Market Study 2013). Following these increasing trends, protected areas are seeing increasing numbers of visitors; globally, protected areas now receive, in total, over 8 billion visits each year (Morgan, 2015).

The Mediterranean Experience for Eco-Tourism (MEET) project was designed to harness the potential of adventure tourism and ecotourism in the region. It supported Mediterranean Protected Areas in learning and applying a shared methodology for ecotourism product development in order to stem the negative footprint of tourism in the Mediterranean and supported them in testing and promoting the created products. Having completed its three-year project life at the end of 2015, and involving 25 protected areas in 8 countries, MEET’s goal is to continue integrating new protected areas to expand the conservation and economic benefits of sustainable, respectful and nature-oriented tourism across the Mediterranean Basin.

DestiMED project aims to build on the accomplishments of MEET by further developing ecotourism products, creating sustainability and product quality standards, and a monitoring tool that can help resource managers, private sector partners and other key local stakeholders to track the impacts of the ecotourism products on the visitor, environment, communities and industry, starting with the ones created in the framework of DestiMED initiative. IUCN defines

¹ Ecotourism is defined by the IUCN as “Environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples.”

² Adventure tourism is tourism which includes two or more of the following: interaction with the environment, cultural exchange, and physical activity.

ecotourism as “environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples.”

The GW International Institute of Tourism Studies (GW) was contracted by the IUCN Centre for Mediterranean Cooperation to support DestiMED’s standards and monitoring objectives. Specifically, GW will create an online monitoring platform that will help to make the identified quality and sustainability criteria and indicators more actionable by assisting Local Economic Cluster (LEC) leaders to collect data and assess their performance and progress over time.

The set of sustainability criteria and indicators (i.e. social, cultural, economic and environmental) for DestiMED tourism products is under preparation by a pool of international experts and will be provided to GW by IUCN.

The ultimate goal of the online monitoring platform is to assist DestiMED stakeholders to manage for improvement.

In order to understand the most common monitoring systems used by Protected Areas worldwide and at project scale, GW was requested to conduct a global review of current and past tourism monitoring and certification programs for tourism in protected areas. This review will drive the structure of the new monitoring tool to meet the needs of the PA managers. The report identifies critical considerations for the online monitoring platform design, implementation and maintenance that will also be developed under this consulting assignment.

II. Methodology

Monitoring is the systematic and periodic measurement of key indicators. *Systematic* means that an explicit plan exists to identify indicators, outline how and when these should be measured, and define how the information will be used. *Periodic* means that indicators are monitored at predefined time periods. In other words, monitoring involves watching closely in order to observe, record or detect if a process is starting to approach a limit or achieving its planned results.

The validation of the sustainability of tourism products being developed by DestiMED protected area managers and their private sector partners will need to involve monitoring since monitoring results will provide insights about progress toward objectives (i.e. indicators) that have been established. Sustained monitoring can lead to continuous improvement and evidence-based decision making. Implementing a monitoring program requires adequate funding, trained personnel, access to data and information, and sufficient time to implement the program.

The GW team conducted desk research and interviews with a few protected area experts to identify past and current monitoring programs for protected areas around the world. Desk research reviewed literature published by the leading organizations, academic journal articles, secondary research of monitoring systems, meeting notes from the leading organizations, internal lookbacks, case studies, and project experience from the GW team. The analysis sought to identify the main elements of each monitoring and certification program, along with main results, challenges, sustainability, and lessons learned. The objective of the global review is to distill lessons learned from existing monitoring programs in order to prepare a set of considerations for the online monitoring platform design, implementation and maintenance.

The research identified ***four monitoring and certification programs for tourism in protected areas***. The geographic scope of these programs is regional and focuses mainly on Europe. The collective consisted of 4 monitoring and certification programs—3 current and 1 no longer in operation. It is important to note that the assessment of quality through certification programs involves ongoing monitoring, making improvements and re-monitoring.

The GW team also reviewed ***two monitoring and certification systems for tourism destinations*** in order to compare the findings between programs that were exclusively focused on protected areas and those that included protected areas only as a small component of the broader and more complex tourism destination. One of the two destination level systems assessed is regional while the other is global in its reach.

Finally, ***two certification systems for tourism businesses*** were reviewed. These global systems both include a focus on sustainable supply chains and offer insights relevant to the development of DestiMED's tourism products.

In addition, GW administered a survey to protected area managers from 6 of 9 pilot protected areas selected by DestiMED up to June 15, 2017. The objective of the survey was to provide insights about management capability for monitoring within DestiMED pilot protected areas. The survey focused on protected area managers' understanding of monitoring, scope of monitoring systems for tourism that they may be implementing currently, and experience of protected area managers in monitoring, partnerships, and reporting of monitoring results.

Below is a summary of the 8 sustainable tourism monitoring and certification mechanisms and standards that were reviewed:

EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

LEADING ORGANIZATION: Europarc Federation

This certification scheme uses management-related criteria to verify that protected areas are implementing sustainable management practices. Later phases of the system have also been used to certify tourism businesses. Several of the protected areas involved in this project are a

part of this network. Furthermore, the Charter protocol was used as the basis for product development for the MEET and DestiMED projects.

PAN PARKS

LEADING ORGANIZATION: PAN Parks Foundation

PAN Parks was a certification scheme that verified protected areas in areas related to wilderness, management, tourism, and business partners using management-related criteria and indicators. The PAN Parks Foundation went bankrupt in 2014, but the certification scheme was well-known and respected and provides excellent learning opportunities.

EUROPEAN WILDERNESS QUALITY STANDARD AND AUDIT SYSTEM

LEADING ORGANIZATION: European Wilderness Society (EWS)

The European Wilderness Society took over the PAN Parks' mission, but narrowed the scope of the certification considerably and eliminated the tourism component. This system focuses on wilderness and protected area management with management-related criteria.

IUCN GREEN LIST

LEADING ORGANIZATION: IUCN

This is a recently launched certification scheme for protected areas around the world. Its criteria and indicators are management-related. It does not have a clear tourism component. The guidance is quite general and designed to be adapted easily to the national and regional scales.

EUROPEAN SUSTAINABLE TOURISM INDICATOR SYSTEM (ETIS)

LEADING ORGANIZATION: European Commission

This system was developed to help European destinations monitor their sustainability progress; it is not a certification scheme. Indicators are performance-based. Destinations conduct self-assessments on their own and are free to use the available online tools.

GREEN DESTINATIONS

LEADING ORGANIZATION: Green Destinations

The Green Destinations certification scheme encompasses the QualityCoast and QualityTourism awards as well. The management-related criteria can be applied globally to assess sustainable tourism and destination management. This is a GSTC-recognized destination standard.

TRAVELIFE

LEADING ORGANIZATION: ABTA (Association of British Travel Agents)

Travelife certification for tour operators and travel agents has a heavy emphasis on sustainable supply chains. Awarded companies maintain high sustainability standards for the businesses with which they work. This is a GSTC-recognized business standard.

RAINFOREST ALLIANCE

LEADING ORGANIZATION: Rainforest Alliance

The Rainforest Alliance certifies tourism businesses including both tour operators and hotels and initially designed for ecotourism operations and focused on business training. The criteria and indicators are management-related. This is a GSTC-recognized business standard.

III. Main Findings

Review of Global Monitoring and Certification Programs

The detailed review of the eight monitoring and certification programs is presented in Annex 1 of this report. The key factors assessed and main findings for each factor are outlined below.

