



Capacity Building Seminar Trento, 13th - 16th December

TRAJECTORIES for TOURISM

New Strategies for Tourism and
Local Development in the
Mediterranean Region

**Protected areas and sustainable tourism:
policy integration social acceptance,
two case studies in Italy**

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Challenges to be addressed

Protected areas face many opposition from local actors

Natural conservation and biodiversity protection is perceived as:

- ... caring for nature against local population
- ... protecting nature reducing economic development
- ... there is a sort of territorial cycle in natural protected areas from “radical opposition” to “warm acceptance”
- This “bifurcation point” is normally connected with involvement of natural protection institution in tourism issues

ECST: A European Tool

- Protected Areas in Europe developed a specific tool between 1996-1999 with a LIFE Project to integrate biodiversity conservation and tourism development
- European charter for Sustainable Tourism in protected areas

The Charter is a combination of:

- a participatory process (recall LA21 or Aalborg Charter...)
- A certification system (management system)

77 Chartered areas in 9 European countries

- Spain (30); France (19); United Kingdom (10); Italy (7); Portugal (4); Germany (3); Finland (2); Netherlands (1); Norway (1)

The Charter is managed by Europarc Federation

- 440 organizations in 35 European Countries

ECST: Main aspects

Two aims

- To increase awareness of Europe's protected areas as a fundamental part of our heritage, that should be preserved for, and enjoyed by, current and future generations
- To improve the sustainable development and management of tourism in protected areas taking into account the needs of the environment, local residents, local businesses and visitors

Key element: working in partnership

- To involve all those implicated by tourism in and around the protected area in its development and management

Approach

- Beyond tourism demand and offer: the territory is meeting point



ECST: the path

- PA have to prepare the candidature to Europarc
- PA organize the Forum of Local Actors (tourism and territory)
- Preparation of a shared diagnosis report on territory and tourism
- Definition of a common strategy and a 5 years plan of implementation
- Public signature of commitments by different actors
- **Audit by Europarc Federation**
- Implementation and monitoring (participatory)
- **Re-evaluation**

Two case studies

1. Parco Naturale Adamello Brenta
 - 45.780 residents (2009)
 - 39 municipalities
 - 620,51 Km²
 - 6.900.000 bednights in 2009
 - Alpine park
2. Parco Regionale dei Colli Euganei
 - 111.963 residents (2008)
 - 14 municipalities
 - 185,95 Km²
 - 3.066.224 bednights 2009
 - It is a sort of Urban Park



PNAB – The first application

The first application 10/2004 - 03/2006

- Analysis: Desk analysis, field work and 50 interviews
- Participation: 16 meetings, 650 participants
- Strategy and action plan with 65 actions and 18 actors responsible for actions

11 May 2006 (Caderzone): signing of cooperation agreement for implementing the plan

March-September 2006

- Evaluation by Europarc and awarding of CETS



PNAB – The first action plan

The first strategic plan: 09/2006 - 09/2011

3 main areas

- The path of awareness (local actors and values)
- The path of senses (tourism of emotions)
- The path of quality (tourism and territory)

Some actions...

- Dolomiti Brenta Bike, Dolomiti Brenta Trek
- The itinerary of First World War
- Menu saving the climate

Not only...

- Sustainable tourism become a strategic issues in the planning system of PNAB
- Tool for local level governance integration facilitating dialogue among actors and administration about territory, biodiversity and sector policies (transport, agriculture...)

PNAB – Lessons learned

Result for the PNAB in the first plan:

- Park from “museum” to laboratory
- “Park as meeting point” for institution, territorial diversity, different interests, different actors (public/private)
- Park as “third party” (facilitator, mediator) in tourism interest and issues, beyond market approach (offer/demand) to territorial approach
- Opportunity for communicating with residents

Need

- increasing the “capitalization” of participation
- Dialogue to maintain higher expectation in implementation
- More policy integration

