



XI CHARTER NETWORK MEETING

Pramanta, Greece
April 8th - 11th,
2019

Setting the Scene: Tourism impacts on our social and cultural assets. How should sustainable tourism respond?

Managing culture and social impacts: the 5 Terre Experience

Emanuele Raso

Geologo, Ricercatore Centro Studi Rischio Geologici Parco Nazionale 5 Terre - Università di Napoli Federico II

Assessore ai Lavori Pubblici e Urbanistica, Comune di Monterosso al Mare - Parco Nazionale Cinque Terre

Parco Nazionale delle Cinque Terre: where is it?



5 hamlets, 5 identities

RIOMAGGIORE



MANAROLA



CORNIGLIA



VERNAZZA



MONTEROSSO



Parco Nazionale delle Cinque Terre: Birth and History



The Parco Nazionale delle Cinque Terre, born in **1999** and with its **3,868** hectares wide surface, is one of Italy's smallest National Parks and the most populated at the same time, with about **4,000** inhabitants distributed in five hamlets.

In more than 1000 years man changed the natural environment by sectioning the steep slopes of the hills to obtain stretches of land and cultivate them, the so called "**ciàn**", supported by kilometers-long dry-stone walls. This is the real characterizing feature of the Cinque Terre, with an unusual and deeply anthropized landscape: this is why this is the "**Parco dell'Uomo**" (literally Park of Man), a territory that has become a World Heritage.



Main attractions (and threats) in the Cinque Terre National Park

ATTRACTIONS

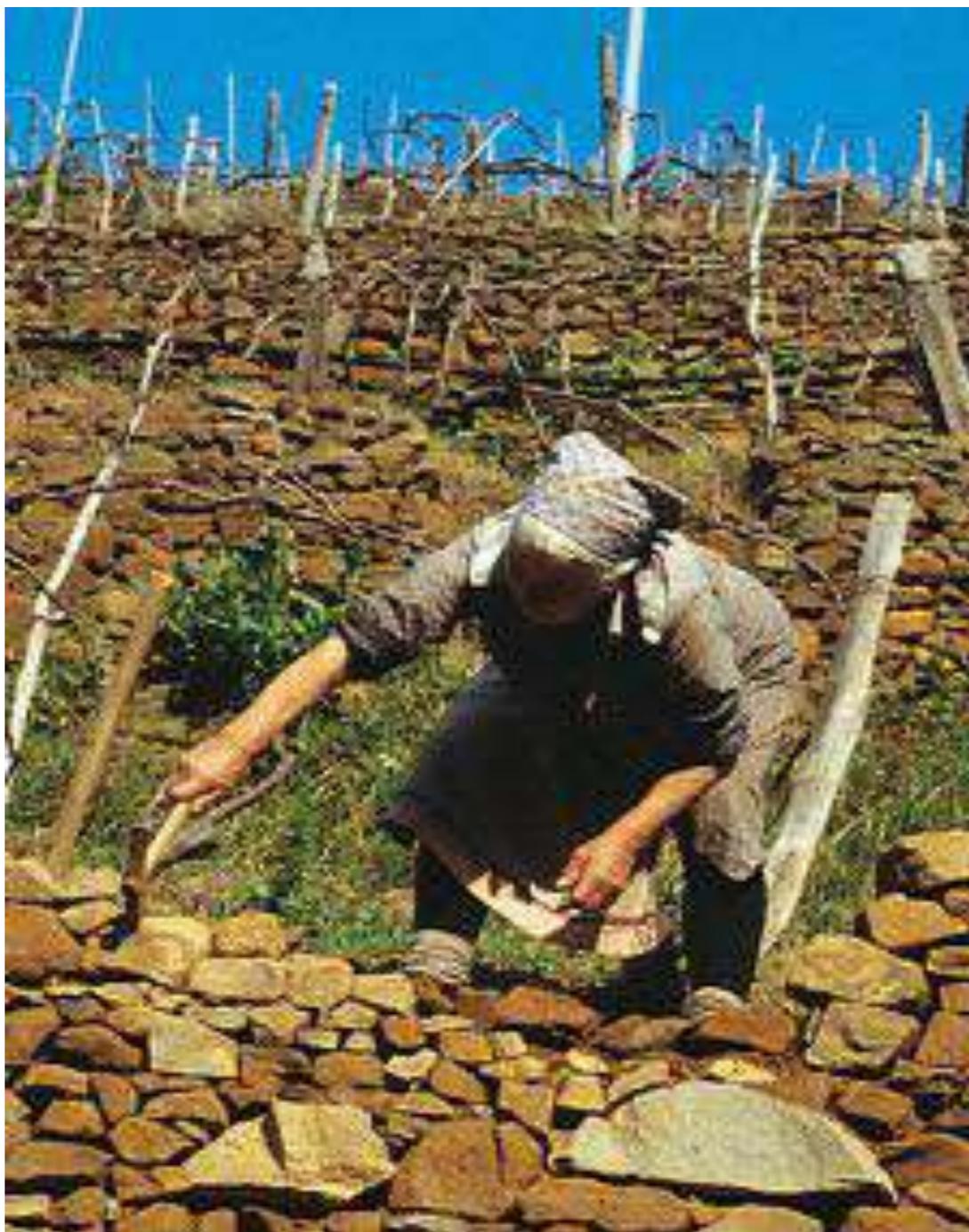
- Terraced landscape and dry-stone walls
- Hiking trail network
- Medieval historic centres
- Protected Marine Area



