

RE-EVALUATION SELF-ASSESSMENT QUESTIONNAIRE



This paper provides the re-evaluation questionnaire that should be completed by each protected area in re-applying for the Charter. The questionnaire is based on the Charter Principles set out in paper [2]. Its purpose is to show how you have progressed the Principles over the past five years, highlight successes, any difficulties encountered, and outline the new targets you have set for the coming five years. Please answer every question and supply the evidence requested. 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

Please provide brief information in this section. You are asked to highlight particularly any changes or developments in the past five years.

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

14.1 Does the protected area have a Management Plan?

Yes No

14.2 If yes, has this been newly written or revised during the past 5 years?

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, type of tourism in the area and development of these in the past five years.

A14 Infrastructure and tourism offers

Give a brief overview of the amount and type of accommodation, attractions, activities, events, and visitor services and development of these in the past five years.

SECTION B – MEETING THE CHARTER PRINCIPLES

PRINCIPLE 1 – PARTNERSHIP WITH LOCAL TOURISM STAKEHOLDERS¹

1.1 Briefly describe the current structure of the forum (or equivalent arrangement) through which the Park Authority works with others on the development and management of tourism, including current size and membership, frequency of meetings etc.

How has this forum developed or changed over the past five years (in terms of its work, membership and the partnerships within it?)

1.2 Involvement of **local tourism enterprises**:
Please describe how you have progressed and strengthened relationships with local businesses.

Have any schemes been set up to link businesses more closely with the park / Charter implementation? Please describe².

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

² Such schemes are not obligatory for re-award of the Charter, but we are interested to learn if any exist.

Please comment on the involvement of these other key groups over the past five years, including their role in implementation of the action plan:

- 1.3 Involvement of the local community
- 1.4 Involvement of local conservation interests
- 1.5 Involvement of wider (regional) bodies responsible for tourism, conservation and regional development
- 1.6 Any other key groups, either within or outside the formal partnership structure described above.

PRINCIPLE 2 – SUSTAINABLE TOURISM STRATEGY AND ACTION PLAN

IMPLEMENTATION OVER THE PAST 5 YEARS

Please provide general feedback on the implementation of your strategy and action plan to date (questions on specific topics are asked in Section D below), as follows:

- 2.1 How would you assess your overall progress towards excellence in sustainable tourism, bearing in mind where you started from five years ago?
- 2.2 Could all of the planned actions be implemented? If not, how much of the action plan was implemented (please estimate as a percentage)?
- 2.3 What were the main reasons for you not being able to complete the full programme (if applicable)?
- 2.4 What were your most positive achievements?
- 2.5 What are the main challenges you still face?

Monitoring results

- 2.6 Please describe the monitoring you have undertaken of the results of your action plan over the past 5 years.

Indicate where the results of monitoring can be found (in which documents), for review by the verifier on site if necessary.

Recommendations from the verifier and Evaluation Committee

- 2.7 Please explain how you have addressed the specific recommendations made by the verifier and Evaluation Committee at original evaluation 5 years ago.

Resources for implementation

2.8 How did the budget available to for implementation of the action programme develop over the past 5 years?

2.9 Were the financial resources available for implementation:

More than originally planned

Less than originally planned

About the same as planned

2.10 Were they sufficient for implementation of the plan?

Yes No

Brief comment _____

2.11 Have there been changes in staffing levels, both in the Protected Area generally and in the staff dealing with tourism issues, over the past 5 years?

2.12 Has the level of staffing affected implementation of the action plan?

PLANS FOR THE NEXT 5 YEARS

Revision of strategy, new action plan

2.13 Has your tourism strategy been revised for the next five years?

Yes No

Brief explanation _____

2.14 Has a new action programme been prepared for the park and its partners?

Yes No

Brief explanation _____

2.15 The strategy and new action programme are presented:

As a single, self-contained document

As two individual, self-contained documents

Within another document (state which) _____

2.16 Briefly describe the process(es) and timetable(s) for both reviewing/revising the strategy and developing the new action programme with your partners, making reference to the forum or partnership structures described under question B1 above and the involvement of local stakeholders.

