

10<sup>th</sup> Charter Network Meeting

# “Charter for Sustainable Tourism: working to support recovery and renewal”



25 - 28 October 2017

Gran Sasso e Monti della Laga National Park

Location: Sanctuary of San Gabriele, Isola del Gran Sasso, Italy



## Final Programme

The Charter Network Meeting will start earlier for the Italian Charter Parks, as on Wednesday 25<sup>th</sup> takes place the ***Annual meeting of the Italian Network of Charter Parks.***

Meanwhile, international participants will be arriving to Rome and at **16:00 and 17:00** there will be a transfer BUS departing from Fiumicino and Ciampino airports (respectively).

**On Thursday starts the work:** keynote speakers will reflect on the successes and challenges of the European Charter for Sustainable Tourism and workshops will enable participants to learn new ways of working, from colleagues across the Charter network.

We will learn also new exciting developments in the life of the Charter for Sustainable Tourism, especially regarding the rebranding.

### Wednesday 25<sup>th</sup> October

**14:30** Meeting of the Italian Network of Charter Parks

**16:00** Transfer from Fiumicino Airport

**17:00** Transfer from Ciampino Airport

**19:00** Arrival at Isola Gran Sasso and participants registration

### Important Information:

Lunch is included from the 26<sup>th</sup> - 28<sup>th</sup> while dinner is only included on the 26<sup>th</sup>.

Thursday 26<sup>th</sup> October

## 09:00 Opening and Institutional Welcomes

*Chaired by Vincenzo Lavarra – EUROPARC Federation Councillor*

- **Tommaso Navarra**, President of Gran Sasso e Monti della Laga National Park
- **Paulo Castro**, EUROPARC Federation Vice-President
- **Giampiero Sammuri**, Federparchi - EUROPARC Italia President

## 10:00 The Value of the Charter to Italy

- **Paola De Micheli**, Extraordinary Commissioner of the Italian Government
- **Barbara Degani**, Undersecretary of State of the Italian Ministry of the Environment
- **Federica Chiavaroli**, Undersecretary of State of the Italian Ministry of the Justice
- **Luciano D'Alfonso\***, President of the Region Abruzzo
- **Bartolomeo Donato Di Matteo**, Councillor for Parks, Reserves and Mountains of the Region Abruzzo
- **Dino Pepe**, Councillor for Agriculture, Hunting and Fishing of the Region Abruzzo
- **Roberto Di Marco**, Mayor of Isola del Gran Sasso

## 11:00 Coffee break

## 11:45 Session 1 - Keynote Speeches

### 1) "Laudato sì - The importance of sustainable development for local communities and the environment"

**Giuseppe Petrocchi**, Archbishop of L'Aquila, Italy

### 2) "Challenges and opportunities in suffering territories"

**Leandro Petrucci**, Mayor of Arquata del Tronto, Italy

### 3) "How recovery can strengthen the touristic and cultural offer of rural and protected areas"

**Fabio Di Bernardo**, Mayor of Venzone in Prealpi Giulie Nature Park, Italy

### 4) "How to generate social and economic benefits in cooperation with the local community"

**Haris Hadžihajdarević**, Una National Park, Bosnia & Herzegovina

Questions and answers 15'

## 13:00 Lunch

## 14:30 Session 2 - Keynote Speeches

### 5) "Sustainable tourism in the Italian National Strategy of Tourism"

**Francesco Palumbo\***, General Director of Tourism - Ministry of Cultural Heritage and Activities and Tourism, Italy

### 6) "How to promote and support sustainable tourist protected areas in Italy"

**Maria Carmela Giarratano**, General Director of Directorate-General for Nature and Sea Protection - Ministry of the Environment Italy

### 7) "Ecotourism and the Charter, opportunities and challenges, the view of a tour operator"

**Susana Conde**, CEO of Agrotourismo Responsable Tour Operator, Spain

### 8) "A new life for the European Charter for Sustainable Tourism in Protected Areas - launch of the new logo"

**Carol Ritchie**, Executive Director of EUROPARC Federation, Scotland

Questions and answers 15'

## 16:00 - 17:30 Introduction to Workshops

*detailed information about each workshop on next page*

## 17:30 - 20:00 Free networking time

## 20:00 Social Dinner

\*to be confirmed

**Note:** There will be translation between English and Italian during the full plenary session (Opening, the value of the Charter, Session 1 and Session 2 of Keynote Speeches).

However, **workshops will not have translation**. In the next page you will find out the official language of each workshop.