SCOPE OF CRITERIA & INDICATORS & ACCOMPANYING PROGRAM

- There is usually a non-profit organization overseeing the monitoring program and ensuring its implementation. This structure appears to be a critical element for the stable positioning of these programs.
- Leading organizations provide different levels of support and resource materials to users. Support and technical assistance being offered by these programs range from a detailed toolkit explaining all steps of the monitoring process with accompanying templates, to other online resources, and onsite technical assistance.
- The monitoring programs all had an explicit process for data collection, identifying improvements and/or recommendations, and re-monitoring.
- There is wide variance in the total number of criteria and indicators that are assessed under these programs. The monitoring programs range from several hundred indicators at the top end to organizing indicators under core and supplemental categories in order to allow for customization and organizing a few recommended actions around a more streamlined set of key topics.
- The scope of the indicators usually involves data collection by protected area managers as well as their public, private and civil society partners. Difficulties associated to data collection was a recurring theme in the literature. The challenge users may encounter in situations where data needs to be collected from stakeholders and other partners was flagged.
- The availability of disaggregated information and data at the more local level was another data collection issue identified.
- Data collection is not as challenging for certification schemes for tourism businesses because data is not a primary component of the schemes and when information is required, it is usually managed within the business or its suppliers. There is less reliance on external data sources.
- Certification systems with direct tourism components included criteria around visitor satisfaction and tourism product quality. This is important element of a tourism entrepreneurial effort because if the customer is not satisfied, the business will not

- survive economically regardless of how environmentally and socio-culturally sustainable.
- Timeframe for the launch of the monitoring program involved a minimum of about a year of preparatory work.
- For schemes that included environmental, socio-cultural, and economic criteria, it was often noted that environmental criteria were considered strongest and received the most attention. One case study attributed this to the fact that the auditors in the study often had environmental backgrounds and were most comfortable with environmental criteria (Baddeley and Font). For businesses, there is often cost savings associated with environmental criteria (reduce energy and water use) which may not be the case for socio-cultural or economic criteria. However, it should be noted that many certified businesses are in fact doing work around community engagement (e.g. giving back programs) but have not historically considered that “sustainability management.”

REACH OF PROGRAM & SUSTAINABILITY

- It is important to note that the longest standing program assessed, i.e. the European Charter for Sustainable Tourism (ECST) which was established in 1995, currently has 157 protected areas in 19 countries. The two destination level monitoring programs established much later than the ECST each have more than 100 destinations recruited over the past three or so years. It is evident that growth in the longest standing monitoring program for tourism in protected areas in Europe has plateaued.
- Many of the protected areas participating in DestiMED are a part of the ECST. These include: Kornati NP, Croatia; Camargue Regional Nature Park, France; Marine Protected Area Torre del Cerrano, Italy; Technological and Archaeological Park of Colline Metallifere Grossetane, Italy.
- Most of the monitoring programs reviewed except the European Tourism Indicator System and Green List charge fees to users. The fee structure usually consists of an annual membership fee (that may be scaled based on size of the destination) and periodic verification fees. Some monitoring programs also provide additional technical support services at an additional cost as is the case with Green Destinations, ECST, and Travelife.
- The value proposition for users is often not clearly articulated. For instance, findings indicate that many parks are not renewing their membership in the ECST (Sustainable Tourism Working Group Document). A 2013 case study of the Green Tourism Business Scheme (GTBS) in Scotland found similar results. From 2008 to 2013 there was an increase from 756 to 773 members, but 398 businesses left the scheme resulting in a 2% growth rate and an overall retention rate of only 66%. PAN Parks which went bankrupt several years ago was the only program that offered some promotional and communications benefits to its users. However, the fees that it was charging were not sufficient to cover its core costs. And, its over-reliance on one donor proved fatal.
- Green Destinations, Rainforest Alliance, and Travelife were the only programs of those assessed that actively connect destinations and tourism businesses to markets by linking certified destinations and businesses to booking sites. Of note, since each of these programs hold the GSTC-Recognized status, it is easier for booking sites to include their

certified products because they can defer to the accreditation body as an objective filter.

REPORTING & USE OF DATA

- Most of the monitoring programs assessed do not provide benchmarking. Green Destinations and Travelife are the only certification programs that have an online portal for data entry. They each maintain a database that is being used in creative ways to distill insights across geographic regions.
- All the certification programs produce verification reports which ultimately serve as the main source of data and information for reporting. There is limited information available about how these reports are being used to inform decision making.
- The average timeframe for recertification is five years. Up-to-date information is therefore difficult to obtain on an ongoing basis. It is important to note though that the ISO good practice for conformity audits is 2 to 3 years.

Survey of DestiMED PA Partners

The survey was administered in June 2017 to 9 protected areas that had been selected and administered to an additional 11 protected areas in January 2018. We received responses from 14 of the 20 protected areas (i.e. a 70 percent response rate). Our findings indicate that the pilot protected areas have very limited monitoring activities and programs currently in place. Their experience with monitoring systems is therefore quite basic. The following findings substantiate this conclusion.

VISITOR IMPACT AND SATISFACTION MONITORING

- 28.6 percent of respondents stated that they do have a formal monitoring system for tracking visitor activities and visitor feedback
- 100 percent of respondents stated that they are collecting information about the number of visitors to their protected area*
- 100 percent of respondents stated that they are not tracking impacts of tourism in their protected area*
- 75 percent of respondents stated that they are not tracking visitor spending*
- Barriers identified for establishing a formal monitoring system include: scarce staff resources, lack of formal cooperation with some stakeholders and difficulty capturing the attention of visitors

*These results represent four of 14 PA responses to each question. These questions were conditional survey questions, thus they were not supplied to all survey respondents.

INTERACTION WITH TOUR OPERATORS

- 78.6 percent noted that they do not track the total number of tour operators that operate in their protected area
- 35.7 percent noted that they do have a basic system for concessions

- 78.6 percent noted that they do not offer or require education for tour guides and operators that aims to minimize their footprint in the protected area.

COMMUNITY REPORTING AND PARTNERSHIPS

- 57.1 percent of respondents indicated that they are sharing information about park performance with their community
- 85.7 percent of respondents indicated that they do not have an inventory of all users of the protected area
- Example of partnerships cited were associated to the multi-stakeholder engagement work that is carried out by several respondents as part of the European Certification for Sustainable Tourism

IV. General Guidelines

A set of general guidelines for development of the online monitoring system was identified from the main findings of the global review and survey results.

1. Design for non-expert users.

The system must be designed with the end-user in mind. The end-users are not necessarily experts in tourism, sustainability, or data collection methodologies, so the design of the system as well as any tools and training documentation must meet their needs. ETIS has excellent documentation that ensures anyone can support implementation. The most notable are their data sheets which explain each indicator including a reason for measuring, units of measure, method of calculation, reporting format, key stakeholders/users, etc. They give background information that allows anyone with any background to understand the system and how exactly to implement it. Overall, ETIS has been well-received by destinations; sixty-five percent of the 214 pilot destinations responded that they were satisfied with the ETIS toolkit. Those that were not satisfied suggested changes to the indicators and needed more support and assistance with data collection (Romagosa).

2. Keep it simple.

It is easy to try to cover too many aspects of sustainable tourism with a single monitoring system. If it tries to do too much, the system quickly becomes unmanageable for both the parks or destinations and for the the leading organization. PAN Parks covered tourism, park management, wilderness, and tourism businesses and, ultimately, it was unsustainable. The European Wilderness Quality Standard and Audit System has taken over the PAN Parks mission, but has considerably narrowed its scope to focus only on wilderness and park management.

In addition to a narrow scope, the list of criteria must be manageable in length. A long list of indicators is intimidating and overwhelming for destinations. The ETIS system has gone through

two pilot phases, and each time the number of indicators was reduced. Even still, destinations struggle with data availability and data collection (Romagosa).