2.17 State the key objectives for sustainable tourism identified in the (revised) strategy.

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

Assessment³

For each of the following categories, please state briefly what further assessment has been undertaken during the past five years, and how it has informed your plans for future activities:

2.17 Assessment of natural and cultural resources, their sensitivities (capacity) and opportunities for tourism

2.18 Assessment of the local community and economy

2.19 Assessment of strengths/weaknesses of tourism infrastructure/services

2.20 Assessment of visitor patterns and needs

2.21 Assessment of future visitor markets offering potential

Implementation

2.22 Does the new action plan include an indication of phasing/staging of action over time?
 Yes No

2.23 Does the action plan indicate the relevant stakeholders or partners for each action?
 Yes No

2.24 What is the size of the **budget** that the Protected Area Authority is devoting to the implementation of the new action programme per year, excluding staff costs⁴?

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

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

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

Yes No

³ The questions on assessment are asked for the information and interest of the verifier. New assessment work is not a condition for re-award of the Charter certificate, although we anticipate that some basic assessment in these fields will have been necessary in order to prepare your new action plan.

⁴ 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.

Comments _____

- 2.27 What is the **staffing** that the Protected Area Authority is devoting to the implementation of the action programme⁴?
- 2.28 Is staffing being provided from other sources?
- 2.29 Do you believe the action proposed can be implemented with this level of staffing?
 Yes No

Comments _____

Commitment of partners

- 2.30 Please comment on the commitment of the partners to implementing the new action plan, and how you will continue to motivate them and ensure their commitment.
- 2.31 Have any formal arrangements been made with partners for implementation of the action programme?
 Yes No

Details _____

Monitoring results

- 2.32 Have indicators been identified for monitoring the results of the strategy / new action plan?
 Yes No
- 2.33 Please set these out and explain how they will be measured.

ADDRESSING KEY ISSUES

Under the following headings, relating to each of the key issues of the Charter (Charter Principles 3 to 10), please demonstrate briefly how you have progressed the aims of the Charter over the past 5 years. Indicate the main actions undertaken, any particular successes, as well as any proposed actions which could not be fulfilled.

Please also show the actions which are proposed in your new action plan relating to each of these headings. We will be looking for evidence of continuing action to make further progress or to maintain existing high standards in these fields.

PRINCIPLE 3 – PROTECTING NATURAL AND CULTURAL HERITAGE

- 3.1 Monitoring impact on flora and fauna and controlling tourism in sensitive locations
Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

PRINCIPLE 4 – MEETING VISITOR NEEDS / QUALITY OF EXPERIENCE

4.1 Surveys to measure visitor satisfaction

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

4.2 Assessment of future visitor markets and their needs

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

4.3 Specific provision of facilities and information for disabled people

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

4.4 Provision of facilities for economically disadvantaged people

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

4.5 Action to check the quality of facilities and services

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

4.6 Action to improve the quality of facilities and services

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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.

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

5.4 Provision of accessible information centres/points for visitors.

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

6.2 Effective promotion of these offers.

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

PRINCIPLE 7 - TRAINING

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

PRINCIPLE 8 – MAINTAINING LOCAL QUALITY OF LIFE

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

8.2 Communication between the protected area, local people and visitors

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

9.2 Encouraging the employment of local people in tourism

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

PRINCIPLE 10 – MANAGING VISITOR FLOWS

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

10.2 Creating and implementing a visitor management plan

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

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

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

10.4 Controlling the siting and style of any new tourism development

Key activities and results over the past five years: _____

Were activities planned in this field which could not be completed? (With brief reasons) _____

Planned activities in new action plan _____

SECTION C – THE WIDER PICTURE

C1 Examples of excellence and best practice

Please give up to five examples of best practice from your protected area for any of the above categories, which best demonstrate how you are working towards excellence in sustainable tourism development.

C2 Marketing and promotion of the Charter

Please demonstrate how your protected area is helping to promote the European Charter for Sustainable Tourism, e.g. in its publications, presence on your website etc.

C3 Experience of working with the Charter – final comments

C3.1 What have been the main benefits of going through the Charter process and receiving the certificate for your protected area and its partners?

C3.2 Have you had any particular problems (e.g. in implementation, monitoring, budgeting...)

C3.3 Any further comments or suggestions for the future:

Signed _____

Date _____

Please submit your re-evaluation questionnaire as a hard copy and in electronic format (if possible as a “Word” document).

Thank you!