

Annex 2. Questionnaire on the first draft of the European Charter for Sustainable and Responsible Tourism

Q0: Please indicate the capacity in which you are responding to this consultation:

a) As an individual

If so, please state your name:

b) On behalf of an organisation

If so, please state the name of your organisation:

Euromontana – the European Association for Mountain Areas

Q1: Do you think the overall structure of the Charter as proposed is adequate?

Yes

No,

(If no, please indicate which changes you would suggest)

Q2: Do you think the Charter in length should be:

a) YES - A simple and short document (including only general principles) – shorter than the current first draft

b) As long as the proposed draft?

c) A more detailed and comprehensive document with detailed guidance for stakeholders – longer than the draft proposed?

Q3: How general/ or specific-detailed the content of the Charter should be? Do you think that the Charter should provide:

a) A set of general principles

b) a) + general guidelines as lines of actions but without specific recommendations for actions for the different target groups (without bullet points in "lines of actions" as currently presented)

c) YES a) + general guidelines as lines of actions with specific recommendations for actions for the different target groups (as in the current first draft of the Charter)

d) c) + more developed guidelines/lines of actions than in the current draft of the Charter

Q4: Do you agree with the identified target groups of the Charter (national/regional administrations, tourism destinations, tourism businesses, tourists)?

Yes

No

(If no, please indicate which changes you would suggest.)

While the list of functions is appropriate and the range of target groups comprehensive it's the experience of our different members that it can be difficult to engage individual businesses particularly small businesses and those either on the fringes of tourism or who benefit indirectly from tourism. With this in mind, focussing more on involvement from trade bodies, chambers of commerce or destinations but not excluding individual businesses is therefore recommended.

Q5: Do you agree with the list of "*Principles for a sustainable and responsible Tourism*" as presented in the current draft of the Charter? (point IV of the current draft Charter)

Yes – in particular we would support giving equal weight to the different elements of sustainability.

No

(If no, indicate which changes you would suggest)

Q6: Do you agree with the list of "lines of actions" as proposed in the current draft of the Charter? (point V of the current draft Charter)

Yes – however we miss a clear mention to an integrated, global perspective of the sustainable tourism strategies and initiatives in the regional development strategy. We would therefore recommend you to include in the point V, line of action no 8 (or integrate a new one) a mention to the fact that the sustainable tourism strategy need to integrate all the regional specific elements and links to other policies (like the transport and infrastructure, public services, etc) and the need to elaborate, within the framework of European policies, dedicated programmes or sub-programmes for mountain, rural and sparsely populated areas (art 174 of the European Treaty) which include adequate measures and support systems that meet the demands of local mountain communities.

No

(If no, indicate which changes you would suggest)

Q7: Are the concepts and language used in the Charter sufficiently clear?

Yes

No

(If no, indicate which changes you would suggest)

Q8: Do you consider the Charter, as currently presented, to be an inspirational tool for the sector? Would it motivate stakeholders to get involved in the initiative?

Yes

No

(If no, please indicate which changes you would suggest) **While probably appropriate for the public sector and perhaps larger enterprises it is difficult to see how this could inspire smaller businesses who are more likely to engage in initiatives at a much more local level. However the Charter as currently presented could still be a useful overarching charter that could influence tourism strategies and destination plans.**

We are also afraid that such a charter could have a very limited impact on individual tourists as well. Therefore it needs to be translated into tools addressing each target group and/or community of interests, which would further need to be disseminated on the field.

Q9: In your opinion, the public and private stakeholders endorsing the Charter should express their endorsement and commitment by:

- a) Only signing the charter (excluding individual citizens as residents or visitors)?
- b) Only publishing the charter (e.g. on the stakeholders' websites/publications)?
- c) YES - Signing and publishing the charter (e.g. on the stakeholders' websites/publications)**
- d) Other?

Q10: Do you think that the implementation of the Charter by the stakeholders who chose to endorse it and committed to follow its principles and lines of action should be monitored?

Yes

No

In case you think the monitoring is necessary, who should be responsible for it/be involved in it?

- a) The Commission?
- b) National/Regional Public Authorities?
- c) A specially appointed multi-stakeholder group/body?
- d) Representatives of destinations and/or businesses?
- e) Other?

Q11: In case you think the monitoring of the implementation of the Charter is necessary, which general elements should it comprise?

- a) Periodic reporting by all relevant public and private stakeholders
- b) Verification by a responsible monitoring body – please refer to Q10 c)
- c) Other ways (please specify)

Q12: In your opinion, should there be a European platform of stakeholders established which would exchange/share practices on the implementation of the Charter?

Yes

No

Q13: Do you think it is a good idea to introduce periodic award schemes for stakeholders for exemplary practices of the Charter's implementation?

Yes

No – but the principles of the charter could be used in existing award schemes such as those run by national tourist boards e.g. the Thistle awards in Scotland.

If yes, which of the following forms could it take?

- a) An award for destinations
- b) An award for businesses
- c) An award for National/Regional Public Authorities
- d) Other (please specify)

Q14: How stakeholders, such as e.g. destinations/businesses, could involve visitors/residents to respect the principles and the lines of action set out in the Charter?

Stakeholders are more likely to engage at a local level and as such incorporating charter principles in national or local strategies which at least in a Highland context are widely consulted on with communities is likely to be the most effective way of engaging residents. Where businesses and destinations are engaged their existing promotional activity and customer feedback mechanisms should allow visitors to be alerted to the principles of the charter and the views of visitors to be gathered.

Q15: How should the Charter be disseminated?

- a) **Web /online publications**
- b) Paper publications, leaflets
- c) **Conferences/public events**
- d) Other (please specify)

Q16: With regard to the form of the Charter, do you think that the Commission should:

- a) Publish the Charter as a Working Document of the Services with mainly a communication/promotion purpose?
- b) **YES - Adopt the Charter as an EU legal but not binding act, e.g. a Recommendation of the Commission**
- c) Adopt the Charter via a legislative act, e.g. a Regulation?