THREATS

- Flash floods
- Landslides
- Dry stone walls abandonment and collapse
- Tourism overcrowding

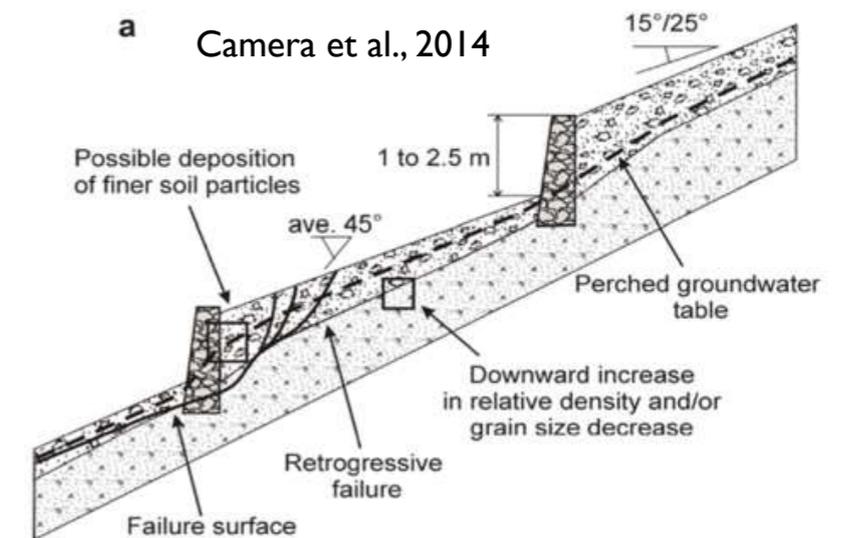
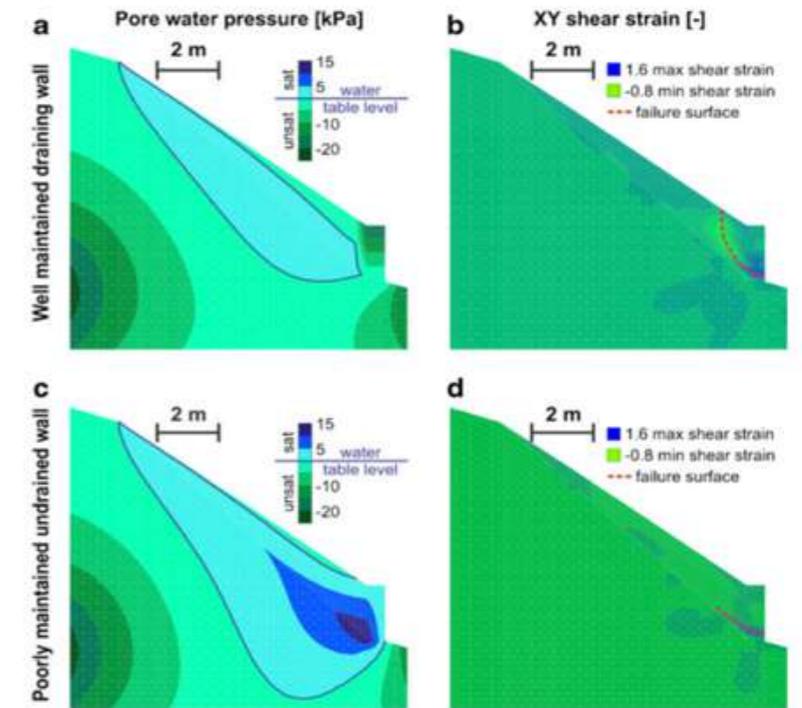
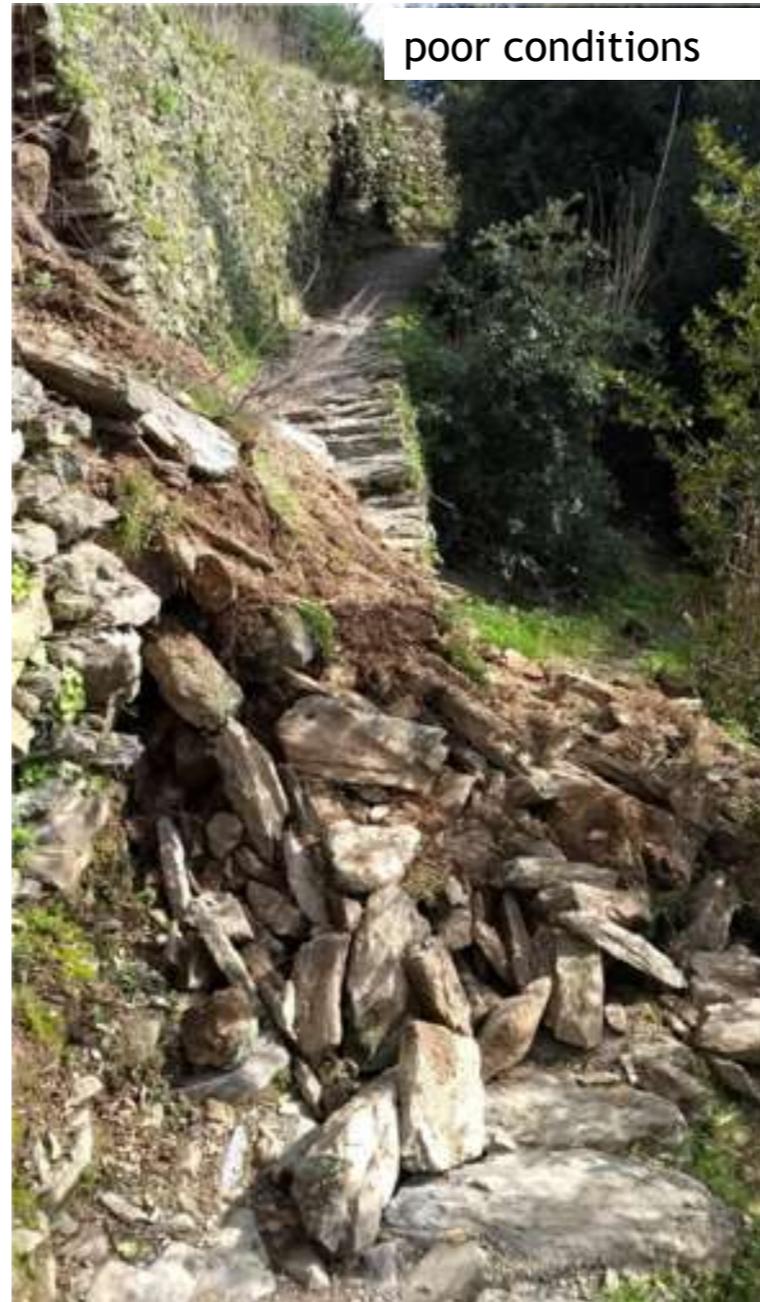
Cinque Terre terraced landscape: main features



- Each hectare includes 4.200 m³ and 3.360 m of dry stone walls
- Terraces are spread over an area of 2.000 hectares
- The whole volume of stones used for dry stone walls building is estimated in 8.400.000 m³
- The total length of dry stone walls has been calculated in 6.700 Km



Cinque Terre terraced landscape: the importance of maintenance works



Cinque Terre hiking trail network

The paths of the Cinque Terre have been the only connection between the villages, and between the villages and the hinterland for centuries. Today the path network developing along **more than 100 kilometers** allows visitors to admire and enjoy the whole territory, through different types of paths.



