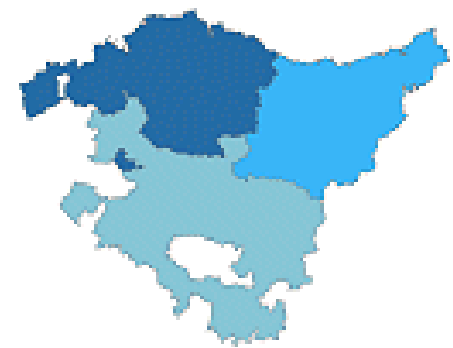
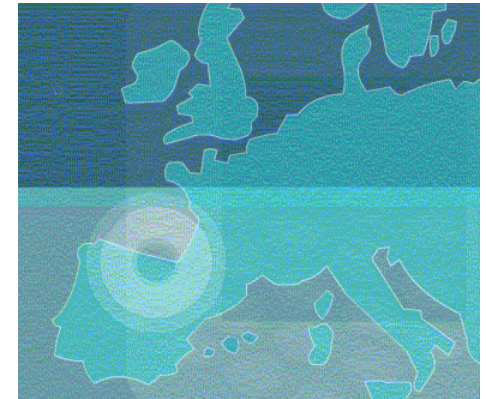


## BEST PRACTICE PRESENTATION

### **BASQUE GOVERNMENT** **Biodiversity and Environmental Participation**

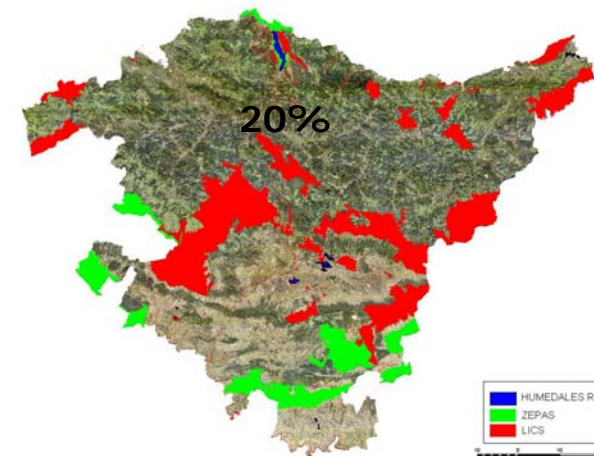
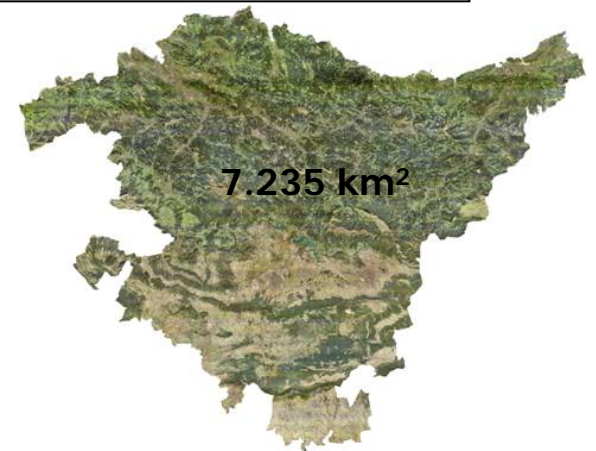
### **TOURISM IN THE PROTECTED NATURAL AREAS OF THE BASQUE COUNTRY: A STRATEGY FOR QUALITY**

Provincial Councils of Bizkaia, Alava and  
Gipuzkoa, and Basque Government



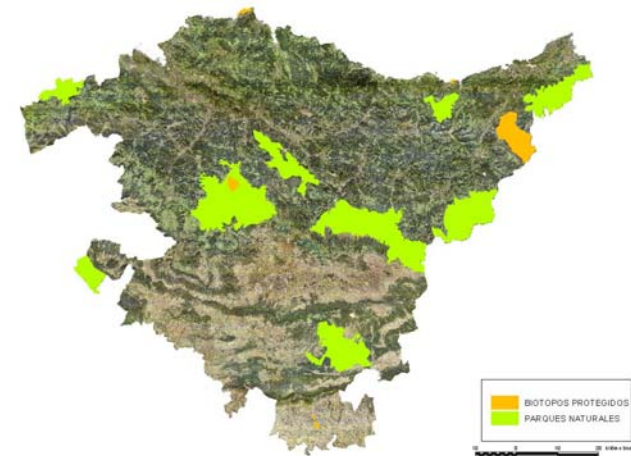
## Background of the action (1)

- (1994) Regional Law for Nature Conservation  
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



## 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
- (2010) Project: Quality Standards for the Network of Protected Natural Areas in Euskadi



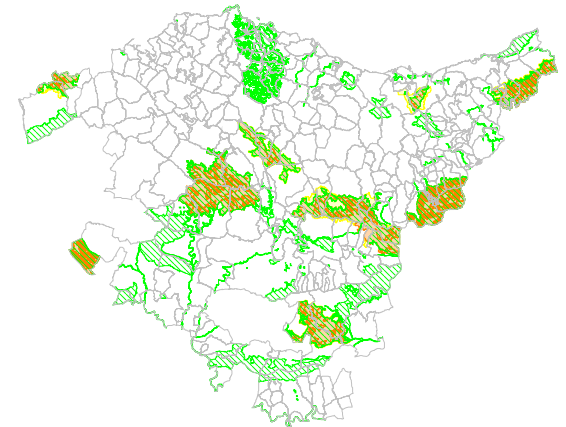
## Background of the action (3)

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

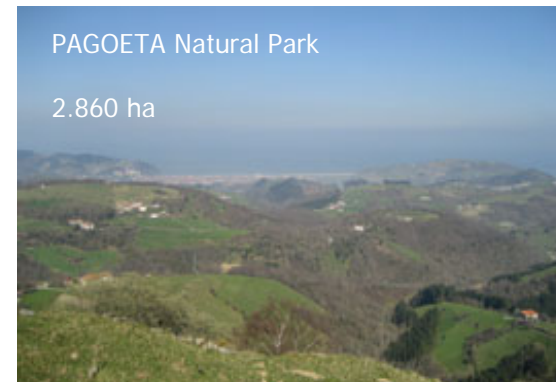


FIVE-YEAR PLANNING (2010-2014)

- 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)



## Background of the action (5)

### VALDEREJO Natural Park

- 3.496 ha
- Lahoz, Lalastra, Ribera and Villamardones
- Agriculture and livestock
- Wide variety of habitats



## The two approaches

The aim of the implementation of the Q for Tourist Quality (UNE 187002) is:

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.



The aim of the European Charter for Sustainable Tourism in PNA is:

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.



- 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 RESSOURCES

- Provincial Councils' staff
  - Basque Government's staff
  - Consultant - IKT's staff
- » 40 people

### FINANCIAL RESSOURCES

- 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 polity
- 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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