



EUROPARC
F E D E R A T I O N

Appendix/ Anhang 1

European Charter for Sustainable Tourism in Protected Areas (Charter):

**The value of the “Charter” in identifying sustainable
tourism destinations
„Analysis of Charter Magic Numbers“**

**Die Bedeutung der „Charta“ in der Bewertung von
nachhaltigen touristischen Reisezielen. Analyse der
„Magischen Zahlen“ der Charta**



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SUMMARY

The aim of this report was to generate and analyze the specific data-set collected from Parks that gained Charter for Sustainable Tourism in Protected Areas certification in order to identify economic and other values. All certified “ Charter Parks” were contacted to provide data on 10 indicators. This data will be used in communication material, such as website, newsletters promoting the benefits and values of the Charter. The results indicate that the majority of Charter Protected areas have increased values in the numbers if comparing to the research done in 2008. The report concludes that the significance of The Charter as a product of EUROPARC Federation is a significant tool in the field sustainable tourism in protected areas.

INTRODUCTION

In order to demonstrate the added economic value of the European Charter for Sustainable Tourism in more depth further research into tourism and park management was required. These indicators, in Charter vocabulary are called, “Magic Numbers”. The indicators describe numerically some of the key ecological, economic and social outputs of the Charter performance during the 5 year period as well as the socio-geographic dimensions of the effective local or regional Charter impact area.

“Magic numbers” were collected through 2 surveys, during the period of 2010 – 2012. The results of the initial assessment helped to find out which numbers are relevant for Charter areas and whether or not they are collectable. In the second step of the research the Charter areas were asked to participate in a second survey where we were looking for the actual data in order to gather the relevant “magic numbers”. The definition and clarification of “magic numbers” and clarification of questions concerning them was made by the Sustainable Tourism Destination project working group. Following a consultation a questionnaire about the 10 Magic numbers was created and translated into French, Spanish and Italian. Example of the questionnaire can be found in the Appendix 1.

. The information is relevant and verifiable data supplied by the Charter members.

A set of Magic Numbers collected in the survey include:

1. Surface area (in ha) of the park and the charter area
2. Surface area of Natura 2000 sites within the Charter area
3. Population within 1 hour driving distance of the Charter Area
4. Population within Charter area
5. Number of visitors per year in the park/ in the Charter Area
6. Number of educational visits per year involved in the Charter Area
7. Number of organizations/ businesses/ public enterprises making up the forum
8. Total investment considered in the action plan over the 5 year term
9. Local products supported by the Charter Area
10. Number of endangered species + habitats

METHODS

The research was conducted by questionnaire distributed via e-mails and often followed up by telephone calls. This questionnaire form was sent at the beginning of February 2012 to all protected areas involved in the European Charter for Sustainable tourism at the time; in total to 87 areas. The questionnaire was an open question based, allowing the parks to fill in their specific data and open ended responses. Open-ended questions allowed respondents to answer in their own words which proved to be a good solution for the parks to add additional comments and explanations for the provided numbers. The parks were contacted in total 6 times, via e-mail and direct telephone contact and asked to participate in the research.

RESULTS

After collecting the answers from the Charter protected areas, the preliminary results are shown in the following pages through different tables, graphs and written explanations.

There was an 61% response rate to the questionnaire. In total 53 questionnaires out of 87 were received. A breakdown of the responses by countries is listed below in Table 1. If compared, it can be clearly seen from the results that the value of Charter for Sustainable Tourism in indicators here referred as the “Magic numbers” has increased since 2008 when the first survey was conducted.

Countries/parks participated in the survey

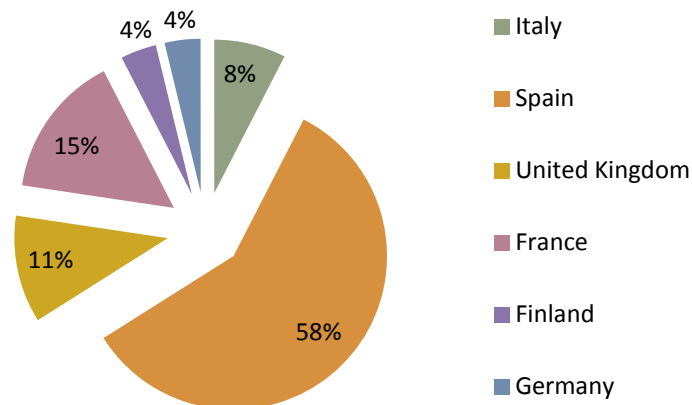


Table 1: DISTRIBUTION OF COLLECTED QUESTIONNAIRES BY COUNTRIES

MAGIC NUMBER RESULTS 2012

The numbers shown in the Table 2 below show the totals and averages of the first 8 “Magic numbers” collected from 53 Charter parks.

- “Magic number” 9. - “Local products supported by the Charter Area” is shown in a separate Table 3.,
- “Magic number” 10. - “Number of endangered species + habitats” is shown as Appendix 3 of this document

The number of Charter parks responses (= n in the Table 2) per question was variable, either because the data was not available or they did not have the resources to provide the answer in time.

