

APPLICATION REPORT FRAMEWORK AND GUIDANCE



This paper provides the framework for the report that should be submitted by each protected area in applying for the Charter. The report is based on the Charter Principles set out in paper 2; its purpose is to show how you are meeting them. Each heading should be repeated in your report, and the evidence requested supplied underneath. Please note that we are looking for short summary responses to the questions, which can be easily understood by the external verifier. You are encouraged to make cross-references to other documents as appropriate for evidence or further information.

SECTION A – GENERAL INFORMATION

A1 Name of the protected area

A2 Contact details

Give named person and position, address, phone, fax, e-mail

A3 Type of designation

The status of the area, including IUCN category. Indicate any zones of varying designation.

A4 Relationship to surrounding area/region

Indicate any formal or informal surrounding buffer zones or other areas of influence (administrative or in terms of tourism policy)

A5 Size of area/ zones

Total size of designated area in hectares. Also give size of other relevant zones within or outside the area.

A6 Population

Give population within the protected area and in any identified surrounding zones.

A7 Legal structure relating to the protected area

Indicate the type/status of protected area authority, relationship with other relevant local authorities and structure of landownership.

A8 Type of environment/heritage and reason for designation

Very brief description

A9 Management and staffing

Total numbers of managerial and other staff. Please give organisational diagram if relevant.

A10 Overall park management and relationship to tourism

Does the protected area have a Management Plan?

Yes No

Indicate briefly the main priorities of park management (may be provided by cross reference to the management plan)

A11 Total annual budget

Please indicate total turnover of the protected area authority (including overheads and project expenditure). Explain briefly how the authority is funded, and indicate any external resources that are regularly available.

A12 Annual visitor numbers

Day visitor arrivals. Staying visitor arrivals and total nights. Estimates or actual known totals (state which).

A13 Tourism structure

Give a brief overview of the tourism history and type of tourism in the area.

A14 Infrastructure and tourism offers

Give a brief overview of the amount and type of accommodation, attractions, activities, events, and visitor services

SECTION B – MEETING THE CHARTER PRINCIPLES

PRINCIPLE 1 – PARTNERSHIP WITH LOCAL TOURISM STAKEHOLDERS¹

1.1 Has a forum or other partnership structure been established to enable the Park Authority to work with others on the development and management of tourism?

Yes No

Briefly describe this structure, including size and membership of partnership forum(s), frequency of meetings etc.:

1.2 Are local tourism enterprises involved?

Yes No

Brief explanation_____

1.3 Is the local community involved?

Yes No

Brief explanation_____

1.4 Are local conservation interests involved?

Yes No

Brief explanation_____

1.5 Are the wider (regional) bodies responsible for tourism, conservation and regional development involved?

Yes No

Brief explanation_____

¹ Areas in grey shading indicate particularly important points which are critical for successful evaluation.

PRINCIPLE 2 – SUSTAINABLE TOURISM STRATEGY AND ACTION PLAN

Preparation

2.1 Have a tourism strategy and action plan been prepared for the park?

Strategy only

Strategy with integrated action plan

Strategy with accompanying but separate action plan

Other (please explain)_____

The strategy and action plan are presented:

As a single, self-contained document

As two individual, self-contained documents

Within another document (state which) _____

2.2 Briefly describe the process(es) and timetable(s) for preparing both the strategy and action plan.

2.3 State briefly the main objectives for sustainable tourism identified in the strategy.

2.4 How does the tourism strategy relate to the park management plan?

Consultation process

2.5 Give precise details of how local stakeholders were involved in drawing up the strategy and action plan, including nature and number of meetings, information supplied to them and obtained from them, and other consultation processes or surveys. Make reference to the forum / partnership structures described under Question 1.1 as appropriate.

2.6 Was there consultation with local tourism enterprises in preparing the strategy and action plan?

Yes No

Brief explanation_____

2.7 Was there consultation with the local community and other interests/ stakeholders in preparing the strategy and action plan?

Yes No

Brief explanation_____

Assessment of resource needs, constraints and opportunities²

2.8 Was there an assessment of the natural and cultural resources, their sensitivities (capacity) and opportunities for tourism?

Yes No

Source of evidence / brief indication of results: _____

2.9 Was there an assessment of needs of the local community and economy?

Yes No

Source of evidence / brief indication of results: _____

2.10 Was there an assessment of strengths/weaknesses of tourism infrastructure/services?

Yes No

Source of evidence / brief indication of results: _____

Assessment of existing visitors and their needs²

2.11 Was there an assessment of existing visitor patterns and needs?

Yes No

Source of evidence / brief indication of results: _____

Assessment of future visitor markets²

2.12 Was there an assessment of future visitor markets offering potential?

Yes No

Source of evidence / brief indication of results: _____

Implementation

2.13 Does the action plan include an indication of phasing/staging of action over time?

Yes No

2.14 Does the action plan indicate the relevant stakeholders or partners for each action?

Yes No

² The questions on assessment are asked for the information and interest of the verifier, as background information. It is expected that basic assessment in these fields will have been undertaken to inform preparation of your strategy, but detailed technical studies are not a requirement for the Charter. Please do not send additional studies or assessments with your application. Such documentation may be reviewed on site if necessary.