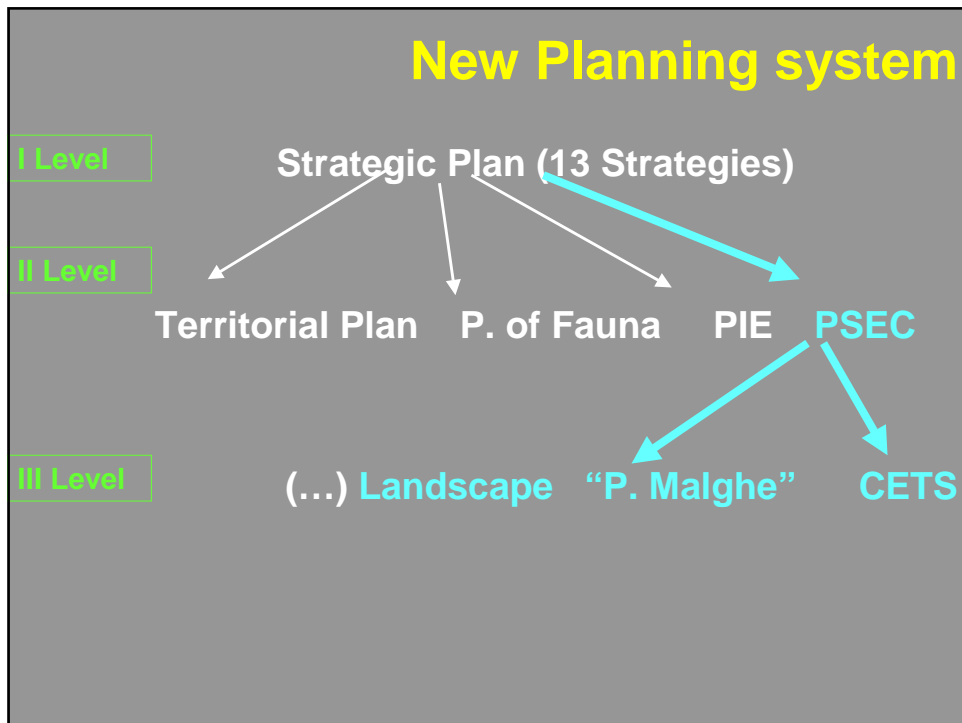
PNAB – CETS 2011-2016 – RE-EV

Re-evaluation, 2010-2011 preparing the new application

- Evaluation of first strategy and action plan (including evaluation of participation)
- New diagnosis of territory and tourism
- Participation design and implementation

CETS and IPLA (Integrated planning Learning Arena)

- Landscape plan
- Socio-economic plan (integration of age and sectors)
- Sustainable tourism strategy and new action plan
- Plan for the management of Alpine summer pasture



Parco Regionale dei Colli Euganei

2009 - 20th Anniversary

Participatory evaluation and vision with 5 "tables"

- Tourism
- Energy
- Landscape
- Biodiversity
- Local products and Park Label

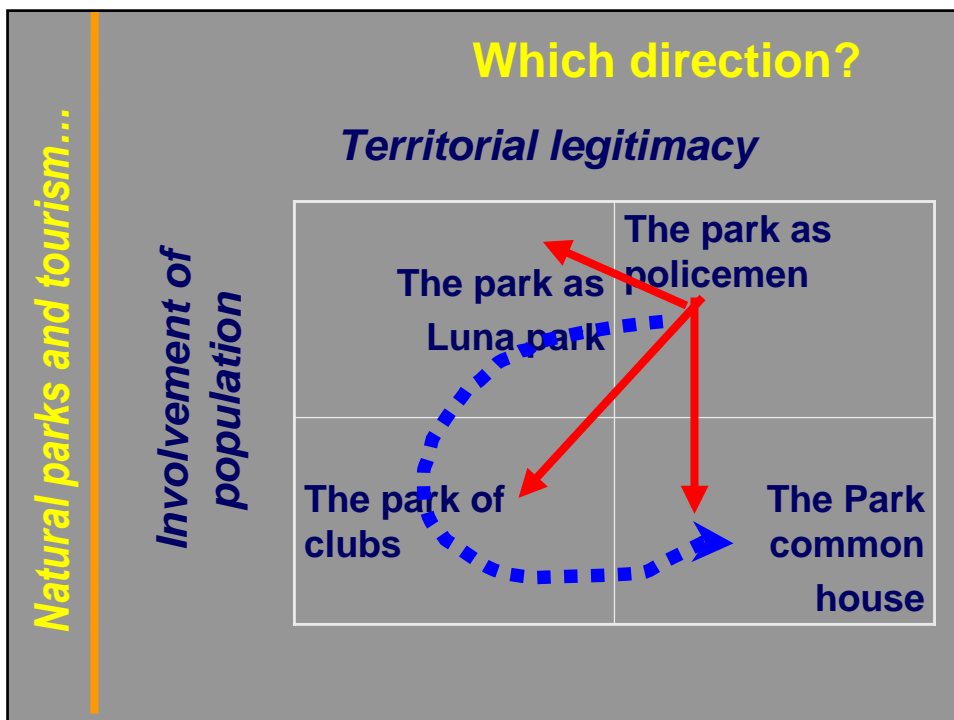
2010-2011

- New Plan of the Park
- Social Balance
- First process for CETS

PRCE – Starting the CETs

First objectives from the 2009 process

- Implementing a coordination forum
- Defining the park as tourist place
- Identifying the communication strategy
- Training and capacity building
- Strategic cooperation with the spa systems



Variables...

<i>Park as...</i>	Conflicts	Cooperation	Economic dimension
Policeman	High and visible	Low	Not recognized
Luna Park	High and latent	Low	Low recognized
Club	Moderate and latent	Increasing	Recognized
Common house	managed	High	Shared

Territorial legitimacy

Policeman	Based on command and control
Luna Park	Based on recreational functions
Club	Based on economic benefits for some groups
Common house	Based on the sense of belonging

Thanks for the attention
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