Cinque Terre: Hiking trail network



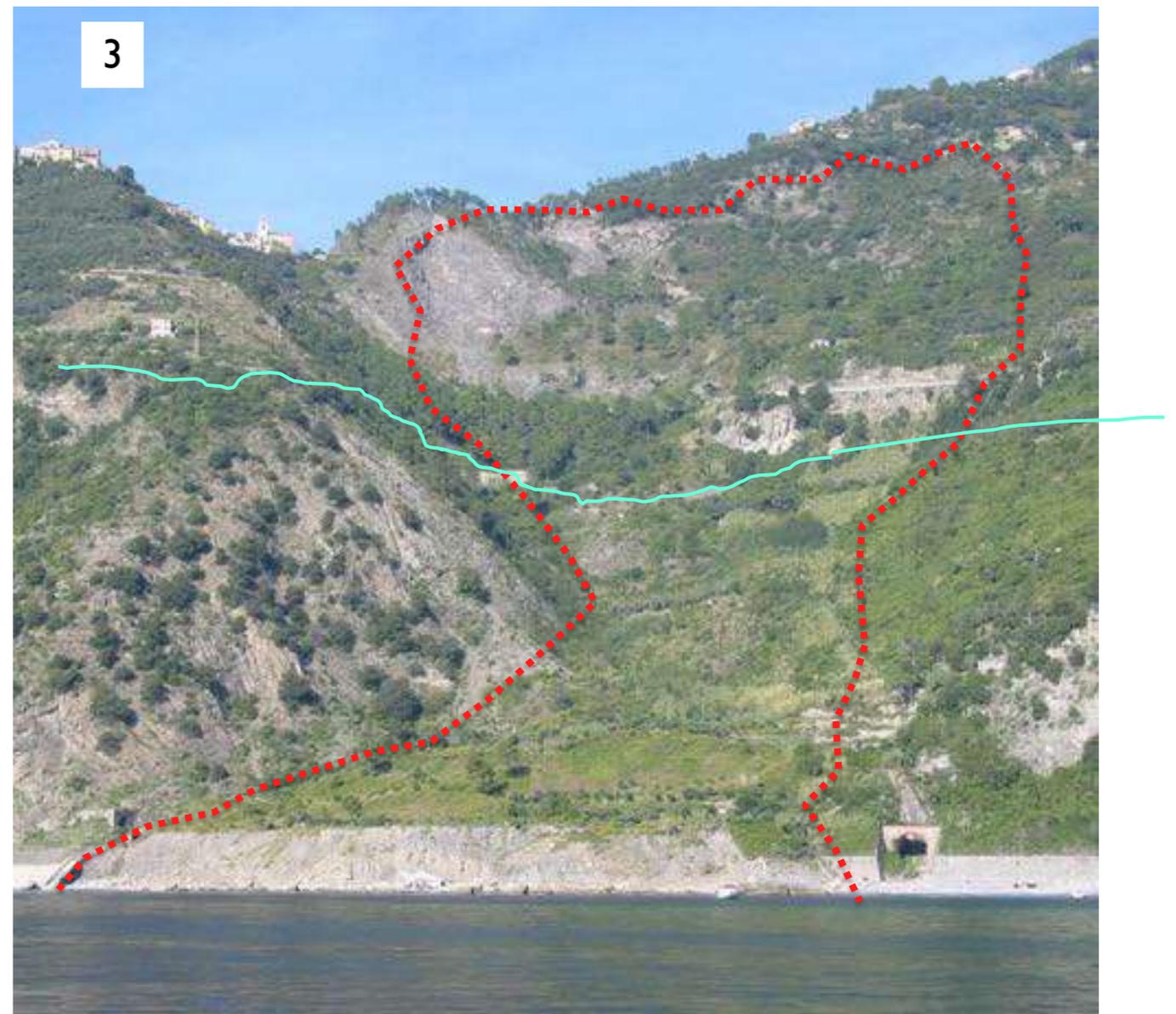
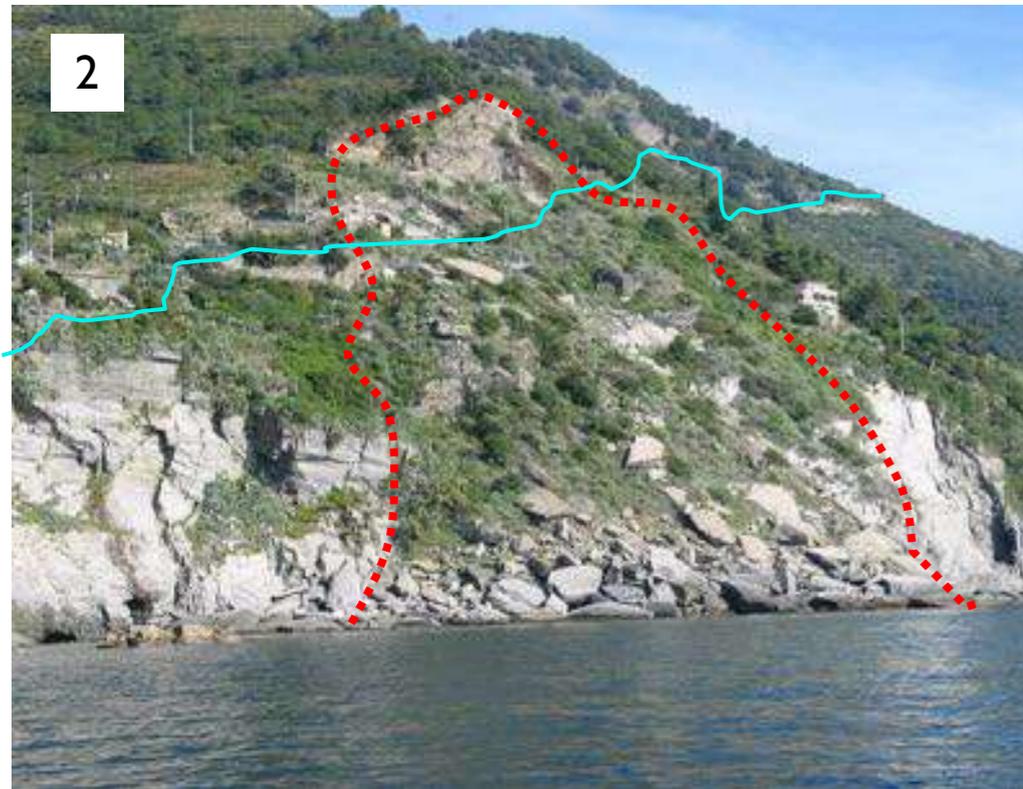
Total length of hiking
trail network : 103,7 km

