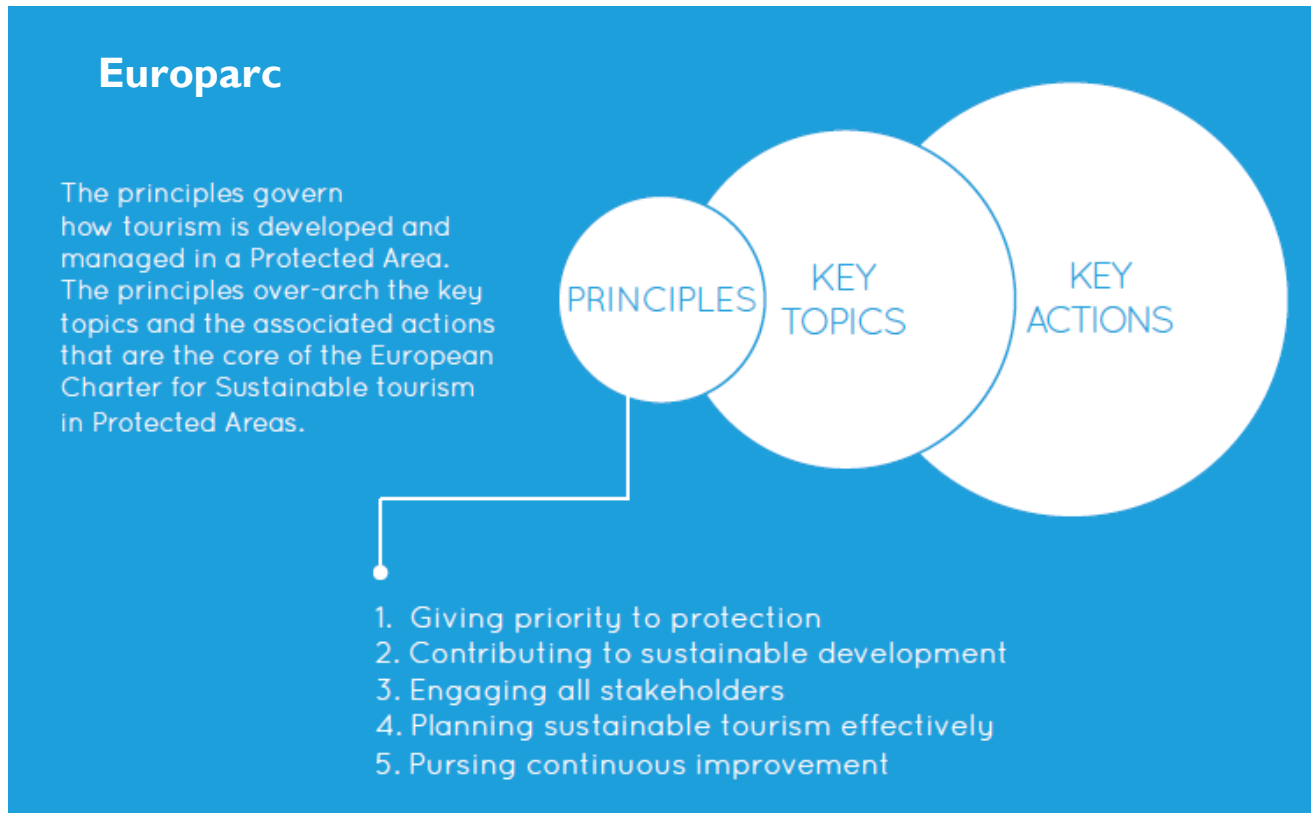


European Charter for Sustainable Tourism in Protected Areas - Principles, Topics, and actions

Delivery in the Cairngorms National Park



Europarc Topic	Europarc Actions	CNP Delivery
1. Protecting valuable landscapes, biodiversity and cultural heritage	<ul style="list-style-type: none"> • Influencing land use planning and the control of potentially damaging developments • Influencing the location, type and design of tourism developments • Managing visitor flows, activity areas and sites 	<ul style="list-style-type: none"> • Local Development Plan • Visitor Management Plans • Core Paths Plans and Promoted Routes • Active Cairngorms • Cairngorms Marketing Strategy Objectives • Tourism Action Plan – THEME 3 ‘Enhance or Assets’, Action 6
2. Supporting conservation through tourism	<ul style="list-style-type: none"> • Encouraging visitors and tourism businesses to support conservation, through donations, volunteering and other activity • Using revenues obtained from tourism-related activity to support conservation 	<ul style="list-style-type: none"> • Cairngorms Nature • Cairngorms Outdoor Access Trust • Cairngorms Trust • Tourism Action Plan – THEME 3 ‘Enhance or Assets’, Action 7