53 PARKS, 6 COUNTRIES

MAGIC NUMBER		TOTAL	AVERAGE	OTHER FACT	n
1. Surface area (in ha) of the park and the charter area	Protected Area	4,996,080.89 ha	94,265.68 ha	-	53
	Charter Area	14,068,883.01 ha	275,860.45 ha	-	51
2. Surface area in hectares of Natura 2000 sites within the Charter area <i>*2 a) list of N200 sites provided</i>		7,031,670.8 ha	140,633.41 ha	Covering 50 % of Charter Areas	50
3. Population living within a one hour driving circumference of them Charter Area		56,880,112.67	1,160,818.60	Representing 15,6 % of total population of those 6 countries (357 mil)	49
4. Population living within the Charter Area		4,862,231.00	97,304.62	-	50
5. Annual number of visitors	to Park	73,682,492.00	1,567,712.50	-	47
	to Charter Area	11,918,283.00	541,740.13	-	22
6. Number of educational visits per year involved in the Charter		1,432,429.00	28,648.58	-	50
7. Number of organizations/businesses/ public enterprises making up the forum		3,206.00	61.65	-	52
8. Total investment in Euros, considered in the action plan over the 5 year term		441,342,528.99 €	9,006,900.38 €	1,8 M €/park/year	49

Table 2: "Magic numbers" Indicators 20

Magic number no 9. “Local products supported by the Charter Area”

LOCAL PRODUCTS	NUMBER	EXAMPLE
Dairy products	14	Milk, Cheese from raw milk, Goat cheese...
Meat and meat products / livestock product	88	Sausages, ham, beef...
Beverages	11	Vino de Sotoserrano “Bodega Valdeágula”, Strawberry liquer, Aperitif...
Fruits, vegetables and other agricultural products	81	Olive oil, apples, onions, chestnuts, blueberries...
Bakery products	67	Pastry products...
Fish and fish products	20	Fish
Sweeteners, including honey and jam	15	Jams, different types of honey...
Crafts and pottery	7	Wooden toys, pottery...
Various products	418	Bio cosmetic products, Rice, various food products...
721		

Table 3: Local products supported by the Charter Area

Magic number no 10. “Number of endangered species + habitats”

From the 53 parks that have participated in the survey, 51 parks have provided information on endangered species. Endangered species defines as those on IUCN red date list and /or listed in Habitats and Birds directive of the respective countries. Complete lists of endangered species per parks and countries are available in the Appendix 3.



LIST OF PARKS PARTICIPATED IN THE RESEARCH

GERMANY	
1	Muritz National Park
2	Harz National Park
ITALY	
3	Parco Nazionale della Sila
4	Parco Nazionale D'Abruzzo, Lazio e Molise
5	Parco Naturale Regionale "Portoselvaggio e Palude del Capitano"
6	Sistema Parchi Oltrepò Mantovano
UNITED KINGDOM	
7	Forest of Bowland Area of Outstanding Natural Beauty
8	Brecon Beacons National Park
9	Loch Lomond & The Trossachs National Park
10	Yorkshire Dales National Park / Nidderdale AONB
11	Costwolds
12	Cairngorms National Park
FINLAND	
13	Koli National Park
14	Syöte National Park
SPAIN	
15	Parque Natural de Redes
16	Parc Natural de la Zona Volcànica de la Garrotxa
17	Parc Natural de Sant Llorenç del Munt i l'Obac
18	Parque Nacional de Garajonay
19	Parque Natural Sierras de Cazorla, Segura y las Villas
20	Parque Natural Bahía de Cádiz
21	Parc Natural del Montseny
22	Las Batuecas-Sierra de Francia (Salamanca)
23	Parque Natural del Delta Del Ebro
24	Parque Natural Sierra de Las Nieves
25	PN Sierra de Andujar
26	PARQUE NACIONAL DE MONFRAGÜE
27	ESPACIO NATURAL DOÑANA
28	Parque Natural Sierra de Grazalema
29	Parque Natural Sierras de Tejeda, Almijara y Alhama (PNSTAA)
30	Parque Natural Hoces del Rio Riaza
31	Parque Natural Sierra Norte de Sevilla
32	Sierra Nevada National and Natural Parc

33	Parque Natural Los Alcornocales
34	Parque Natural del Estrecho
35	Parque Natural de la Breña y Marismas del Barbate
36	PN Sierra Mágina
37	Paraje Natural Marismas del Odiel
38	Parque Natural Sierra de Aracena y Picos de Aroche
39	Parque Natural Sierra de Cardeña y Montoro
40	Parque Natural Sierra de Hornachuelos
41	Parque Natural Sierras Subbéticas
42	Parque Nacional de Cabañeros
43	Parque Natural del Alto Tajo
44	Parque Natural Sierra María-Los Vélez
45	Parque Natural Baixa Limia Serra do Xurés (PT)
FRANCE	
46	Parc naturel regional Scarpe-Escaut
47	Parc naturel du Mercantour
48	Parc national des Cévennes
49	PARC NATUREL REGIONAL DU PILAT
50	PARC NATUREL REGIONAL LIVRADOIS-FOREZ
51	PN l'Avesnois
52	Parc naturel régional du Queyras
53	Parc naturel régional des Monts d'Ardèche

MAGIC NUMBER BY COUNTRIES

GERMANY

1. Murtitz National Park
2. Harz National Park

MAGIC NUMBER		TOTAL	AVERAGE
1. Surface area (in ha) of the park and the charter area	<i>Protected Area</i>	346,700.00 ha	173,350.00 ha
	<i>Charter Area</i>	200,000.00 ha	100,000.00 ha
2. Surface area in hectares of Natura 2000 sites within the Charter area <i>*2 a) list of N200 sites provided</i>		150,000.00 ha	75,000.00 ha
3. Population living within a one hour driving circumference of them Charter Area		3,000,000.00	1,500,000.00
4. Population living within the Charter Area		500,000.00	250,000.00
5. Annual number of visitors	<i>to Park</i>	4,080,000.00	2,040,000.00
	<i>to Charter Area</i>	520,000.00	260,000.00
6. Number of educational visits per year involved in the Charter		66,000.00	33,000.00
7. Number of organizations/businesses/ public enterprises making up the forum		70.00	35.00
8. Total investment in Euros, considered in the action plan over the 5 year term		3,750,000.00 €	1,875,000.00 €

