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

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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 acceptation”
• This “bifurcation point” is normally connected with involvement of natural protection institution in tourism issues
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 Carter is managed by Europarc Federation
- 440 organizations in 35 European Countries

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 ad 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
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 – The first action plan
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

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
New Planning system

I Level

Strategic Plan (13 Strategies)

II Level

Territorial Plan  P. of Fauna  PIE  PSEC

III Level

(...) Landscape  “P. Malghe”  CETS

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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
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

Which direction?

Territorial legitimacy

<table>
<thead>
<tr>
<th>Natural parks and tourism...</th>
<th>Involvement of population</th>
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</thead>
<tbody>
<tr>
<td>The park as policemen</td>
<td>The park as Luna park</td>
</tr>
<tr>
<td>The park of clubs</td>
<td>The Park common house</td>
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</tbody>
</table>
Variables...

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

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<tr>
<th>Park as...</th>
<th>Based on command and control</th>
<th>Based on recreational functions</th>
<th>Based on economic benefits for some groups</th>
<th>Based on the sense of belonging</th>
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Thanks for the attention
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