BEST PRACTICE PRESENTATION

BASQUE GOVERNMENT
Biodiversity and Environmental Participation

TOURISM IN THE PROTECTED NATURAL AREAS OF THE BASQUE COUNTRY:
A STRATEGY FOR QUALITY

Provincial Councils of Bizkaia, Alava and Gipuzkoa, and Basque Government
Background of the action (1)

  The Basque Network of Protected Natural Areas

- 9 Natural Parks:
  Urkiola, Valderejo, Gorbeia, Izki, Armañón, Aralar, Pagoeta, Aiako Harria, Aitzkorri-Aratz

- Protection schemes
  Regulation of public use

7,235 km²
20%
Background of the action (2)

- (2008) Reflection process on sustainable public use in the Natural Parks
- (2009) Workshop: Quality as the basis for the management of Protected Natural Areas
Background of the action (3)

Strategy for Quality in the Basque Network of Protected Natural Areas in Euskadi

FIVE-YEAR PLANNING (2010-2014)

• Implementation of the Q for Tourist Quality

• Implementation of the European Charter for Sustainable Tourism (ECST) in the Valderejo Natural Park
Background of the action (4)

- URKIOLA Natural Park
  - 5,955 ha

- GORBEIA Natural Park
  - 20,016 ha

- PAGOETA Natural Park
  - 2,860 ha

- ARALAR Natural Park
  - 10,971 ha
Background of the action (5)

**VALDEREJO Natural Park**

- 3,496 ha
- Lahoz, Lastra, Ribera and Villamardones
- Agriculture and livestock
- Wide variety of habitats

- **Pinus sylvestris**
- **Gyps fulvus** (vulture)
- **pottoka**
The two approaches

<table>
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<tr>
<th>The aim of the implementation of the Q for Tourist Quality (UNE 187002) is:</th>
<th>The aim of the European Charter for Sustainable Tourism in PNA is:</th>
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<td>To ensure the observance of specified service levels or standards in the management of a PNA, creating a dynamic of continuous improvement in the spheres relating to the management of public use.</td>
<td>To improve the sustainable development and management of tourism in a PNA which takes account of the needs of the environment, local residents, local businesses and visitors.</td>
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• GOAL

1) Adopt standards of quality in the management of the PNA in Euskadi and establish the necessary mechanisms for their achievement in the fields of biodiversity conservation, public use and economic development.

2) Optimization of social and economic development in the area of influence of protected natural areas (rural development).

3) Enhancement of biodiversity in protected natural areas.

• TARGETS

1) Consolidate the Quality System based on the UNE 187002:2008.

2) Get the involvement of stakeholders: Implement the European Charter for Sustainable Tourism in the Natural Park of Valderejo as innovative management and investment in tourism promotion and economic network.
METHODOLOGY

Obtain and implement a certified quality system for PNA’s management

HUMAN RESOURCES

- Provincial Councils’ staff
- Basque Government’s staff
- Consultant - IKT’s staff

» 40 people

FINANCIAL RESOURCES

- 24,000 €/year (5 years)

25% funding
TEACHINGS OF THE ACTION

• The Quality System based on the UNE 187002:2008 is revealed as a useful tool for:
  
  - Quality control in the management of the public use
  - The organization of the management team
  - Compliance with the requirements of environmental quality and sustainability.

• The European Sustainable Tourism Charter reflects the will of the institutions responsible for the management of protected areas and tourism professionals to promote tourism that meets the principles of sustainable development.
RESULTS

Through the implementation of the the PNA will get:

• Improvement of the management
• Increase in staff training
• Improvement of efficiency of management tools
• Greater visitors’ satisfaction
• Immersion in a process of continuous improvement
• Recognition on the part of the tourist sector and the visitor
• Use of the Q as an instrument of promotion and popularization
RESULTS

Through the implementation of the PNA will get:

- Increase the involvement of tourism professionals in the planning of a PNA
- Promoting tourism in the territory
- Increase awareness of visitors
- Promote social and economic development based on the conservation of natural resources
- A tool for planning and control the tourism policy
- A tool for monitoring and evaluating the tourism policy
- Recognition as a territory of excellence in the field of sustainable tourism
FOLLOW UP

• What are the future actions?
  - **Consolidation** of the Quality system. Implementation in every PNA of the Network
  - **Monitoring** and analysing about the **impact** of the Quality system
  - **Deployment** of the remaining actions of the Strategy for Quality in the Basque Network of Protected Natural Areas

• What could you improve?
  - **Collaborative tools** common to all the management bodies
  - **Coordination** between the management bodies of the PNA and the different administrations involved (local governments, tourism, industry, environment...)
CONCLUSION

SIMILARITIES:

• Continuous improvement processes
• Voluntary agreements
• Quality marks
CONCLUSION

DIFFERENCES:

- Quality services ↔ Compatibilisation
- Requirements of the services ↔ Planning of tourism
- Management team ↔ Management team + Citizens + Tourism business
CONCLUSION

- The two approaches are complementary

- Since the UNE standard provides the basic tools for control, it is highly recommended to start with the Q implementation, and then get the adhesion to the Charter
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