Next, indicators should be flexible enough so that destinations and protected areas can integrate them into existing systems. A 2009 study by O'Mahoney examined three coastal sites in Europe who were conducting assessments based on the Green Destinations - QualityCoast program. One destination had sufficient data for indicators that were linked to existing regulatory reporting requirements. Another destination struggled to get data at the site-level because the proposed QualityCoast site did not directly match an administrative unit of the municipality. The three locations had data in different formats, units, and over different time periods depending on what existing monitoring was already occurring. A successful monitoring system will be flexible enough to allow sites to leverage existing data collection and apply it in the new system.

3. Ensure ongoing funding for operation, not just for development.

A monitoring system must have sufficient funding for ongoing operations into the future. PAN Parks was successful for many years, but it relied heavily on one donor. When that donor stopped funding the system, there was not sufficient revenue from other sources and the high operating costs proved to be unsustainable.

In almost all the systems reviewed in this document, destinations and protected areas are charged a fee to join and use the system, but the amount and timing of the fees varies from system to system. Usually the fees are tied to the verification costs. PAN Parks split the cost with the protected area which made the certification more affordable to protected areas but did not provide enough revenue to fund the system. The European Charter Network charges fees (6,000 euros/5 years) to join and then renew every five years. There are additional costs for the Assessor and certification process. In notes from a working group, it was recognized that these fees did not cover the full cost of the Charter system and funding from the Europarc Federation was used to cover the costs even though only ⅓ of the Federation members were in the Europarc Charter network. Green Destinations offers different enrollment packages at different price points (1,500 - 5,000 euros/year) depending on how much technical support the destination would like. Their fees are charged annually. They also offer extremely low cost starter options (350 - 960 euros) and free tools for self-assessment. In addition to the enrollment fees, Green Destinations has additional charges for the Assessor and certification process. Travelife has a similarly tiered fee structure (200 – 2,000 euros/year) for enrollment. The Rainforest Alliance has funding sources that may help subsidize the fees for tourism businesses depending on the location. One fee structure is not better than any other; what matters is that the incoming funding and revenues can cover the operating cost of the system.

4. Demonstrable return on investment for protected areas.

Because parks will be required to pay fees to use the monitoring system, the system must have clear and demonstrable benefits. The EuroParc Charter has had parks not renew their membership after five years. This is due to a variety of reasons: a high membership cost, PAs not

prepared for a renewal verification, and PAs not seeing clear benefits to membership (Sustainable Tourism Working Group document). A 2009 case study by Puhkka et al. surveyed 314 stakeholders around Oulanka National Park in Finland, a member of PAN Parks. They found that stakeholders had a mostly positive view of tourism development in the park, but many were not convinced that PAN Parks certification facilitated sustainable tourism development and benefitted local communities. If the protected areas do not see benefits, they cannot justify paying for membership.

An in-depth case study of the Green Tourism Business Scheme (GTBS) in Scotland, surveyed businesses that had left the scheme. Their reasons for leaving included both business reasons (cost issues, lack of new business, lack of return on investment) and scheme issues (relevance and inflexibility of criteria, lack of support, too much paperwork and bureaucracy). To resolve these problems, the study proposed many possible solutions: set reasonable expectations for businesses around economic benefits, allow flexibility of criteria to consider local context, simplify paperwork and processes, reduce the reporting burden by making some sections optional for small businesses, and invest in marketing to raise consumer awareness of the GTBS.

Ideally, there will be financial returns for destinations and protected area participating in a certification scheme in the form of increased visitation. PAN Parks tried to do this by investing in marketing efforts to raise PAN Parks brand awareness among consumers. Green Destinations features destinations on BookDifferent.com and the Quality Travel Map. Rainforest Alliance and Travelife both list their certified businesses and provide links to their websites for travelers. The GSTC includes promotion of certified products as a requirement for a standard to receive their recognition/accreditation. A 2007 study by Font and Epler Wood observed that, overall, certification programs invest very little in promotion. However, they argue that with so many competing tourism products and eco-labels, certification program marketing needs to clearly communicate to consumers the unique attributes of certified products. Font and Epler Wood highlight Blue Flag's success which is due the clear and meaningful product attributes (the cleanliness of the beach) communicated to consumers.

Many of the systems reviewed in this document provide destinations and protected areas with a plethora of support and benefits including technical support, a verification of their sustainability, a community in which to share best practices, regular conferences and meetings, permission to use the system's logo, etc. While all of these may certainly be useful, destinations and protected areas may not find them worth the price.

Benchmarking has the potential to be extremely useful to protected areas and destinations. Green Destinations provides annual reports to all of its members, and ETIS is working on a way to present destinations' data on an online platform. Some destinations, particularly those just starting to implement sustainable practices, are hesitant to have their data presented publicly, so it is recommended that the data is shared only internally with member destinations. Any benchmarking statistics or reports that are produced must be fit-for-purpose and useful to

members. In the development of the monitoring system, engage with park management to determine what kind of information would be most useful to them. Consider what has the potential to influence policy and provide marketing benefits.

5. Effective stakeholder engagement.

Stakeholder engagement seems to be a key factor for successful implementation of sustainability criteria. In O'Mahoney's study of the Green Destinations - QualityCoast, she found that "Multi-stakeholder participation is all the more valuable and necessary where data availability is an issue, as many of these parties may hold information of direct and indirect importance to the tourism activities of a coastal location" (page 6). Similarly, a study by Bushell and Bricker of Arakwal National Park in Australia, a pilot site for the IUCN Green List, found that the park's management committee was key to its success. The committee included representatives from the local community, the NSW National Parks and Wildlife Service, and the local government. When implementing ETIS, destinations found considerable difficulty in maintaining a stakeholder working group and particularly in getting the private sector to participate (Romagosa). As the monitoring system is developed the project team should be regularly communicating with park management, and they should be communicating with local stakeholders, particularly regarding data availability.

V. Requirements for DestiMED Monitoring System

Specific recommendations and corresponding guiding questions for development and implementation of the DestiMED monitoring system were also derived from research findings. These are outlined below.

Recommendations	Key Questions for Monitoring System Design
Governance & Operations	
1. Establish a stable and formal mechanism for implementation of DestiMED monitoring program.	Which group or organization will oversee the monitoring program during and, more importantly, beyond the time horizon of DestiMED?
Ensure financial sustainability of the system into the future. Plan not only for development, but for ongoing operation.	Is there a formal agreement and/or a plan for operating the monitoring system?
Develop a clear plan for maintaining and improving monitoring system over time.	How will the monitoring system sustain itself over time? Will fees be charged structure?

Recommendations	Key Questions for Monitoring System Design
	Are there other sources of potential funding for maintaining the monitoring system beyond time horizon of the project?
2. Offer a holistic program that will help LEC users to understand the purpose and value of the monitoring system, how to realize its full potential, and help them to improve their performance over time.	Do we know what resources and levels of support DestiMED LEC partners would find most useful? Will the support program include online and/or onsite assistance? How will these resources be maintained over time, i.e. funding and human resources?
3. Establish realistic timeframes for LEC users to prepare to implement monitor system, and evaluate their performance periodically. Findings indicate that most users of certification programs need a minimum of one year to prepare for certification. While most programs reviewed conducted recertification every five years on average, we recommend using 2 to 3 years which is the ISO good practice for conformity of audits.	What is a reasonable time frame for preparing for baseline data collection, actual data collection, improvement plan development and re-evaluation of performance?
Criteria and Indicators	
3. Limit the number of criteria and indicators. Over time, as protected area personnel gain skills and experience, more may be added. Narrow the scope of indicators and prevent scope creep. Provide both baseline criteria and indicators as well as optional criteria and indicators that facilitate some tailoring to fit the local context.	What are basic indicators that can be tracked most easily to provide critical insights about: a) visitor satisfaction b) tourism product quality c) economic, socio-cultural and environmental sustainability Are the indicators practical and clear in scope? Does our collective of criteria and indicators allow protected areas to customize the system to fit local needs?
Capacity Building	