Table 4: GERMANY

LIST OF N2000 NUMBERS WHITIN CHARTER AREAS:

DE 4129302	DE 4229301	DE 4029301	DE 4129301	DE 4229402	DE 4229401
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ITALY

1. Parco Nazionale della Sila
2. Parco Nazionale D'Abruzzo, Lazio e Molise
3. Parco Naturale Regionale "Portoselvaggio e Palude del Capitano"
4. Sistema Parchi Oltrepò Mantovano

MAGIC NUMBER		TOTAL	AVERAGE
1. Surface area (in ha) of the park and the charter area	<i>Protected Area</i>	134,699.00 ha	33,674.75 ha
	<i>Charter Area</i>	180,016.00 ha	45,004.00 ha
2. Surface area in hectares of Natura 2000 sites within the Charter area <i>*2 a) list of N200 sites provided</i>		67,271.30 ha	16,817.83 ha
3. Population living within a one hour driving circumference of them Charter Area		600,000.00	150,000.00
4. Population living within the Charter Area		1,166,668.00	291,667.00
5. Annual number of visitors	<i>to Park</i>	1,000,020.00	250,005.00
	<i>to Charter Area</i>	344,312.00	86,078.00
6. Number of educational visits per year involved in the Charter		510,630.00	127,657.50
7. Number of organizations/businesses/public enterprises making up the forum		77.00	19.25
8. Total investment in Euros, considered in the action plan over the 5 year term		3,154,000.00 €	788,500.00 €

Table 5: ITALY

LIST OF N2000 NUMBERS WHITIN CHARTER AREAS:

IT20B0006	IT20B0008	IT20B0016	IT20B051
IT9150007	IT9150013	IT9150031	IT9150027

UNITED KINGDOM

1. Forest of Bowland Area of Outstanding Natural Beauty
2. Brecon Beacons National Park
3. Loch Lomond & The Trossachs National Park
4. Yorkshire Dales National Park / Nidderdale AONB
5. Costwolds
6. Cairngorms National Park

MAGIC NUMBER		TOTAL	AVERAGE
1. Surface area (in ha) of the park and the charter area	<i>Protected Area</i>	1,234,298.00 ha	205,716.33 ha
	<i>Charter Area</i>	1,321,298.00 ha	220,216.33 ha
2. Surface area in hectares of Natura 2000 sites within the Charter area <i>*2 a) list of N200 sites provided</i>		77,698.00 ha	12,949.67 ha
3. Population living within a one hour driving circumference of them Charter Area		13,825,600.00	2,304,266.67
4. Population living within the Charter Area		321,300.00	53,550.00
5. Annual number of visitors	<i>to Park</i>	46,384,000.00	7,730,666.67
	<i>to Charter Area</i>	3,684,000.00	614,000.00
6. Number of educational visits per year involved in the Charter		4,817.00	802.83
7. Number of organizations/businesses/public enterprises making up the forum		886.00	147.67
8. Total investment in Euros, considered in the action plan over the 5 year term		14,333,000.00 €	2,388,833.33 €

Table 6: UNITED KINGDOM

LIST OF N2000 NUMBERS WHITIN CHARTER AREAS:

UK9020297	UK9020308	UK0030210	UK0014784
UK9004011	UK0030030	UK0012894	UK0030072
UK9002301	UK0012957	UK0019959	UK0030096
UK9002161	UK0012821	UK0030251	UK0012766
UK9002771	UK0016412	UK0030262	UK0013585
UK9001801	UK0030122	UK0019811	UK0030127
UK9002581	UK0012955	UK0030312	UK0012985
UK9002561	UK0013584	UK0030348	UK0030106

UK9002751	UK0030134	UK0019958	UK0014775
UK9002241	UK0012942	UK0012891	UK000515
UK9002231	UK0012759	UK13002	UK0030092
UK9002791	UK0030179	UK13053	UK0030141
UK9004381	UK0012756	UK13049	SSSI/SAC
UK9002281	UK0030159	SSSI/SAC	UK0012642
UK9002781	UK0019812	SSSI/SPA	UK0013007

FINLAND

1. Koli National Park
2. Syöte National Park

MAGIC NUMBER		TOTAL	AVERAGE
1. Surface area (in ha) of the park and the charter area	<i>Protected Area</i>	33,000.00 ha	16,500.00 ha
	<i>Charter Area</i>	172,775.00 ha	86,387.50 ha
2. Surface area in hectares of Natura 2000 sites within the Charter area <i>*2 a) list of N200 sites provided</i>		35,280.00 ha	17,640.00 ha
3. Population living within a one hour driving circumference of them Charter Area		157,000.00	78,500.00
4. Population living within the Charter Area		1,500.00	750.00
5. Annual number of visitors	<i>to Park</i>	224,500.00	112,250.00
	<i>to Charter Area</i>	134,500.00	67,250.00
6. Number of educational visits per year involved in the Charter		81,000.00	40,500.00
7. Number of organizations/businesses/public enterprises making up the forum		93.00	46.50
8. Total investment in Euros, considered in the action plan over the 5 year term		3,850,000.00 €	1,925,000.00 €

