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## Parco Nazionale del Gran Sasso e Monti della Laga

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MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE

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# RECOVERY AND REVIVAL CHARTER

“Approved by Park Council Decision n. 40/17”

Presented at the 10th EUROPARC FEDERATION Charter Network Meeting

Gran Sasso e Monti della Laga National Park October 2017, Italy

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The United Nations General Assembly has declared 2017 as the International Year of Sustainable Tourism to support the environment and the economies in difficulty.

Sustainable Tourism is a way of respecting the planet, which does not alter the heritage, whether natural, social or artistic, and does not hinder the development of other social and economic activities. It is therefore a non-destructive type of tourism, with a low environmental impact and aiming to favour the disadvantaged economies,

Increasing environmental issues awareness and making Sustainable Tourism a realistic development tool for the most needy areas can also help in creating employment and fostering socio-economic recovery.

# **The Gran Sasso and Monti della Laga National Park**

within the

## **10th Charter Network Meeting**

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

### **RECALLING**

that the sustainability principles outlined above belong to the cultural heritage of the Park itself and have been officially stated through the accession to the European Charter for Sustainable Tourism, promoted by Europarc Federation, with the consequent approval of the 10 Charter Key Principles;

### **RECALLING**

that in the application for the Charter, an Action Plan, proposed by the Park Authority and the local Entrepreneurs who have joined the initiative was sent Europarc Federation, consisting of 102 interventions to be implemented for the next 5 years, in compliance with the 10 Charter Principles;

### **NOTING**

that Europarc Federation, assessing positively the design plan presented and giving positive feedbacks during the verification visit that took place last May, awarded the Park with the coveted certification of the European Charter for Sustainable Tourism and the official awarding Ceremony will be held at the European Parliament in Brussels on December 7th;

### **CONSIDERING**

that, during the last year the Park territories has been struck by a heavy series of natural disasters, in an incredible succession, starting with the catastrophic earthquake of August 24th and October 30th, followed by the new violent earthquake of January 18th, exacerbated by the exceptional snowfall in January and inducing the destructive Rigopiano avalanche, arriving to the huge fire of Campo Imperatore of last August;

### **RECALLING**

that these calamities have brought to their knees wide areas of the Park, causing considerable damages to the buildings and historic-artistic heritage, deleting literally whole villages and hamlets, deprived of their economic activities, also linked to tourism, and wounded in their social fabric;

### **CONSIDERING**

that the echo of decay and difficulty, expanded at national level and also emphasized by the plausible fear of potential users, has involved the entire territory of the Park, so

impacting, during last summer, numerous economic activities and initiatives linked to sustainable use of the territory, with a significant loss of the usual flow of tourism;

#### NOTING

that, the other hand, among the economic operators living in the Park, has increased the awareness for environmental protection and land security, to be carried out with greater law and control enforcement, also considering the experiences suffered during the last year;

#### CONSIDERING

that becomes even more important the presence of the Park and its constant action in favour of local populations and activities, of the European Charter operators, visitors and tourists who want just to enjoy the Park's beauty in a sensible and sustainable way;

#### NOTING

that, despite the injuries inflicted on the socio-economic and infrastructural levels, the Protected Area still fully preserves its characteristics of biodiversity, landscape and culture;

#### OBSERVING

what discussed and come up during the Park Charter Forum, convened on last October 6th, whose members, upon request, expressed their intentions about the action the Park should deepen in order to implement concrete actions for the recovery and revival of Sustainable Tourism activities, which may somehow counteract the state of difficulty created by the above-mentioned reasons;

#### RECALLING

that among the different actions that the Charter Forum calls for, there is a need to strengthen and promote over the years the commendable intervention on the pathways network set up by the Park since last year; so that the investment does not remain one-off but, on the contrary, will be renewed in the next years to fund monitoring activities, restoration and constant maintenance, in the three regions, of the Parks pathways and thus become the main strategic axis on which sustainable mountain use is promoted;

#### CONSIDERING

that another key issue highlighted by the Forum is to plan and activate a global promotion campaign at national and European level, which also should involve a well-known and trusted testimonial in order to present and communicate, in an effective way, a message of hope, revival and beauty linked to the protected area and the related Sustainable Tourism economic activities, which wish to overcome the calamitous vicissitudes recently suffered;

CONSIDERING All of the above

#### RECOGNIZE

the high value of the Charter Principles that ensure the sustainable development of activities set up by the local peculiar communities linked to the natural and cultural Park heritage.

#### DECLARES

the European Charter for Sustainable Tourism as the founding element for the restoration and revival of local sustainable tourism-related activities, represented by human, cultural and natural capitals, heavily affected by the disasters that had occurred in the Park last year.

#### REITERATE

the will to protect the sustainability values, so that they will contribute to the cultural heritage of the Charter participants and of the whole local community;

#### CONFIRMS

the commitment, for the future, to implement and support any useful initiative aimed at a sustainable tourism development that is sensitive to the specificity and authenticity of the Gran Sasso and Monti della Laga National Park;

and therefore URGES

the institutions such as the Ministry of the Environment and Protection of Land and Sea, the Abruzzo Region, the Marche Region, the Lazio Region, the Commissioner for the Reconstruction of the Seismic Crater, to finance for the coming years the development of the following projects related to Sustainable Tourism:

- Implementation and contextualized requalification , of the low, medium and high altitude Park pathways network, in the three regions, to be implemented through::
  - Monitoring of the state of the pathways, in collaboration with the local expert stakeholders,
  - Maintenance of the pathways network and of horizontal and vertical signage;
  - Implementation of the network through the retrieval and refurbishment of abandoned or lost tracts;
  - Realization of dedicated cartography updated to the state of the art in collaboration with the CAI (Italian Alpine Association) territorial sections.

- The realization of a promotional and communication campaign devoted to the territory of the Park, lasting over time, through:
  - the realization of a portfolio of at least 60 seasonal pictures taken by a well-known photographer sensitive to environmental issues related to the specificity of the Protected Area, with particular attention to areas affected by natural disasters;
  - the realization, of a travelling exhibit within the territory of the Park, with associated promotion events;
  - the publication of the exhibit catalogue to be distributed and sold locally and also throughout Europe;
  - the development of the country's promotion campaign on the achieved results and successes.

## **GRAN SASSO AND MONTI DELLA LAGA NATIONAL PARK**

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