Recommendations	Key Questions for Monitoring System Design
4. Make data collection as simple as possible taking into consideration the recurring problems flagged in research findings about collecting data from external sources, i.e. stakeholders and/or partners. Design platform training materials for users with little or no experience in sustainability, tourism, or data collection methodologies.	Do we have a training module(s) that includes clear and simple descriptions, explanations, and instructions for all steps of the monitoring system? Does the monitoring system include a data sheet which explain each indicator including a reason for measuring, units of measure, method of calculation, reporting format, key stakeholders/users, etc.? How will we make sure to get feedback from end users during the training materials development process to ensure that materials meet their needs and expectations?
5. Encourage protected areas to involve their stakeholders and partners who may be providing data early in the process in order to secure their buy-in.	What tools can we develop to help protected area managers communicate with stakeholders and partners (e.g. one-page brochures, draft communications) about data collection and the monitoring system throughout all phases of the system?
Value Proposition and Communications	
6. Communicate effectively the value of the program to participants and customers. Relay clear, meaningful messages. Offer a variety of benefits to participating protected areas and other LEC partners, including technical support and tools for monitoring and improving performance over time. Examples include training, a peer support network and community to share best practices, regular meetings and conferences.	What is the value proposition of the monitoring system to each group of LEC users? How are we incentivizing improvement of performance over time? What are the benefits that the monitoring system offers?
7. Promote DestiMED products and protected areas. Highlight the "work" that has been measured as opposed to the fact they are monitoring or have been verified as well as any international certification that	What promotional benefits are we offering to help raise the profile of DestiMED sustainable products and protected areas?

Recommendations	Key Questions for Monitoring System Design
the protected areas and/or their business partners may have achieved. Communicate reasonable expectations for what benefits, particularly economic benefits, the additional promotional activities may realize.	How do we help set reasonable expectations for what may results from promotional activities and improvements in performance over time. How can we help ensure that DestiMED tourism products can be booked online more easily? Who are key potential partners?
8. Ensure that reports and reporting tools are useful to participating protected areas and other LEC users. Consult protected area managers to develop useful benchmarking reports that will be shared internally.	How do we ensure that LEC users provide feedback during design of reporting tools and templates? Is benchmarking considered useful by LEC users? Can this help incentivize improvements in performance over time?

VI. References

- "Adventure Tourism Market Study 2013." *Adventure Travel Trade Association*. Web.
- Baddeley, Joanne and Xavier Font. "Barriers to Tour Operator Sustainable Supply Chain Management." *Tourism Recreation Research* 36:3 (2011): 205-14. Web.
- "Better Holidays, Better World" (2015). TUI Group. Web.
- Bushell, Robyn, and Kelly Bricker. "Tourism in Protected Areas: Developing Meaningful Standards." *Tourism and Hospitality Research* 17 (2017): 106-20. Web.
- Castellani, V., and S. Sala. "Sustainable Performance Index for Tourism Policy Development." *Tourism Management* 31 (2009): 871-80. Web.
- Certification Services for Tourism Businesses. *Rainforest Alliance*. 2017. Web.
- Cottrell, Stuart P., and Nicoleta Cutumisu. "Sustainable Tourism Development Strategy in WWF Pan Parks: Case of a Swedish and Romanian National Park." *Scandinavian Journal of Hospitality and Tourism* 6.2 (2006): 150-67. Web.
- Dodds, Rachel. "Sustainable Tourism and Policy Implementation: Lessons from the Case of Calvia, Spain." *Current Issues in Tourism* 10.4 (2007): 296-322. Web.
- Dunk, Rachel, Stephen Gillespie and Donald MacLeod. "Participation and retention in a green tourism certification scheme." *Journal of Sustainable Tourism* 24.12 (2016): 1585-1603. Web.
- European Union. *The European Tourism Indicator System: ETIS Toolkit for Sustainable Destination Management*. European Union, 2016. Print.
- European Union. *Recommendations for Maintenance and Improvement of the European System of Indicators*. Rep. European Union, 2013. Print.
- Existing Systems and Tools for Protected Areas Certification. Forest Stewardship Council, 4 Sept. 2014. Web.
- Font, Xavier, and Andre Brasser. "PAN Parks: WWF's Sustainable Tourism Certification Programme in Europe's National Parks." *Sustainable Tourism* (2002): 103-18. Web.
- Font, Xavier, and Megan Epler Wood. "Sustainable tourism certification marketing and its contribution to SME market access." *Quality Assurance and Certification in Ecotourism* (2007): 147-63. Web.

- Fosse, J., and Le Tellier, J. *Sustainable Tourism in the Mediterranean: State of Play and Strategic Directions* (2017). Plan Bleu. Web.
- Good for Parks, Good for People. Europarc Federation, 2015. Web.
- Green Destinations: GSTC-Recognized Standard & Reporting System. Rep. Green Destinations, 2015. Web.
- IUCN Green List of Protected and Conserved Areas: Standard, Version 1.0*. Rep. IUCN and World Commission on Protected Areas (WCPA), 2016. Web.
- IUCN Green List of Protected and Conserved Areas: User Manual, Version 1.0*. Rep. IUCN and World Commission on Protected Areas (WCPA), 2016. Web.
- Mahony, C., M. Ferreira, Y. Fernández-Palacios, V. Cummins, and R. Haroun. "Data Availability and Accessibility for Sustainable Tourism: An Assessment Involving Different European Coastal Tourism Destinations." *Journal of Coastal Research* SI.56 (2009): 1135-139. Web.
- Miller, Graham, Murray Simpson, and Louise Twining-Ward. Report on Existing Systems of Indicators for the Sustainable Management of Destinations. Tech. 2012. Web.
- Morgan, Kendall. "Ecotourism can put wild animals at risk, scientists say." *UCLA Newsroom*. (2015). Web.
- PAN Parks Federation. *Timeless, Priceless, Wilderness*. PAN Parks Federation, 2009. Web.
- Petrosillo, Stephania. "The ECST in Italy: Which Are the Reasons for Success?" Blog post. Europarc Federation. 15 Mar. 2016. Web.
- Puhka, Riikka, Simo Sarkki, Stuart Cottrell, and Pirkko Siikamaki. "Local Discourses and International Initiatives: Sociocultural Sustainability of Tourism in Oulanka National Park, Finland." *Journal of Sustainable Tourism* 17.5 (2009): 529-49. Web.
- Romagosa, Francesc, and Janez Sirse. 2nd ETIS Pilot Implementation Phase and Lessons Learnt. Rep. The European Tourism Indicator System for Sustainable Destinations, Jan. 2016. Web.
- Sustainable Tourism Working Group 2013-2014. Rep. Europarc Federation, 2015. Print.
- 2017 Awards and Certification Programme. Rep. Green Destinations, Mar. 2017. Web.

"TO-03 Sustainable Tourism Standard for Inbound Tour Operators." (2017). Rainforest Alliance. Web.

Travelife Certification. *Travelife*. 2017. Web.

Van Der Donk, Mylene, and Stuart Cottrell. "Developing a Visitor Management Framework for WWF's PAN Parks Project – Case Study of a National Park in France." (2002). Web.

Vancura, Valdo. PAN Parks Methodology Report. Rep. Web.

Waligo, Victoria M., Jackie Clarke, and Rebecca Hawkins. "Implementing Sustainable Tourism: A Multi-stakeholder Involvement Management Framework." *Tourism Management* 36 (2012): 342-53. Web.