Table 7: FINLAND

LIST OF N2000 NUMBERS WHITIN CHARTER AREAS

FI0700010

1. Parque Natural de Redes
2. Parc Natural de la Zona Volcànica de la Garrotxa
3. Parc Natural de Sant Llorenç del Munt i l'Obac
4. Parque Nacional de Garajonay
5. Parque Natural Sierras de Cazorla, Segura y las Villas
6. Parque Natural Bahía de Cádiz
7. Parc Natural del Montseny
8. Parque Natural del Delta Del Ebro
9. Parque Natural Sierra de Las Nieves
10. PN Sierra de Andujar
11. PARQUE NACIONAL DE MONFRAGÜE
12. ESPACIO NATURAL DOÑANA
13. Parque Natural Sierra de Grazalema
14. Parque Natural Sierras de Tejeda, Almijara y Alhama (PNSTAA)
15. Parque Natural Hoces del Rio Riaza
16. Parque Natural Sierra Norte de Sevilla
17. Sierra Nevada National and Natural Parc
18. Parque Natural Los Alcornocales
19. Parque Natural del Estrecho
20. Parque Natural de la Breña y Marismas del Barbate
21. PN Sierra Mágina
22. Paraje Natural Marismas del Odiel
23. Parque Natural Sierra de Aracena y Picos de Aroche
24. Parque Natural Sierra de Cardeña y Montoro
25. Parque Natural Sierra de Hornachuelos
26. Parque Natural Sierras Subbéticas
27. Parque Nacional de Cabañeros
28. Parque Natural del Alto Tajo
29. Parque Natural Sierra María-Los Vélez
30. Las Batuecas-Sierra de Francia (Salamanca)
31. Parque Natural Baixa Limia Serra do Xurés (PT)

MAGIC NUMBER		TOTAL	AVERAGE
1. Surface area (in ha) of the park and the charter area	<i>Protected Area</i>	1,889,759.89 ha	60,960.00 ha
	<i>Charter Area</i>	11,278,490.01 ha	363,822.26 ha
2. Surface area in hectares of Natura 2000 sites within the Charter area <i>*2 a) list of N200 sites provided</i>		6,303,523.54 ha	203,339.47 ha
3. Population living within a one hour driving circumference of them Charter Area		30,185,812.67	973,735.89
4. Population living within the Charter Area		2,329,426.00	75,142.77
5. Annual number of visitors	<i>to Park</i>	4,283,152.00	138,166.19
	<i>to Charter Area</i>	4,224,651.00	136,279.06
6. Number of educational visits per year involved in the Charter		478,258.00	15,427.68
7. Number of organizations/businesses/public enterprises making up the forum		1,658.00	53.48
8. Total investment in Euros, considered in the action plan over the 5 year term		407,517,194.99 €	13,145,715.97 €

Table 8: SPAIN

LIST OF N2000 NUMBERS WHITIN CHARTER AREAS:

ES6160006	ES 6120028	ES6120013	ES6120028	ES4160104	ES6120014
ES0000024	ES 6120029	ES6120021	ES6120029	ES4160008	ES6120015
ES6150009	ES 0000049	ES6170006	ES6120031	ES0000050	ES6120019
ES6150012	ES 6120033	ES6170016	ES6120033	ES0000051	ES6120020
ES6150019	ES 6120006	ES6170031	ES6170016	ES6130013	ES6120021
ES6150023	ES 6120008,	ES6170032	ES6170031	ES6180004	ES6120022
ES6180005	ES 6120015	ES6170034	ES6180014	ES6180009	ES6120025
ES0000031	ES 6120017	ES 6170007	ES 0000337	ES6180016	ES6120026
ES0000049	ES6130007	ES6150017	ES 6120022	ES0000027	ES6120027
ES0000028	ES 6120019	ES6150029	ZEPA ES0000093	ES6130002	ES6120013
ES0000031	ES 6120026	ES0000051	LIC4250005	ES6120011	
ES0000049	ES6160007	ES6130005	ES4240016		
ES0000337	ES6160009	ES6130001	(LIC)ES0000092(ZEPA)		
ES6120001	ES0000025	ES0000050	ES6110004		
ES6120002	ES6150001	ES0000053	ES6110003		
ES6120006	ES6150002	ES6130013	ES4150107		

FRANCE

1. Parc naturel regional Scarpe-Escout
2. Parc naturel du Mercantour
3. Parc national des Cévennes
4. PARC NATUREL REGIONAL DU PILAT
5. PARC NATUREL REGIONAL LIVRADOIS-FOREZ
6. PN l'Avesnois
7. Parc naturel régional du Queyras
8. Parc naturel régional des Monts d'Ardèche

MAGIC NUMBER		TOTAL	AVERAGE
1. Surface area (in ha) of the park and the charter area	<i>Protected Area</i>	1,357,624.00 ha	169,703.00 ha
	<i>Charter Area</i>	916,304.00 ha	114,538.00 ha
2. Surface area in hectares of Natura 2000 sites within the Charter area <i>*2 a) list of N200 sites provided</i>		397,898.00 ha	49,737.25 ha
3. Population living within a one hour driving circumference of them Charter Area		9,111,700.00	1,138,962.50
4. Population living within the Charter Area		543,337.00	67,917.13
5. Annual number of visitors	<i>to Park</i>	17,710,820.00	2,213,852.50
	<i>to Charter Area</i>	3,010,820.00	376,352.50
6. Number of educational visits per year involved in the Charter		291,724.00	36,465.50
7. Number of organizations/businesses/ public enterprises making up the forum		422.00	52.75
8. Total investment in Euros, considered in the action plan over the 5 year term		8,738,334.00 €	1,092,291.75 €

Table 9: FRANCE

LIST OF N2000 NUMBERS WHITIN CHARTER AREAS:

FR3100505	FR 8312013
FR3100507	FR 8301033
FR3100506	FR 8301038
FR3112005	FR 8301044
FR8201761	FR 8301045
FR8201762	FR 8301048

FR8202008	FR 8301049
FR8201760	FR 8301051
FR 8301030	FR 8301072
FR 8301032	FR 8301080
	FR3112001

MAGIC NUMBER COMPARISON 2008 – 2012

A survey among Charter areas was organised in 2008 and counted 58 parks in total. In the latest survey in 2012 due to the increased number of Charter Network itself (N=87 at the starting period of the research) the number of responding parks has also increased (n=53 (EUROPARC, 2012)). The new report is referred and partially compared with the results in 2008 survey. The limited summaries and especially the average numbers per park below give an interesting view about the major development tracks generated by the Charter performance.

