

PHASES OF THE CHARTER OF SUSTAINABLE TOURISM – PARCO NAZIONALE CINQUE TERRE

First fact-finding meeting: with technicians of AMBIENTE ITALIA - Lorenzo Bono and Anna Bombonato, occurred on March 27th, 2014 in Manarola. Presentation of the Charter: Goals and tools, explanation of the usefulness of the FORUMS to be planned, importance of the collaboration between public and private sector. In addition to the technicians or Ambiente Italia, also the President Vittorio Alessandro with Luca Natale, Veronica Tardelli and Cristina Amelio took part in the meeting.

Elaboration of the tourist flows: The Park carries out the elaboration of the data regarding the tourist flows by obtaining the related information from the databank of the website of the Province of La Spezia and of the Chamber of Commerce, and the data regarding the number of Cards sold as well.

First Forum which took place on June 26th, 2014 in Manarola at the Park's headquarters to explain the meaning of the ECST and the path the Park Authority intends to follow in order to find an effective strategy related to a sustainable tourist management, as an economic strong point but also concerning the careful protection of the territory, of the natural resources and of its typical features. Both private and public entities, tourist and business operators, territorial trade associations, fishermen, some farmers and managers took part in the meeting. No representatives of the cruise ship companies, of the boats or of the railway system participated. Great collaboration, suggestions and constructive remarks by everybody. This was followed by the **registration in the ECST**: by filling in a registration form sent to me by Mrs. Stefania Petrosillo, I described the Park, its staff, goals, features, dimension etc., and the reasons why the Park intends to join the ECST.

Second Forum carried out on July 24th 2014 in Monterosso – Council room. Method used: two blackboards where the participants put post-it notes of different colors reporting the critical and strong points and the possible solutions regarding the management of the tourist flows, of the territory (especially the path network), of the reception quality. Both private and public entities, public Administrators, tourist and business operators, territorial trade associations, fishermen, some farmers and managers took part in the meeting. Again, no representatives of the cruise ship companies, of the boats or of the railway system participated.

Lorenzo Bono presented the numerical data in the form of histograms based on the selling percentages of the train tickets and of the Cards, making it possible to understand at least part of the Italian and foreign tourist flows trends in the course of time. Analysis which could allow us to outline the possible future scenarios.

Giving of questionnaires (drawn up by Ambiente Italia and the Park) – between August and September 2014 – by the accommodation facilities, the trade associations and some economic and tourist operators who visit and experience our territory, in order to understand the reasons that led them to choose the Park as their destination (e.g. the direct contact with nature, the local traditions,

meeting the inhabitants, etc.).

Third Forum: carried out on October 14th, 2014 in Vernazza – Doria castle – during which the ISO 14001:2005 Quality Certificate obtained by the Park was presented, describing the unavoidable bound with the ECST as far as goals and purposes are concerned. The technical support to obtain the certification was given to the Park by the Gesta S.r.l. Company of La Spezia, which outlined the implementation phases that actively involved all the sectors and offices, including the service providers. Hence Lorenzo Bono, consultant of Ambiente Italia, analyzed the results of the previous meetings and found, with the collaboration of the participants, possible examples of the adoption of the ECST in the Cinque Terre. A particular attention was paid to specific action plans aimed at developing effective and shared strategies, making a sustainable management of the tourist flows and the safeguard of the territory possible. The final debate, at the end of the meeting, will raise ideas and useful proposals to start a dialogue between public entities, tourist operators and inhabitants, and to foster any kind of sustainable tourism, avoiding the mass tourism phenomena that are often out of control and careless of environment.

Fourth Forum: it took place on November 20th, 2014 in Manarola – at the Park's headquarters – and it turned into a small working table which collected the participants' advice with the need to strengthen the integrated tourist system related to the path network connecting the several territories: in fact, the paths starting in the Cinque Terre do not end within the Park, but they reach and connect the bordering localities. As far as the tourist policies are concerned, it was important to foster the coordination between the Municipalities with regards to cultural, tourist-sport and wine-and-food initiatives, in order to avoid dangerous superimpositions and, above all, to allow the organization of events boosting tourism also in autumn and winter.

Lorenzo Bono started the works by analyzing the actions proposed by some tour operators and by Legambiente with regards to the tourist flows management and the introduction of volunteering camps for the renovation of the paths. The consultant of Ambiente Italia especially identified three main themes that should be developed, such as: the collaboration with the guides; the tour operators and the port authority to manage the tourist transit within the Park; launching the “Sistema Marchio” as regards the requirements of the morning breakfast and food service – giving of local products, training of the employees, Park's menu offer – also involving, in the beginning, some voluntary facilities; developing specific structural projects addressing the agricultural sector, to tackle the urgent problem of the uncultivated lands.

Internal forum: addressing the Park's staff and the ATI 5 Terre on December 3rd, 2014, to let the public know the Park Authority's path and involve the resources that participated with specific professionalism and skills in the different sectors. The many and highly collaborative participants contributed to identify new actions to include in the final document, the Application Report, which will allow the Park Authority – following a check by a verifier – to obtain the Charter. In particular, some interventions regarding the promotion of the hamlets were mentioned, and it was proposed to realize maps showing the territory's geography and give them to tourists; the placement of info-graphic panels making a better use of the territory easier; the identification of tourist

proposals facilitating the sustainable management of the tourist flows in the most crowded periods.