VII. Annex 1 – Detailed Review of Key Monitoring Systems

	European Tourism Indicator System (ETIS)	European Charter for Sustainable Tourism in Protected Areas (the Charter)	PAN Parks	European Wilderness Quality Standard and Audit System	IUCN Green List	Green Destinations - QualityCoast	Rainforest Alliance	Travelife
Leading Organization	The European Commission	Europarc Federation, a members organization based in Germany	PAN Parks Foundation	European Wilderness Society (EWS), a nonprofit based in Austria	IUCN, global environmental network	Green Destinations, based in the Netherlands	Rainforest Alliance, based in the US	Owned by ABTA (Association of British Travel Agents), operated by ECEAT (European Center for Eco Agro Tourism)
Year Started	2013	1995	1998 - 2014	2013	2016	2007	1993, began working with tourism businesses 2008, helped develop the GSTC	2007
Scope	European destinations	European protected areas	European protected areas	European protected areas	Global protected areas	Global destinations	Global tourism businesses	Global tourism businesses
Subject	Tourism in destinations - performance	Tourism in protected areas - management	Tourism in protected areas - management	Protected areas - management	Protected Areas - management	Tourism in destinations - management	Tourism businesses (tour operators, hotels, etc) - management	Tourism businesses (tour operators, hotels, etc) - management
Certification/Award	None. System is a tool to help destinations measure their sustainability progress	Certification scheme Phase I: PAs are awarded the Charter and become part of the Charter Network Phase II: Businesses around the PA may become certified Phase III: Tour operators around the PA may become certified	Certification scheme Certified PAs are called PAN Parks.	Certification scheme Wilderness zones are assigned levels of Bronze, Silver, Gold, or Platinum based on the quality and size of the wilderness zone. A wilderness area may contain several zones.	Certification scheme Certified PAs are added to the Green List.	Certification scheme Full Certification = Green Destinations Certified Pre-Certification awards = QualityTourism Award or QualityCoast Award Awards are Bronze, Silver, Gold, or Platinum	Certification Scheme Certified businesses are Rainforest Alliance Certified	Certification Scheme Compliance with basic requirements = Travelife Partner Compliance with all requirements verified by independent audit = Travelife Certified
Criteria Categories	Destination Management, Social and Cultural Impact, Economic Value, Environmental Impact	Five Charter Principles: Giving priority to protection, contributing to sustainable development, engaging all stakeholders, planning sustainable tourism effectively, pursuing continuous improvement.	Five Principles: Natural Values, Conservation Management, Visitor Tourism, and Business Partners	Nine Principles: wilderness zoning and size, natural process and biodiversity, wilderness management, wilderness restoration, wilderness extractive and intrusive use, wilderness disturbances, management strategies for fire, neophyte, and invasive species, wilderness research and monitoring, and	Good governance, Sound design and planning, effective management, successful conservation outcomes	Destination Management, Nature & Scenery, Environment & Climate, Culture & Tradition, Social Well-being, Business & Hospitality	Business/economic, socio-cultural, environmental	General operations (sustainability management, legal requirements, fair business practices), Office and retail operations (labour practices and human rights, community relations, environment), Supply chain management (transport, accommodations, excursions,

	European Tourism Indicator System (ETIS)	European Charter for Sustainable Tourism in Protected Areas (the Charter)	PAN Parks	European Wilderness Quality Standard and Audit System	IUCN Green List	Green Destinations - QualityCoast	Rainforest Alliance	Travelife
Type of Criteria	Performance- based quantitative indicators (e.g. Percentage of tourists who register a complaint with the police) 43 core indicators and many supplementary indicators to allow for customization	Process- and management-related criteria (e.g. Anticipating, monitoring and minimising any existing and potential conflicts with local residents) 10 Key Topics and 31 Key Actions	Process- and management-related criteria (e.g. There is a zoning system or another system that ensures effective protection of the area.) However, some performance-based indicators as well.	Process-and management-related criteria (e.g. There is a management plan to deal with abandoned archaeological sites int he Wilderness Zone.) 54 Criteria and over 300 indicators. Indicators not available online.	Process- and management-related criteria (e.g. Threats and challenges to major site values have been described in sufficient detail to support effective planning and management.) 17 criteria and 48 indicators	Process- and management-related criteria (e.g. Natural and rural scenic views are protected and the sense of place is maintained; landscape degradation and urban sprawl into scenic landscapes is effectively avoided.) 118 criteria, destinations receive a score between 1-5 based on how well they meet the criteria	Process- and management-related criteria (e.g. Every guest has access to potable water.) 47 criteria and almost 200 indicators.	Management- related criteria, supply chain oriented Over 200 criteria
How does it work?	Destinations decide on their own to implement ETIS. There is a recommended 7 step process that is explained in the Toolkit: Raise Awareness, Create a destination profile, Form a stakeholder working group, Establish roles and responsibilities, Collect and record data, Analyze results, and Enable ongoing development and continuous improvement. Destinations are expected to independently fund this work.	In Phase I, PAs form a Sustainable Tourism Forum which is made up of representatives from the PA, local government, community organizations, and tourism businesses. The Forum then works collaboratively to create a Strategy and Action Plan which must meet Europarc's requirements. It must include an assessment, objectives, an action plan, and a monitoring plan. Once that is complete, Europarc conducts a verification. If the PA meets all requirements, it is added to the Charter Network. A new verification must be	PAs submit an assessment based on Principles 1-3. PAN Parks experts work with PA to develop a plan to meet all criteria including Principles 4-5 which rely on multiple-stakeholders. A third-party verification is conducted before PA receives a certificate. The verification team conducts annual monitoring and a verification must be conducted every 5 years.	To be certified, a PA must complete an audit conducted by EWS. EWS offers a Quick Audit (3-5 day field visit, 6 page summary) and a Full audit (12-14 day field visit, 150 page detailed analysis). The Quick Audit must be renewed after 5 years and the Full audit after 10 years.	The Application phase begins when PAs complete an initial assessment. A site must show that it meets the basic requirements and has support to achieve the GreenList. Then the site moves to the Candidate phase. During this phase the PA must provide evidence that all criteria are met. This can take several months or even years. Once complete, the site submits all documentation for review and independent verification. If the site is approved it enters the Green List Phase and is awarded a	Option 1: Do-it-yourself Destination performs self-assessment with online support of Green Destinations coach. After assessment, Green Destinations conducts a desk audit and provides feedback. A year later there is an independent on-site audit. Option 2: Green Destinations Support Service Same as above but destinations receives more active assistance from Green Destinations. Other: They also offer Starter Service packages which are much cheaper and give a destination access to their online	To be certified the business must be legally established for at least 1 year. It must complete a certification audit and meet at least 70% of the criteria and 100% of the critical criteria. Once certified, a certification audit must be completed every year.	Three stages: 1. Travelife Engaged - company commits to appropriate management procedures. 2. Travelife Partner - company meets basic sustainability requirements and is allowed to use Travelife logo 3. Travelife Certified - company meets sustainability requirements and passes an independent audit.