In order to compare the results between the two surveys, it is important to take into account certain differences in formation of the questions and the sample size of the target audience. Survey held in 2008 and 2012 are not completely comparable due to the changes in questions introduced. To better understand the differences in “magic number” indicators shown in 2008 and 2012, Table 10 shows the equivalent of questions, their differences and how comparable these actually are. (C= comparable, PC= partially comparable, NC=not comparable)

Comparison of “Magic Number” indicator survey questions

2008	2012	Comment	Comparability
1. Number of local organisations participating in Charter forum	7. Number of organizations /businesses/ public enterprises making up the forum	<i>In 2008 the question included just local organizations participating in the forum, the 2012 survey broadened the question by including businesses and public enterprises making up the forum. The basic target group is the same but the more detailed question in 2012 gave some more thinking for those who answered and the averages were then higher. Also the word “participating” somewhat differs than the “word “making up”. Therefore the 2012 gives idea of the basic Forum network but 2008 is focusing on those who have taken an active role in it. The level of representative participation is not completely clear. It is possible that 2008 is focusing on the number of persons sitting in the Forum but the 2012 number is focusing on the number of the background organizations whose representative is sitting in the Forum.</i>	PC
2. Coverage of the Charter area in hectares - where percentage of Natura 2000 sites	1. Surface area (in ha) of the park and the charter area 2. Surface area in hectares of Natura 2000 sites within the Charter area + list of N200 sites	<i>In 2008 the question was focusing on the Charter area but it is quite apparent that the answers are more focusing on the Charter PA. This can be seen in the Table 11. The question 2012 includes both the Protected Area and the Charter area, which makes it easy for the one who is answering and the answer is reliable if the Charter area is clear and measured or at least evaluated reliably.</i> <i>Since the percentage of NATURA 2000 sites was calculated with the number</i>	PC

		mentioned and calculated above, it is also questionable how comparable is the percentage of N2000 sites within the Charter PAs and complete Charter areas.	
3. Amount of protected biodiversity values in Charter area -Natura 2000 sites, in hectares -EU Habitat Directive sites -EU Bird Directive species	10. Number of endangered species + habitats	<i>In 2012 survey CA were asked to list the species or habitats managed / protected within the park or Charter area that are listed on the IUCN red data list, or designated through the EU birds and habitats directive or nationally or regionally listed in your country, such as local rarities, endangered etc.</i> <i>Due to the difference in the target group; Charter PAs and Charter areas, this number is only just partially comparable.</i>	PC
4. Number of annual visitors using the Charter park services	5. Annual number of visitors to the Parks and to the Charter Area	<i>Numbers in 2008 and 2012 on PA are focusing on the same indicator. The reliability of these numbers is questionable due to the fact that different parks that participated in surveys use different methodologies to estimate the visitor flow. Some parks monitor visitors and some parks visits. These numbers indicate slight increase in the visitor flow between 2008 and 2012. Because of the difficulty to estimate the visitor flow on the Charter area level on reliable way, this number should only be partially comparable.</i>	PC - C
5. Number of school class visits annually in the Charter park	6. Number of educational visits per year involved in the Charter	<i>Number provided in 2008, refers to school visits while the number provided in 2012 refers to the numbers of students/pupils.</i> <i>*An educational visit is defined as a visit who has some direct interaction with the protected area, or organisations associated with the Charter in the Charter area, such as a Ranger or interpreter led visit, a school visit, a self guided tour using park material, visit to visitor or education centres.</i> <i>The 2008 question was clearly focusing on school visits, the 2012 question is much wider and also more complicated, when including interpreted tourist visits, and self guided visits of tourists or even visits in the visitor centers.</i>	NC

<p>6. Number of inhabitants on the 1,5 hours regional impact area representing percentage of total population in country</p>	<p>3. Population living within a one hour driving circumference of them Charter Area</p> <p>4. Population living within the Charter Area</p>	<p><i>The 2008 survey asked for a number of inhabitants on the 1,5 hours regional impact, while the 2012 survey question was more specific asking for a number of inhabitants within a 1 hour driving circumstance and another number of population living within the charter area.</i></p> <p><i>The numbers in 2012 are more valid for the park and Charter impact indicator. One hour counts for cca 50-70 km around the Charter PA, part of this area being inside Charter area.</i></p>	<p>NC</p>
<p>7. Environmental investments in Charter park basing on the Action plan during last 3 years (€),</p>	<p>8. Total investment in Euros, considered in the action plan over the 5 year term</p>	<p><i>The 2008 number refers to the past 3 year period, while the 2012 number takes in account past and/or future estimate of the total investment in a 5 year action plans by Park governing authorities and/or private sector in the delivery of the Charter for Sustainable Tourism action plan.</i></p> <p><i>It is important to monitor what has happened during the Charter period and what is planned for the future period. The plans never come fully in reality, sometimes lower and sometimes higher are the outcomes. If the investments are in the Charter Action plan we may say that they are indicators of the Charter based performance and management. If the investments of the private sector are included in the 2012 numbers, then it is not possible to compare these 2008 and 2012 numbers at all.</i></p>	<p>NC or PC</p>
<p>8. Number of businesses co-operating with the Charter park of which Charter partner certified</p>	<p>-</p>	<p><i>In the 2012 survey this question was not asked due to the existing and updating table with information of Charter business on the Charter website.</i></p> <p><i>In 2008 this was an interesting number indicating the attractiveness of Charter in the business network. It was important indicator when the Charter Partnership program was getting stronger. In 2012 that was not in the set of indicators. Both the business sector indicator and the Charter Partner number are relevant data for monitoring the Charter impact. Number of Charter Partner businesses is reported in the Table 11 and those numbers show a good increment which is Comparable.</i></p>	<p>C</p>
<p>9. Number of Charter park products (rough estimate)</p>	<p>9. Local products supported by the Charter Area</p>	<p><i>Local products supported by the CA in 2012 were categorized as; food production or craft productions that take place within the charterer areas</i></p>	<p>NC</p>