Europarc Topic	Europarc Actions	CNP Delivery
	<ul style="list-style-type: none"> Establishing, supporting and promoting tourism-related investments, projects and activities that help to conserve the natural and cultural heritage 	<ul style="list-style-type: none"> Tourism Action Plan – THEME 4 ‘Engage & Inspire’, Action 8
3. Reducing carbon footprint, pollution and wasteful resource use	<ul style="list-style-type: none"> Working with tourism businesses to improve environmental management, including use of energy and water, waste management, and noise and light pollution 	<ul style="list-style-type: none"> Cairngorms Economic Strategy VisitScotland Green Tourism Scheme Active Cairngorms Cairngorm & Glenmore Strategy Tourism Action Plan – THEME 3 ‘Enhance or Assets’, Action 6
	<ul style="list-style-type: none"> Promoting the use of public transport and other alternatives to cars 	
4. Providing safe access, quality facilities, and special experiences of the protected area, available to all visitors	<ul style="list-style-type: none"> Providing a wide range of access opportunities, with attention to safety and risk management 	<ul style="list-style-type: none"> Active Cairngorms Core Paths Plan Cairngorms Outdoor Access Trust Tourism Action Plan – THEME 3 ‘Enhance or Assets’, Action 5 Tourism Action Plan – THEME 4 ‘Engage & Inspire’, Action 8 VisitScotland Accessible Tourism
	<ul style="list-style-type: none"> Improving the quality of visitor facilities and services 	
	<ul style="list-style-type: none"> Providing visitors with specific tourism offers which involve discovery, interpretation and appreciation of the area’s special natural and cultural heritage 	
	<ul style="list-style-type: none"> Providing facilities and information for visitors with special needs 	
5. Effectively communicating the area to visitors	<ul style="list-style-type: none"> Ensuring that marketing materials and activities promote the area effectively and responsibly 	<ul style="list-style-type: none"> Cairngorms Marketing Strategy Tourism Action Plan – THEME 3 ‘Enhance or Assets’, Action 5 Tourism Action Plan – THEME 4 ‘Engage & Inspire’, Action 8 and 9 Tourism Action Plan – THEME 5 ‘International’, Action 10 John Muir Award, Europarc junior Rangers and Teacher Training
	<ul style="list-style-type: none"> Providing good quality and effective visitor information and interpretation 	
	<ul style="list-style-type: none"> Ensuring that tourism businesses and other local stakeholders are well informed about the area and provide relevant and accurate information to visitors 	
	<ul style="list-style-type: none"> Providing specific information and interpretation for young people, schools and student groups 	

Europarc Topic	Europarc Actions	CNP Delivery
6. Ensuring social cohesion	<ul style="list-style-type: none"> Anticipating, monitoring and minimising any existing and potential conflicts with local residents 	<ul style="list-style-type: none"> Tourism Action Plan – THEME 1 ‘Leadership’ Actions 1 and 2
	<ul style="list-style-type: none"> Maintaining good communication and engagement between local residents, businesses, visitors and the protected area authority 	
	<ul style="list-style-type: none"> Encouraging and developing appropriate partnership activity with and between stakeholders 	
7. Strengthening prosperity in the local community	<ul style="list-style-type: none"> Promoting the provision and identity of local produce and services and their purchase and use by visitors and tourism businesses 	<ul style="list-style-type: none"> Cairngorms Economic Strategy, Food & Drink and Skills Local Development Plan Cairngorms Marketing Strategy Tourism Action Plan – THEME 2 ‘Skills’, Actions 3 and 4 Tourism Action Plan – THEME 4 ‘Engage & Inspire’, Action 9
	<ul style="list-style-type: none"> Supporting the economic viability and performance of local tourism businesses and the provision of local employment in tourism 	
8. Providing training and capacity building	<ul style="list-style-type: none"> Providing relevant training for staff of the protected area authority in sustainable tourism development and management 	<ul style="list-style-type: none"> Tourism Action Plan – THEME 2 ‘Skills’, Actions 3 and 4 Tourism Action Plan – THEME 3 ‘Enhance or Assets’, Actions 7 and 8
	<ul style="list-style-type: none"> Providing and encouraging relevant training and capacity building for tourism businesses and other stakeholders in sustainable tourism 	
9. Monitoring tourism performance and impacts	<ul style="list-style-type: none"> Monitoring of visitors – volumes, patterns, spending and satisfaction 	<ul style="list-style-type: none"> STEAM Visitor Survey Business Barometer NPPP KPI’s Community Action Plans Tourism Action Plan – THEME 1 ‘Leadership’ Action 1
	<ul style="list-style-type: none"> Monitoring of tourism businesses – performance and needs 	
	<ul style="list-style-type: none"> Monitoring of tourism impacts – on the environment, economy and community 	
	<ul style="list-style-type: none"> Monitoring progress in implementing the action plan 	
10. Communicating actions and engaging with the charter	<ul style="list-style-type: none"> Communicating sustainable tourism actions and results to local stakeholders and more widely at a local, regional and national level 	<ul style="list-style-type: none"> Tourism Action Plan – THEME 1 ‘Leadership’ Actions 1 and 2

Europarc Topic	Europarc Actions	CNP Delivery
	<ul style="list-style-type: none"><li data-bbox="424 286 906 360">• Promoting and making visible the award of the Charter<li data-bbox="424 376 932 524">• Engaging with EUROPARC and the Charter Network, including participating in related events and activities<li data-bbox="424 539 927 613">• Taking steps for re-application and renewal of the Charter	