	European Tourism Indicator System (ETIS)	European Charter for Sustainable Tourism in Protected Areas (the Charter)	PAN Parks	European Wilderness Quality Standard and Audit System	IUCN Green List	Green Destinations - QualityCoast	Rainforest Alliance	Travelife
		conducted every 5 years. In Phase II, businesses around a PA that is in the Charter Network may become certified as well. Not every section has begun this phase yet. In Phase II, tour operators who operate in a PA that is in the Charter Network may become certified as well. Not every section has begun this phase yet.			certificate. A site must be re-verified every 5 years and must undergo a mid-term rapid review.	assessment platform and indicator database. Free to do a self-assessment.		
Fees for PAs	None. Resources are free online.	Registration fee of 500 euros + 5000 euros for verification every 5 years. In addition, PA must be member of Charter Federation (membership fee is 585 euros/year)	PAN Parks Foundation and applicant shared the cost of verification	Exact cost unknown. It is assumed that a PA must pay for the verification.	PAs must pay for verification.	Destinations pay annual membership fee which varies by destination size and level of support from Green Destinations (1,500 - 5,000 euros/year)	Businesses must pay for cost of certification, but depending on the country, funding may be available to subsidize or cover the cost.	Varies based on size of company and stage of certification Travelife Engaged: 200 - 400 euros/year Travelife Partner: 200-400 euros/year Travelife Certified: 400 - 2000 euros/year
Number of members	100+ destinations have implemented ETIS.	157 destinations in 19 countries	12 PAs	11 wilderness areas have been categorized by EWS since 2013 and 12 were previously audited by PAN Parks. EWS recognizes the PAN Parks certification so it has 23 parks in its network. Eight more areas are scheduled to be audited in 2018.	24 sites are on the Green List, 7 sites are in the applicant phase	140 destinations in 23 countries have awards	66 businesses in 9 countries, mostly in Central and South America	Over 200 companies are Travelife Partners or Travelife Certified
Available Support	Strong network of destinations that meet for conferences, share case studies, and Many online resources including: -Toolkit which explains how to go about implementing the system.	Support comes from the regional and country sections of the Europarc organization. As described in the case study, Federparchi is the Europarc entity in Italy and it provides significant support to Italian PAs.	PAs received considerable support from PAN Parks experts when developing its action plan. There also was a strong PAN Parks community with a Lesson Learned Series and regular meetings. PAN Parks Foundation also	Verifiers produce reports which vary in length depending on the length of the verification. Some reports are available online.	IUCN has Expert Assessment Groups - Green List (EAGLs) that help evaluate and support PAs throughout the process.	Online Green Destinations assessment platform, indicator database, and depending on level of support paid for by the destination, direct support from Green Destinations' technical experts.	Training modules and workshops, technical assistance, use of Rainforest Alliance seal, featured on Green Vacations section of website.	Training, online tools for action planning, reporting, and benchmarking, business to business networking. Certified businesses are featured on Travelife Collection booking website

	European Tourism Indicator System (ETIS)	European Charter for Sustainable Tourism in Protected Areas (the Charter)	PAN Parks	European Wilderness Quality Standard and Audit System	IUCN Green List	Green Destinations - QualityCoast	Rainforest Alliance	Travelife
	-Detailed explanations of each indicators, why it is included in the system, how to measure it or calculate it, and key stakeholders for that indicator -Data sheets to help Destinations collect, organize, and track data -Survey templates -Destination profile templates -Glossary of terms		spent resources on marketing and communication to promote the concept and Certified PAN Parks.			Certified Destinations are featured on BookDifferent.com and the Quality Travel Map Green Destinations online community, online training seminars		
How is data used?	At this time, data from destinations is not published. There are efforts underway to use the Virtual Tourism Observatory (VTO) to publish at least some of it and/or coordinate with the Tourism and Environment in Europe Reporting Mechanism (TOUERM).	Verifiers produce detailed report which includes an assessment, an analysis of strengths, weaknesses, and recommendations. Report is provided to PA authority.	Verifiers produce a verification report.	Verifiers produce reports which vary in length depending on the length of the verification. Some reports are available online.	Verifiers produce reports with recommendations for the protected area.	Green Destinations Assessment & Reporting system available to members. Traffic light (red, yellow, and green) ratings are posted on BookDifferent.com and on the QualityCoast website.	Verifiers produce reports. Certification score (percentages of criteria met) displayed on Green Vacations section of website.	Verifiers produce reports. Online reporting and benchmarking.
Challenges/Lessons Learned	-Destinations often do not have data for all of the core indicators. Destinations are encouraged to start off with what data they have available. -With each revision of the system, the number of indicators was reduced. -Design with the end user in mind. Non-experts will be using the system the most. -Takes a full year for the system to gain traction in	-A 2008 case study by Castellani and Sala found that the Charter system was "a useful mechanism for involving stakeholders in the planning process." This is re-iterated in the next bullet. -The Charter has been particularly successful in Italy for several reasons. First, the law requires official public participation mechanisms and the Charter helps PAs meet that requirement.	-A 2009 case study of stakeholder opinions around Oulanka National Park in Finland found that stakeholders had a mostly positive view of tourism development in the park. However, they were not convinced that PAN Parks certification facilitated sustainable tourism development. -It was also likely that PAs met the criteria of Principles 1-3 without having to do additional		-A case study by Bushell and Bricker reviewed the implementation of the Green List standards in Arakwal National Park in Australia which was a pilot site and one of the first protected areas to be added to the Green List. The authors noted that the park has been successful because of its joint management system. The management committee consists of representatives from the	-A case study by O'Mahony examined three coastal sites in Europe who were conducting assessments based on the Green Destinations - QualityCoast program. The study found that one destination only had data available for elements that corresponded to regulatory requirements. Another destinations struggled to get data at the site-level because		-Travelife certification requires certified businesses to audit their suppliers. A 2011 study surveyed auditors at Thomas Cook UK & Ireland who were responsible for conducting audits of their suppliers around the Travelife criteria. The research found that sustainability, health and safety, and quality standards were sometimes at odds with

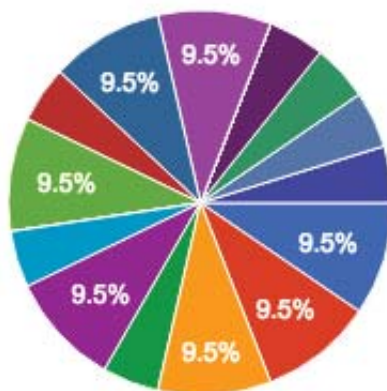
European Tourism Indicator System (ETIS)	European Charter for Sustainable Tourism in Protected Areas (the Charter)	PAN Parks	European Wilderness Quality Standard and Audit System	IUCN Green List	Green Destinations - QualityCoast	Rainforest Alliance	Travelife
a destination -Ownership and empowerment is crucial for success -There is a need for an information communication technology to help destinations collect and record data. -It helps to have a goal or reward, not necessarily financial, to create pressure. -Need to have relevant local political support.	Second, Federparchi, the Italian Federation of Parks and Nature reserves, has provided a lot of technical assistance and support to parks. There has also been support from the Ministry of Environment. (ECST in Italy) -Notes from a working group meetings in 2013 and 2014, explain that the Charter is not economically sustainable. Many parks are not renewing and are dropping out. To combat this the group proposed several ideas: Better develop the network, proactively encourage PAs to prepare their application to renew the Charter, have a lighter evaluation, and have an annual collection of the Charter Network fee. PA Managers need to see a clear return. -In the same meeting it was stated that the system needs a simpler name.	work. -In the development of ETIS, a study of certification system was done by Miller et al in 2012. They noted that PAN Parks was a complex system that covered many different topics including wilderness, tourism, and business partners. The verification system was long and costly, and membership fees did not cover the operating costs. -A review of certification scheme during the development of ForCES (Forest Certification for Ecosystem Services), noted that PAN Parks relied heavily on only one financial donor.		local community, the NSW National Parks and Wildlife Service, and the local government. This approach has ensured Arakwal culture is appropriately presented throughout the park. The study also compared the IUCN Green List standards to the GSTC Criteria for Destinations and recognized the potential to integrate them.	data was only available for the administrative unit of the municipality which was at a higher level. The three locations had data in different formats, units, and over different time periods so it is important for criteria to be able to accommodate this.		one another. Also environmental issues were emphasized the most because auditors had a better understanding of environmental issues than social issues. Better auditor training and mentoring can help resolve this. Finally, the study found that challenges in implementing sustainable practices were often behavioral rather than technical. Suppliers prefer to continue existing practices that are known to meet health, safety, and quality standards, rather than adopt operational changes. They lack knowledge of both sustainability and health and safety to accurately assess risk. -In 2015 TUI Group launched <i>Better Holidays</i>, <i>Better World</i> which includes a commitment to deliver 10 million “greener and fairer” holidays per year by 2020. To do this they expect all hotels with which they work to achieve a sustainability certification recognized by the GSTC. TUI Group has heavily supported Travelife.