		<p><i>Support can be in the form of financial through grants, use of facilities or staff assistance. Promotion can be use of park label, marketing or special events such as farmers markets etc</i></p> <p><i>This is an important economical indicator which later shall be more developed. There shall be detailed criteria on what is meant by the Charter park product.</i></p>
<p>10. Economic impact of Charter park tourism in regions (method under development, see chapter “Tools for monitoring economic impacts ...”)</p>	<p>-</p>	<p><i>Not monitored yet on the Charter Network. Method need more development, but is very important on the national and regional level.</i></p>

Table 10: Comparison of “Magic Number” indicator survey questions

The actual comparison of the 10 Magic Numbers from both surveys: 2008 and 2012 is summarized in the following Table 11.



MAGIC NUMBER Indicator		2008			2012			
		n	AVERAGE	TOTAL	n	AVERAGE	TOTAL	
1. SURFACE AREA (IN HA) OF THE PARK AND THE CHARTER AREA	Protected area	-	-	-	53	94,265 ha	4,9 M ha	
	Charter area	45	103,000 ha	4,6 M ha	51	275,860 ha	14 M ha	
<i>Percentage of Natura 2000 sites</i>				50%			50%	
2. SURFACE AREA IN HECTARES OF NATURA 2000 SITES WITHIN THE CHARTER AREA		32	62,500	2 M ha	50	140,633 ha	7 M ha	
3. POPULATION LIVING WITHIN A ONE HOUR DRIVING CIRCUMFERENCE OF THEM CHARTER AREA		44	-	75 M *	49	1,160,818	56 M	
		<i>*This number was counted for the population living 1.5 hour</i>						
4. POPULATION LIVING WITHIN THE CHARTER AREA		-	-	-	50	91,740	4 M	
5. ANNUAL NUMBER OF VISITORS	To Park	50	1,2 M	61 M	47	1,3 M	73 M	
	To Charter Area	-	-	-	22	224,873.26	11 M	
6. NUMBER OF EDUCATIONAL VISITS PER YEAR INVOLVED IN THE CHARTER		27	49 classes/park/year	1315 classes/year	50	28,648 students/year	1.4 M students	
7. NUMBER OF ORGANIZATIONS/ BUSINESSES/ PUBLIC ENTERPRISES MAKING UP THE FORUM		40	33	1,310	52	60.49	3,206	
<i>Number of Charter partner businesses</i>		19	10	196	23	17	387	
8. TOTAL INVESTMENT IN EUROS, CONSIDERED IN THE ACTION PLAN OVER THE 5 YEAR TERM		19	2.9 M €/ park/ year	55 M € *	49	1.8 M €/ park/ year	441 M €	
M = million							<i>* 3 year term of action plan investment</i>	

Table 11: MAGIC NUMBER COMPARISON 2008 – 2012

Magic Number 1 and 10 are indicating ecological impacts. In 2012 the average Charter area and Natura 2000 site area was more than doubled when compared to the results in 2008, most probably due to the emerging application of the Charter area following the increasing partnerships beyond the park borders.

Numbers 8, 9 and 10 are indicating economic impacts. In 2008 the investment indicator was representing the real 3 years performance but the new 2012 indicator (average = 1,8 million €/per park/per year) is representing the 5 year term investment plans in the Action plan. The averages in the reality are slightly higher than in the plans.

The number of Charter park products has strongly increased up to 700 products. Numbers 4, 5, 6 and 7 are indicating social impacts. The indicator on average visitor (indicator 5) flow show 8 % increment between 2008 - 2012. The Charter forums and stakeholder connections are getting larger and the school visits are growing strongly.

Basically these numbers give information about the key resources for the development; basic environmental status, customer potential, the status in park business activities and the social network. Economic impact indicator of Charter park tourism in regions is still in the early pilot state and both 2008 and 2012 survey could not answer anything on the key question: What is the value adding impact of the Charter park in the regional economy?

Also we note that indicator 3, the number of inhabitants in the region within 1 hour driving circumstance around the CA, is more indirectly indicating the importance of the Charter area than giving an indication on the Charter efficiency. The other social development indicators are more valid for measuring the direct gain of social capital through the Charter performance.

The differences of comparable “Magic numbers” from the 2008 and 2012 surveys are shown in the graphs below.