Cinque Terre: Landslides and overcrowding affecting hiking trails



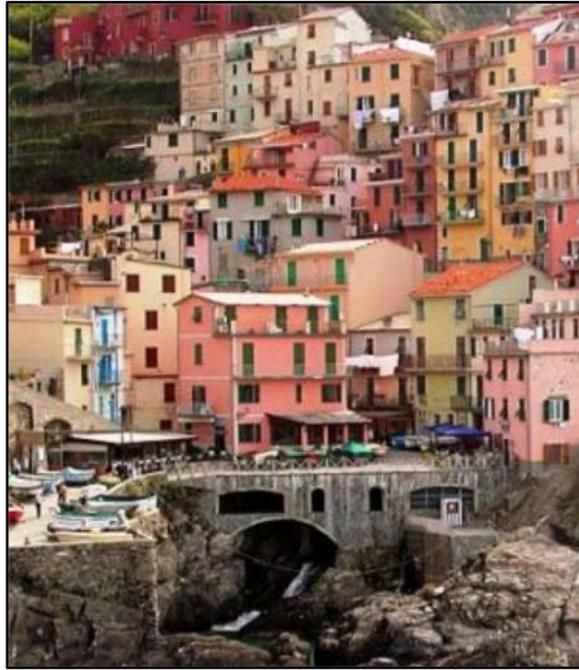
The popular “blue trail” is closer to the coastline and, therefore, to the edge of degradation scarp