European Tourism Indicator System (ETIS)	European Charter for Sustainable Tourism in Protected Areas (the Charter)	PAN Parks	European Wilderness Quality Standard and Audit System	IUCN Green List	Green Destinations - QualityCoast	Rainforest Alliance	Travelife
	DestiMED parks: Kornati NP, Croatia; Camargue Regional Nature Park, France; Marine Protected Area Torre del Cerrano, Italy; Technological and Archaeological Park of Colline Metallifere Grossetane, Italy						

DestiMed Protected Areas Survey: Impact and Monitoring Snapshot

Which protected area do you represent?

21 responses



- Croatia: Kornati National Park
- Croatia: Lastovo Islands Nature Park
- France: Calanques National Park
- France: Camargue Regional Nature...
- Greece: Samaria National Park
- Italy: Circeo National Park
- Italy: Riviera di Ulisse Regional Park
- Italy: Technological Archeological P...

▲ 1/3 ▼

- Italy: Torre del Cerrano Marine Prot...
- Spain: Natural Parc de s'Albufera d...
- Spain: Natural Parc of Ebro Delta -...
- Albania (Shkodra): Managed Natur...
- Albania (Shkodra): Water and Terre...
- Albania (Shkodra): Thethi National...
- Albania (Shkodra): Shkreli Regional...
- Albania (Shkodra): Kune – Vain Nat...
- Albania (Vlora): Llogara National Park
- Albania (Vlora): Marine National Park of Karaburun –Sazan
- Albania (Vlora): “Syri i Kaltër” Nature Monument
- Albania (Vlora): Butrinti National Park

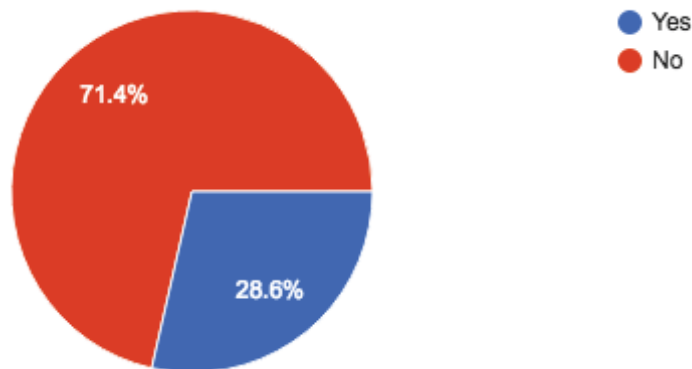
▲ 2/3 ▼

▲ 3/3 ▼

Visitor Interaction & Impact

Do you have a formal system in place to track visitor activity and feedback?

14 responses



Please describe any formal communication channels with visitors and the purpose of these channels. (If none, enter "None")

14 responses

None (5)

none (2)

Questionnaires and counting visitors in tourist information points from Delta Ebre Natural Park

Information received through on site questionnaires /Communication through website (www.samaria.gr)

The main channel is the visitor assistance we offer in the Reception Center of the Protected Area, called Rodriguez Femenias. Another is the guided tours which are offered just in summer.

Questionnaire

A Facebook page to present the park actions and to discuss with visitors
A quantitative survey of visitors' mobile phones connexions
A qualitative survey to understand visitors' behaviours

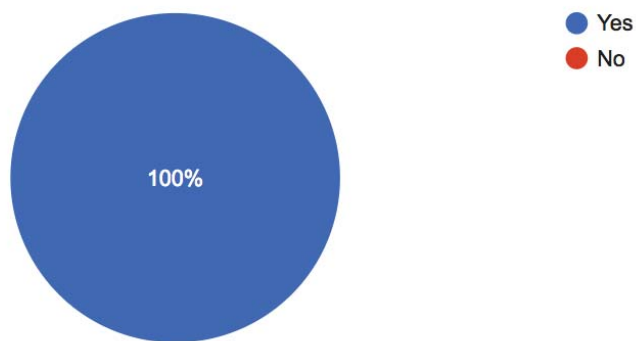
- General tourist brochure of the Park : map, main sites to visit, Park brand and sustainable service providers, habitats, fauna and flora, free and translated in French, English, German, Spanish and Italian
- Park website and Facebook
- tourist offices websites
- Flyers of sites (museum, reserve...)

None - in process the establishment of the visitor centre

Formal Tracking of Visitor Activity & Feedback

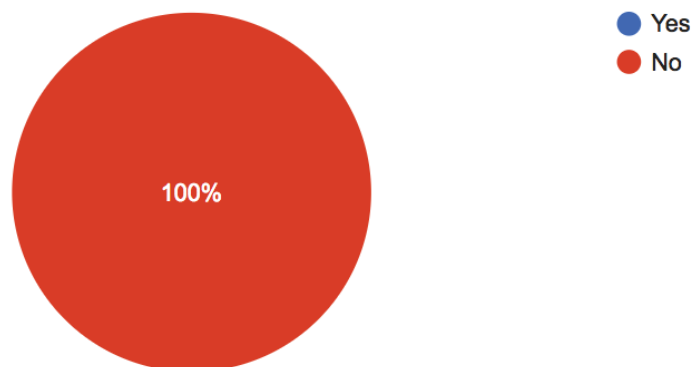
Do you track the number of visitors?

4 responses



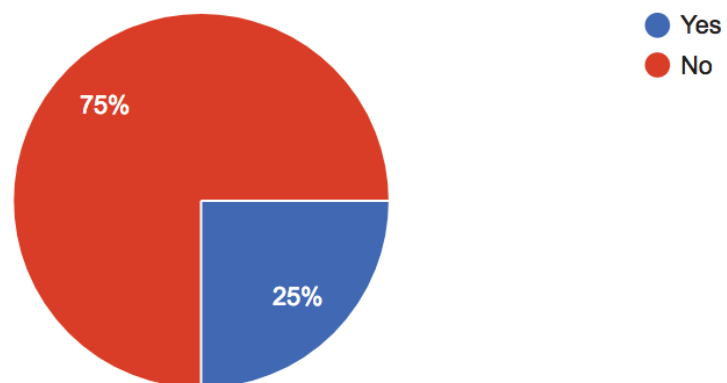
Do you currently track tourism impacts from tours and guiding activities operated by the protected area?

4 responses



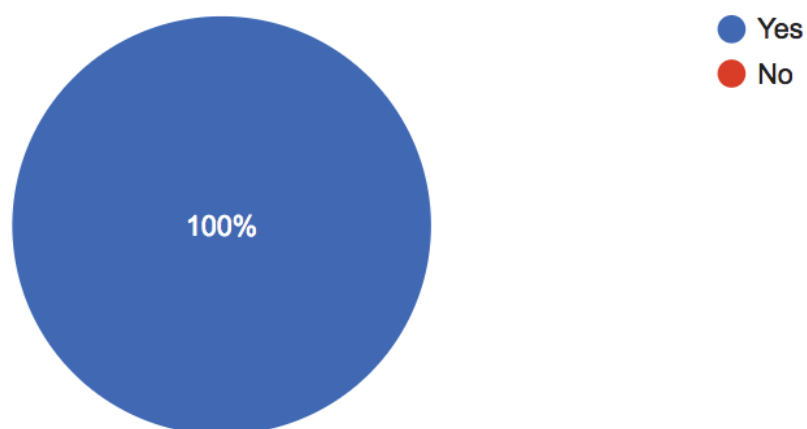
Do you track visitor spending?