2.15 What is the size of the **budget** that the Protected Area Authority is devoting to the implementation of the action plan per year, excluding staff costs?³

What is this as a percentage of its total budget? _____

2.16 Have funds been provided (or are they being sought) from other sources?

2.17 Do you judge the level of funding already secured / applied for to be sufficient to meet the action proposed?

Yes No

Comments _____

2.18 What is the **staffing** that the Protected Area Authority is devoting to the implementation of the action plan?³

2.19 Is staffing being provided from other sources?

2.20 Do you believe the action proposed can be implemented with this level of staffing?

Yes No

Comments _____

Commitment of partners

2.21 Please comment on the commitment of the partners to implementing the strategy and action plan, and any methods for motivating them and ensuring this commitment.

2.22 Have any formal arrangements been made with partners for implementation of the strategy and action plan?

Yes No

Details _____

Monitoring results

2.23 Have indicators been identified for monitoring the results of the strategy / action plan?

Yes No

2.24 Please set these out and explain how they will be measured.

³ Questions on budget and staffing: The verifier will be looking for a realistic assessment of what resources will be required to implement the strategy and action plan and where these resources are likely to come from. It is appreciated that a detailed budget or staffing plan for the next 5 years can probably not be given at this stage, and that some funding or personnel resources may still need to be secured.

ADDRESSING KEY ISSUES

Under the following headings, please indicate what actions have been undertaken or are proposed relating to each of the key issues of the Charter, as set out in Charter Principles 3 to 10. We will be looking for evidence that action is being taken to address each of these issues, either to make progress or to maintain existing high standards.

PRINCIPLE 3 - PROTECTING NATURAL AND CULTURAL HERITAGE

3.1 Monitoring impact on flora and fauna and controlling tourism in sensitive locations

Activities already undertaken / current activities: _____

Planned activities: _____

3.2 Encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions

Activities already undertaken / current activities: _____

Planned activities: _____

3.3 Action to control development (including tourism) which would adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise

Activities already undertaken / current activities: _____

Planned activities: _____

3.4 Action to reduce tourism activities which adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise

Activities already undertaken / current activities: _____

Planned activities: _____

3.5 Encouraging visitors and the tourism industry to contribute to conservation (e.g. "visitor payback" schemes)

Activities already undertaken / current activities: _____

Planned activities: _____

PRINCIPLE 4 – MEETING VISITOR NEEDS / QUALITY OF EXPERIENCE

4.1 Surveys to measure visitor satisfaction

Activities already undertaken / current activities: _____

Planned activities: _____

4.2 Assessment of future visitor markets and their needs

Activities already undertaken / current activities: _____

Planned activities: _____

4.3 Specific provision of facilities and information for disabled people

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

4.4 Provision of facilities for economically disadvantaged people

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

4.5 Action to check the quality of facilities and services

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

4.6 Action to improve the quality of facilities and services

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

PRINCIPLE 5 – COMMUNICATION ABOUT THE AREA

5.1 Sensitive promotion of the protected area as a destination using authentic images and reflecting capacity/needs of the area, including times and locations.

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

5.2 Influence on the promotional activities of others (region, enterprises etc).

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

5.3 Provision of clear information material on where to go and what to do when in the area (guides, maps, websites – relevant languages).

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

5.4 Provision of accessible information centres/points for visitors.

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

5.5 Processes for ensuring that others (especially tourism enterprises) provide good information.

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

5.6 Provision of guiding services and an events programme for visitors and local people, including groups and schools.

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

PRINCIPLE 6 - TOURISM PRODUCTS RELATING TO THE PROTECTED AREA

- 6.1 Provision/development of tourism offers (special events, holiday programmes etc.) involving the discovery and interpretation of natural and cultural heritage

Activities already undertaken / current activities: _____

Planned activities: _____

- 6.2 Effective promotion of these offers.

Activities already undertaken / current activities: _____

Planned activities: _____

PRINCIPLE 7 - TRAINING

- 7.1 Providing or supporting training programmes for staff of the protected area, in sustainable tourism.

Activities already undertaken / current activities: _____

Planned activities: _____

- 7.2 Providing or supporting training of other organisations and tourism enterprises in sustainable tourism.

Activities already undertaken / current activities: _____

Planned activities: _____

PRINCIPLE 8 – MAINTAINING LOCAL QUALITY OF LIFE

- 8.1 Involving local communities in the planning of tourism in the area

Activities already undertaken / current activities: _____

Planned activities: _____

- 8.2 Communication between the protected area, local people and visitors

Activities already undertaken / current activities: _____

Planned activities: _____

- 8.3 Mechanisms for identifying and seeking to reduce any conflicts that may arise.

Activities already undertaken / current activities: _____

Planned activities: _____

PRINCIPLE 9 - BENEFITS TO THE LOCAL ECONOMY

- 9.1 Promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses

Activities already undertaken / current activities: _____

Planned activities: _____

- 9.2 Encouraging the employment of local people in tourism

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

9.3 Development of tourism in association with traditional economic activity (e.g. agriculture)

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

PRINCIPLE 10 – MANAGING VISITOR FLOWS

10.1 Keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

10.2 Creating and implementing a visitor management plan

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

10.3 Promoting use of public transport, cycling and walking as an alternative to private cars

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

10.4 Controlling the siting and style of any new tourism development

*Activities already undertaken / current activities:*_____

*Planned activities:*_____

Signed _____

Date _____

Please submit your application report as a hard copy and in electronic format (if possible as a “Word” document).

Thank you!