Fifth Forum: the final forum took place in Manarola on December 11th 2015 at the Park's headquarters. It started with the thanks for the collaboration of all those who made their significant contribution with proposals, suggestions, reflections. Particular significant is the identification of specific actions aimed to improve the tourist services, the tourist flows management, the inhabitants' life quality. From the point of view of sustainability, the sharing of projects, resources, goals and results between public and private realities, represents an example of participated administration which allows to adopt sustainable and long-lasting strategies in favor of the territory. Among the others, also some technicians working for the Corsica's Department of the Community Programs took part in the meeting, since they intend to take the necessary road leading to the European Charter of Sustainable Tourism in their region too. Lorenzo Bono – Ambiente Italia – showed some slides that well summarized the main actions planned in the document entitled “*Piano di Azione*” (Action Plan). Among the several commitments, he recalled the realization of an unusual tourist offer which proposes new types of products and tourist packages; the coordinated management of the tourist flows, also with the technical support of the tour operators, of the ATI staff, of the tourist operators and of the inhabitants; the ordinary and extraordinary maintenance of the paths, which should provide a collaboration between the Park and the local Governments, because restoring a path means saving a territory and winning tradition back. The participants made several contributions: the identification of an awarding system for tourists staying more days in the Park; the challenge of the “voluntourism” as a new way to live and help the territory; the creation of a network among the local environmentalist associations; the opening of new and old farm roads also useful for the prevention of the forest fires. Cristina Amelio – ECST spokeswoman – closed the meeting recalling the principles this environmental Quality Label, regarding reception and food service, is based on; and she highlighted that the System of the Charter is always developing, being valid until 2019 and extensible.

Therefore, it is a process open to several activities able to improve it and to foster a culture which is careful towards environment, and to identify new sparks for a sustainable economic growth. The Forum ended with the signing, by all the subjects committed in the implementation of the Charter Action Plan, of the “*Documento di condivisione della strategia e degli impegni*” (Document of the sharing of the strategy and of the commitments) adopted by the Park as a fundamental tool to start and continue a participatory process.

Sending of the documents: On January 5th, 2015, all the documents regarding the ECST were sent to Federparchi Europarc, in compliance with the provided procedures and with the deadlines, in order to conclude the first part of the way and to begin to implement some of the actions provided by the Plan.

Inspection at the Park: On May 25th and 26th, 2015, Mrs. Petrosillo and Mr. Benelli carried out a document check and an inspection at the Park Authority's headquarters. The auditors, carrying out the inspections and meeting some strategical stakeholders, assessed the following actions, from the document entitled “Piano di Azioni”:

Offerta turistica originale, di qualità e innovativa (Innovative and quality tourist offer)				
Action No.	Description	Person in charge	Office	External subjects
4.1	Sportello Marchio di qualità (Quality Label Desk)	Cristina Amelio	MQA	
4.2	Accoglienza di qualità (Quality Reception)	Cristina Amelio	MQA	
4.5	Ostello di Corniglia (Hostel of Corniglia)	Cristina Amelio	MQA	ATI
6.1	Sciacchetraill	Luca Natale, Daniele Moggia, Marzia Vivaldi	Comunicazione	STL, CAI
La popolazione riscopre se stessa e il territorio (People rediscover themselves and the territory)				
Action No.	Description	Person in charge	Office	External subjects
8.1	Laboratori didattici interattivi sull'educazione alimentare (Interactive didactic workshops on food education)	Filippo Bordini Stefano Amoroso	CEA	ATI
9.1	Pesca sostenibile nelle Cinque Terre (Sustainable fishing in the Cinque Terre)	Ilaria Lavarello, Claudio Valerani	AMP	Coop Piccola Monterosso
9.3	Riqualificazione Case Lovara (Case Lovara Requalification)	Matteo Perrone	Biodiversità	FAI
Gestire il territorio proteggendo e valorizzando le risorse naturali (Managing the territory by safeguarding and enhancing the natural resources)				
Action No.	Description	Person in charge	Office	External subjects
3.1	Impatto antropico da pressione turistica nelle aree protette (Tourist pressure related anthropic impacts on the protected areas)	Matteo Perrone	Biodiversità	Università di Genova
3.3	Contabilità ambientale nelle Aree marine protette italiane (Environmental accounting in Italy's marine protected areas)	Ilaria Lavarello Claudio Valerani	AMP	Università di Genova
3.9	Riduzione impatto ambientale Ente	Cristina Amelio	Referente ISO	Gesta

	Parco (Park Authority Environmental Impacts Reduction)			
3.6	Manutenzione dei sentieri (Maintenance of the paths)	Lorena Pasini	Tecnico	Consorzio ATI
7.1	Festival Glocal Ambiente	Luca Natale	Comunicazione	

On December 8th, 2015, in Brussels, the Park received the European Charter of Sustainable Tourism in the Protected Areas, Phase 1.

Starting from the second half of 2016, the Park will start the implementation of the Phase II of the European Charter of Sustainable Tourism in the Protected Areas.