4 responses



Do you track visitor feedback and comments?

4 responses



Please describe the practices/system for tracking these visitor activities and feedback.

4 responses

Questionnaire sheet

Visitor number is being tracked only within the area of the Gorge of Samaria where it is geographically feasible. The number is being recorded through the number of tickets issued daily. Feedback from visitors is recorded through on-site filled questionnaires.

guest book, trip advisor, FB, questionnaires

Facebook page and Qualitative survey

If reports are produced, please describe them and their utility.

4 responses

The Tarragona tourism board analyzes the origin of the visitor, period (when more visits take place) and the length of the stay (overnight stay). These data don't belong to COPATE, however our organization, COPATE, can collaborate with the tourism board to get them.

Every year a report is produced regarding visitor number and preferences. The report is released to local media

Every two years the management body produces a report with the purpose of diagnosing strengths and weaknesses in order to plan the improvements to be made

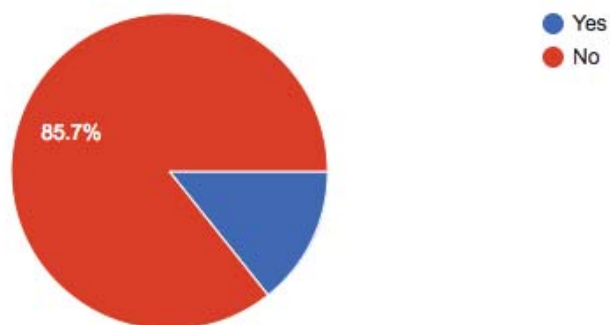
Facebook page data: park's image

Quantitative and qualitative surveys report: park's reality

Access and Communications

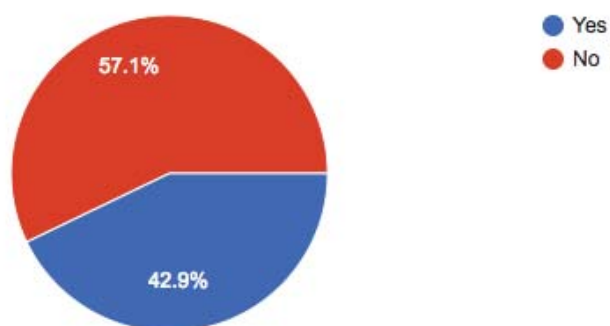
Do you have an inventory of everyone using the protected area?

14 responses



Is there a permitting or ticketing system for accessing the protected area?

14 responses



Community

Please describe examples of different partnerships with protected area buffer zone communities. (If none, enter "None")

14 responses

None (3)

Association of volunteers from the natural park, hunters, community of irrigators, ornithological association of Terres de l'Ebre, fishermen's associations, hiking associations, scientific community such as IRTA ...etc

The Management Body was the first to establish a Quality Label for SMEs located within or adjacent to the National Park

Nature Park Lastovo Island is the area within which lives the entire local population of Lastovo Municipality

We offer marine guided trips in summer which will not be possible without the local Kayaking company partnership.
We offer some activities for local people which need the partnership of other companies, for example the vineyards.

National Park Public Institution established the Forum on Sustainable Tourism Development, the participants of which took part in creating a Sustainable Tourism Strategy with Action Plan. The Forum on Sustainable Tourism Development is composed of the representative of the public, private, and civil sectors.

Most of the partnerships are built with the "European Charter for Sustainable Tourism's" methodology

Communities are involved in the park's governance and in some actions

none

Economic activities club of "friends of the park", European Charter for Sustainable Tourism activities

Contract with services suppliers in the area. And a partnership for the installation and functioning of the information and local crafts product promotion inside the protected area.

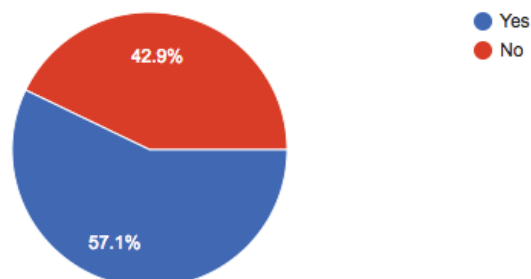
Do you track the number of partnerships with protected area buffer zone communities? (If no, enter "No")

14 responses

No (3)
no (2)
No, Copate does not. We don't know if Natural Park does it.
NO
Yes.
yes
none
N
Yes only regarding the Karaburun peninsula and the Sazani Island.
Yes

Is there sharing of information about park performance with communities (i.e. public reporting)?

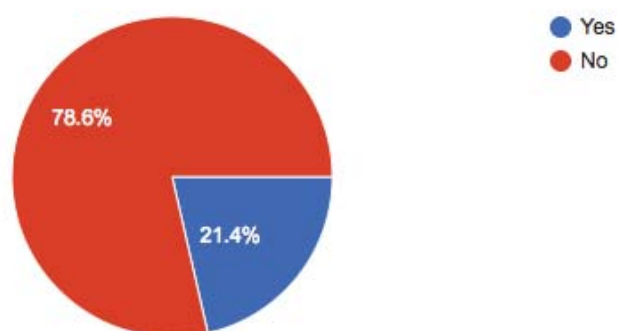
14 responses



Private Sector

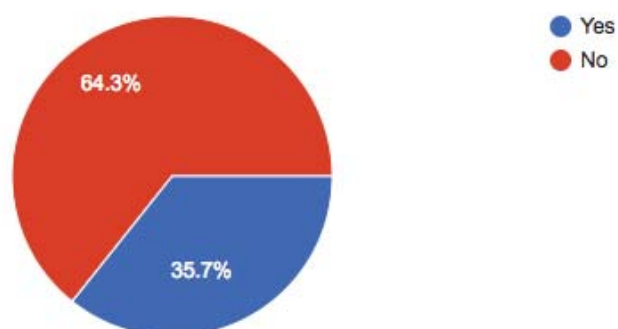
Do you have a tracking system for the number of operators?

14 responses



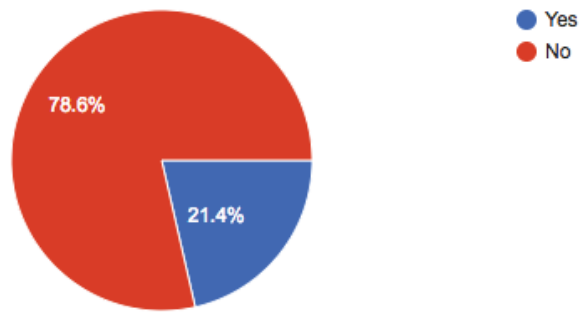
Is there a system for concessions?

14 responses



Do you offer or require education of tour operators regarding minimizing impacts?

14 responses



Additional Feedback

Please provide any additional comments related to these topics which you would like to share with GW IITS at this time.

6 responses

/

Our context is very complex regarding geography as urban and tourism pressure. We can't use "simple" measures to manage our problems. We always need to combine different approaches

Nevertheless I am not familiarized with google apps, I feel capable to learn using these google tools

The park wants to have a monitoring system since the creation. The only major problem to be overcome is the economic availability.

The monitoring of visitor and their behavior in the park is on informal bases. As explained in the survey, the functioning of the visitor center will be the first step to formalize the monitoring system.

There is a need for more detailed information about these processes to better understand the questions and the information we should provide.