Friday 27<sup>th</sup> October

**09:00 - 13:00** Continuation of the workshops -  
Getting down to business!

**Workshop 1** Between Communication and Promotion: Give  
Voice to Sustainable Destinations.

*(This workshop will focus on the Communications and  
Marketing strategy of the Charter).*

Language: English

Chair: **Barbara Pais**, EUROPARC Federation

**Case study 1: "ECST communication experience in Medvednica  
Nature Park"** - Medvenica Nature Park, Croatia

**Workshop 2** The revival of a territory: tourism between  
opportunities and challenges for sustainable development.

*(This workshop will focus on the Italian context, particularly  
addressing the revival of the Apennines and the role of the  
Parks and the ECST).*

Language: Italian

Chair: **Corrado Teofili**, Federparchi - EUROPARC Italy

**Case study 1: "The experience of mountain tourism  
association"** - Franco Tanzi, CAI Amatrice President

**Case study 2: "The experience of environmental education in  
Parks"** (tbd)

**Workshop 3** Building partnerships between local  
businesses and Travel Agencies.

*(This workshop will focus on the Phase II and III of the Charter)*

Language: English

Chair: **Amanda Guzman**, Soy Ecoturista

**Case study 1: "The experience of tourism enterprises"** -  
Manuel Fernando Martín Torres, entrepreneur/La Gomera

**Case study 2: "The experience of French travel agencies  
developing Charter packages in Sustainable Destinations"**

**Workshop 4** Protected Areas Sustainable Tourism  
Destinations: Getting the wider picture and prepare a  
common strategy for sustainable tourism destinations at  
regional, national and international level

Language: English

Chair: **Paulo Castro**, Vice-President EUROPARC Federation

**Case study 1: "Tourism Promotion Strategies northern  
Portugal"** - Artur Cardoso, Pena Aventura and Council Member  
of Turismo do Porto e Norte de Portugal

**Case study 2: "National Tourism Promotion Strategies, the  
Spanish experience"** - Joaquín Fernández de Lencres, Junta  
Directiva del Club Ecoturismo en España

**Case study 3: "DestiMed and MEET projects sustainable  
tourism in an international context"** - Luca Santarossa,  
Federparchi - EUROPARC Italy

**Workshop 5** Gathering evidence - Data, Indicators and  
Monitoring for Sustainable Tourism in Protected Areas

*(This workshop will focus on how to carry out effective,  
qualitative and quantitative monitoring of ECST efforts and  
impact on the territory: tourism flows, local economy,  
biodiversity. Comparable data at the European level.*

Language: English

Chair: **Giacomo Benelli**, Project manager, EUROPARC Federation

**Case study 1: "Reviewing the indicators from the re-evaluation  
of the ECST"** - Federico Ruyman Armas Fuertes, Parque  
Nacional de Garajonay

**Case study 2: "Comparing ETIS and ECST indicators - a case  
study in Peneda Geres National Park"** - Marta Francisco

**13:00** Lunch

**15:00** Final Plenary Session

**Chaired by Vincenzo Lavarra – EUROPARC Federation Councillor**

- **Workshop conclusions**, presented by workshop leaders
- **"Presenting a way forward for the European Charter for  
Sustainable Tourism in Protected Areas"**

**Giampiero Sammuri**, President Federparchi - EUROPARC Italia

- **"Thinking and acting locally and globally: challenges and  
needs for social, environmental and cultural heritage"**

**Antonio Nicoletti**, National responsible for Protected Areas,  
Legambiente

- **"Future and Aspirations of the Charter"**

**Carol Ritchie**, Executive Director EUROPARC Federation

**17:30** Official closing of the meeting

*The evening of the 27<sup>th</sup> is open and participants need to cover  
their own dinner. Join with Charter friends in local restaurants!*

Saturday 28<sup>th</sup> October

**09:00 - 12:00** Field trip!

Departure from Isola Gran Sasso after breakfast directly to the field trip. it will be an easy and enjoyable 5kms (3hours) excursion.

Participants should bring their luggage in the morning – after lunch, the shuttle will go directly to Rome-Fiumicino and Ciampino airports. Participants will also be given a lunch box.

**15:00** Estimated arrival time at Ciampino Airport

**16:00** Estimated arrival time at Fiumicino Airport



**Information to International Participants flying to Rome:**

Stefania D'angelo will be on the shuttle bus and she is the main contact for participants arriving on the 25th. You can contacted her to: +39 333 2676595

If you have an early departure on Saturday 28th, you can arrive by BUS to Rome Tiburtina either at 10:10 or 12:40. You will not be able to attend the field trip and the organisation will drive you by car to the bus station in Isola del Gran Sasso. However, keep in mind that from Roma Tiburtina to Ciampino Airport there might be few options to arrive by public transport.

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For more information about the event please contact:  
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