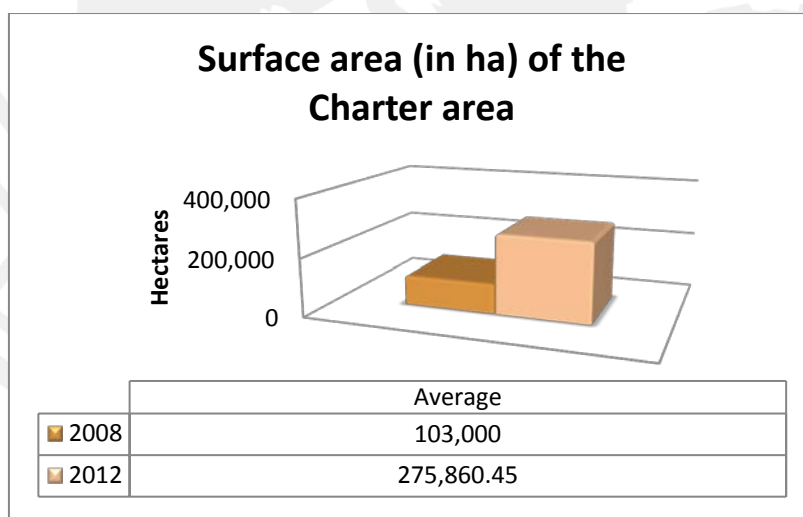


Table 12: Comparison of the average surface area (in ha) of the Charter area

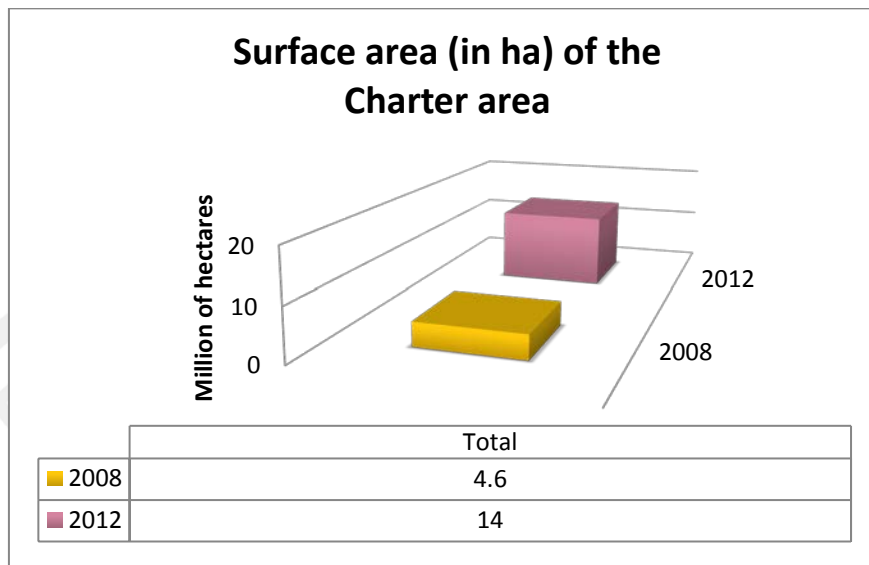


Table 13: : Comparison of the total surface area (in ha) of the Charter area

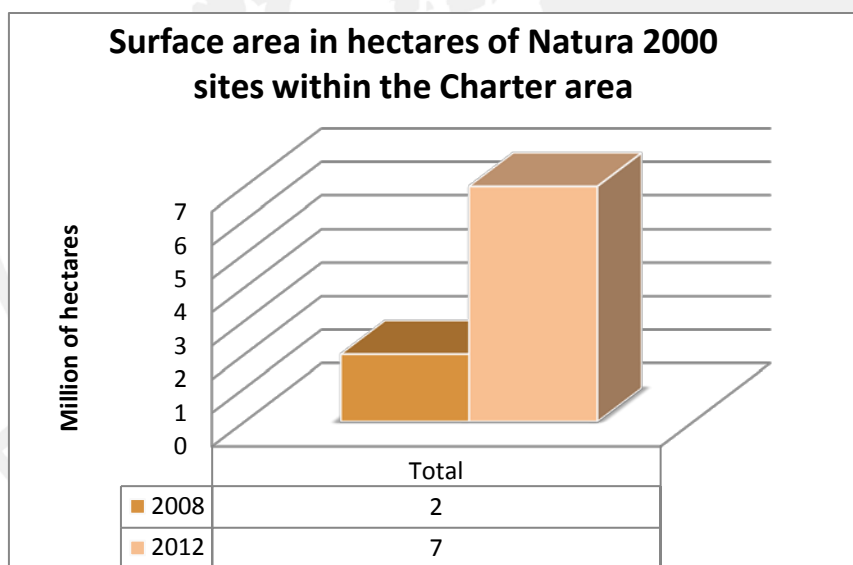


Table 14: Comparison of the total surface area in hectares of Natura 2000 sites within the Charter area

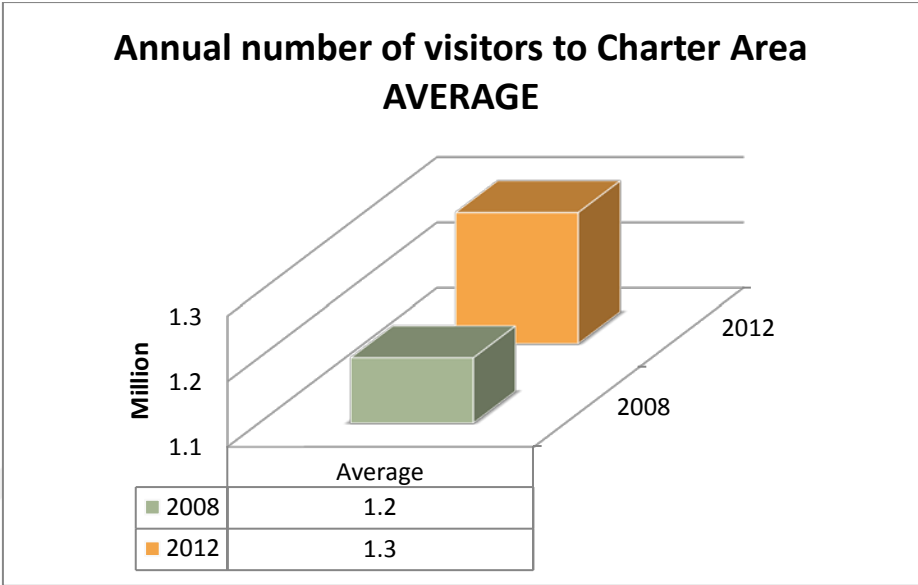


Table 15: Comparison of the average annual number of visitors to Charter Area

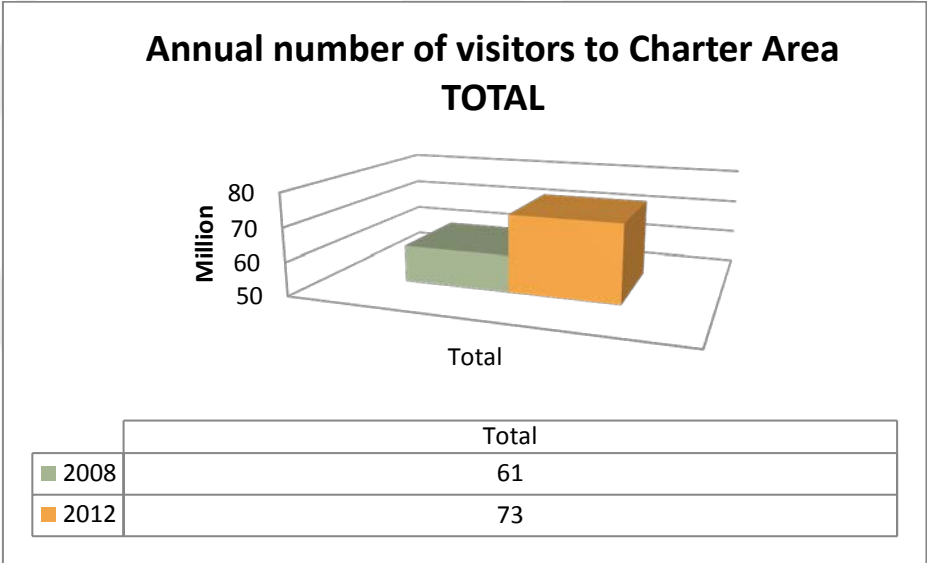


Table 16: Comparison of the total annual number of visitors to Charter Area

CONCLUSION

Across Europe vital reserves of biodiversity are looked after in protected areas. These places provide more than safekeeping- they also allow well-managed access, understanding and enjoyment. This close relationship between people, place and nature is at the heart of protected areas. EUROPARC Federation through its European Charter for Sustainable tourism is putting its strongest efforts that the tourism in protected areas is managed in a sustainable way.

Sustainable tourism is attempting to make as low impact on the environment and local culture as possible, while helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. As one of the world's largest and fastest growing industries, this continuous growth will place great stress on remaining biologically diverse habitats and indigenous cultures, which are often used to support mass tourism.

EUROPARC is advocating sustainable tourism through the Charter as a management tool by doing research, offering guidelines and simply spearheading good sustainable tourism practices. EUROPARC's European Charter for Sustainable Tourism in protected areas builds partnerships to improve sustainable development and the management of an area's natural and cultural heritage

As a part of this project to identify the value of the "Charter" in sustainable tourism destinations, one of the aims was to collect a set of numbers in order to highlight the significance of the Charter as a tool for acting sustainably and to compare its value which has been growing through the years.

The first pilot survey on Charter impacts shows only the numbers at the beginning of the Charter performance or the one year status for those PAs, who have started the ECST performance earlier. The second survey shows a great increment in all of the indicators, however not all of the numbers are directly comparable. When comparing the 2 researches, it is clear that some questions need to be defined in a better way to ensure reliability and comparability of them through years. The questions would need to be more specific, clearly focused and if needed detailed to be easily comparable and to be able to show the clear trend of growth or decline in certain aspects of the Charter. A continuous monitoring on annual basis, after the initial pilot project or a monitoring reviewed in 5 years intervals would help to show the impact become visible.

If overall results from both surveys are to be compared, they do indicate that the majority of Charter Protected areas have increased values in the numbers. This indicates that the importance of sustainable tourism through the Charter is extremely important when protected areas develop their action plans and think of strategies to develop them. Therefore importance of this specific survey made to gather the new data-set "numbers" to identify the economic and other values derived by protected areas who gained the charter certification is unquestionable for its future progress.

The report concludes that the Charter as a product of EUROPARC Federation is a significant tool in the field sustainable tourism in protected areas and its values needs to be measured in more frequent periods.

RECOMMENDATIONS

For the future considering on Charter indicators

- Indicators shall cover the basic themes of sustainable development; biological, social and economical.
- Reports and summaries on the plans are not reports on the monitoring of outcomes and impacts, both are needed if we want to create a reliable and effective Charter system.
- The dissemination of these planning indicators and progress monitoring indicators is most important on the Charter PA and Charter area level, on national level and on European level.
- The Charter biological indicators are good and focusing on the possibilities to control the biodiversity loss. But we have not any indicator of the CO2 impact of charter performance.
- The social indicators are good but they need more standardization when we are trying to get similar and harmonized data from each Charter Area and PA.
- The economical indicators are also good in principle but the regional economic impact methodology needs to be developed as soon as possible, maybe in pan-European development project.
- Indicators on Charter progress and impact area are important both.
- In Charter methodology a permanent model for collecting those monitoring data and presenting them effectively through our web-based system is needed.