1 = Queue on a middle-slope Cinque Terre hiking trail
2,3 = Trails cutting high and low intensity landslides



Cinque Terre: Medieval historic centres

The Cinque Terre historic centres (for the most part built between 11th and 14th century) are located at the bottom of the main valleys (except Corniglia)



Topographic map by M.Vinzoni - Il Dominio della Serenissima Repubblica di Genova in terraferma [Riviera di Levante], 1773

Cinque Terre: Medieval historic centres affected by flash floods

The intense processes of urbanization started during the middle ages and ended during the sixties of the XX century when the original hydrographic pattern was hidden by concrete road covers, increasing risk in coastal areas where torrential streams trigger flash floods.

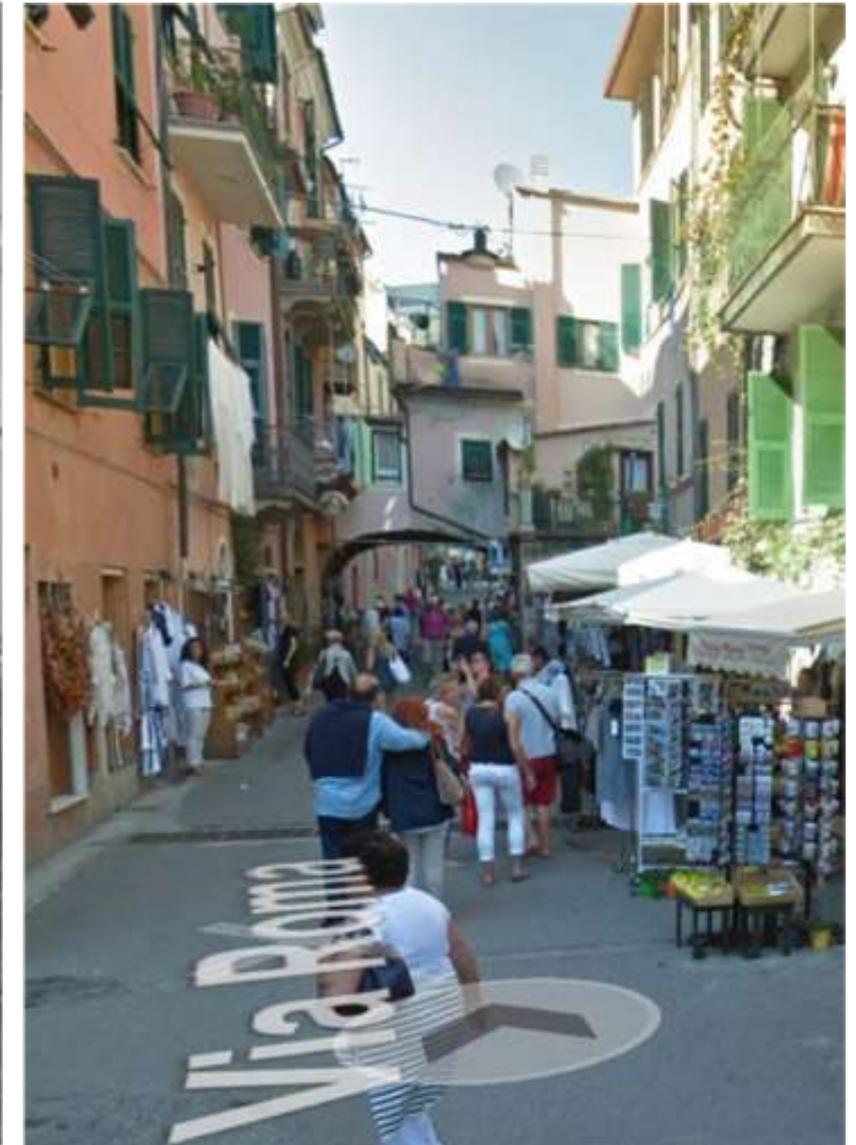
1966



2011

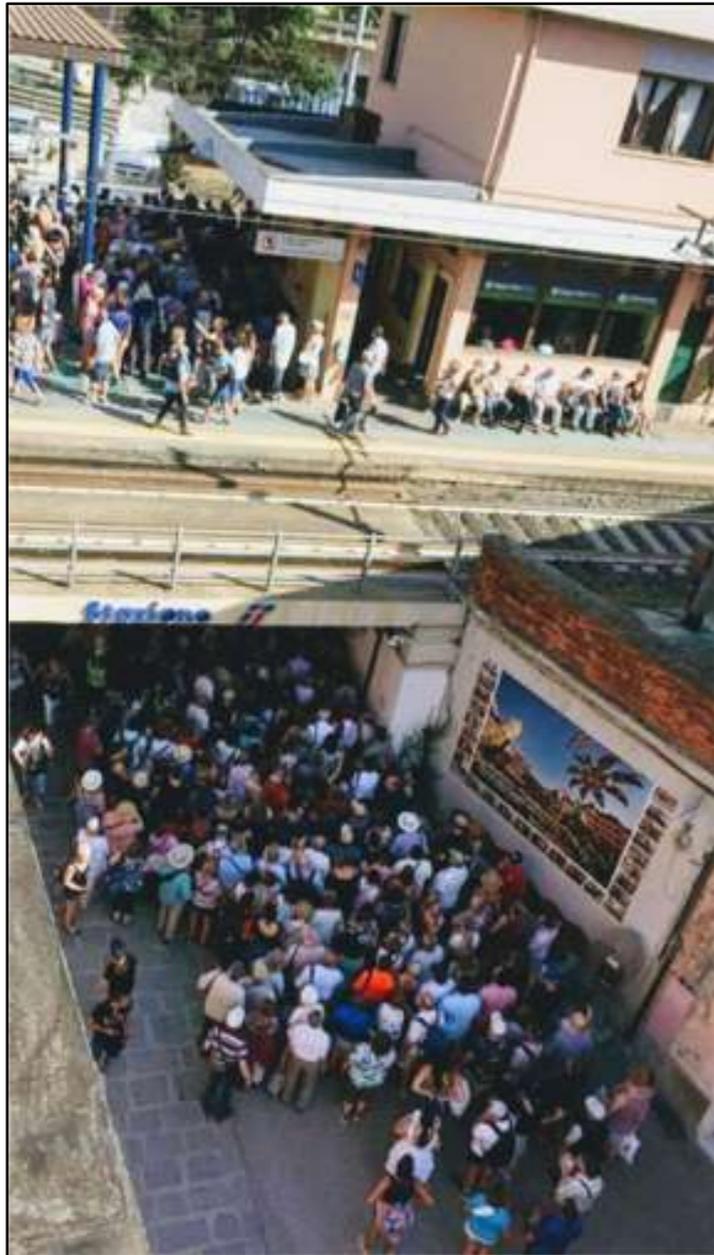


Today



Cinque Terre – Tourism overcrowding affecting urban areas

An average of 3 million tourists per year – in 2019 a higher number of cruise ships per day is expected at La Spezia harbor



Vernazza train station



Riomaggiore train station



Riomaggiore Harbour

Cinque Terre – our challenge: from tourism overcrowding to sustainable tourism and landscape maintenance

There's a urgent need to balance the disequilibrium between incomes deriving by tourism and maintenance of landscape through the sustainment of agriculture and traditional practices



Actions undertaken by the Parco Nazionale delle Cinque Terre

Environmental Quality Label, ECST Phase II



Environmental Quality Label, ECST
Phase II guarantees protected area's visitor:

- To stay in tourist accommodation taking part in the improvement of the local heritage by proposing typical products
- Access to services dedicated to an authentic and in-depth knowledge of the territory, to the paths, and local traditions
- Respect of environmental sustainability and saving of energy and water

Actions undertaken by the Parco Nazionale delle Cinque Terre

Environmental Quality Label, ECST Phase II



CINQUE TERRE
Parco Nazionale
Area Marina Protetta



EUROPARC
Turismo Sostenibile
nelle Aree Protette

Certified tourism companies have to respect an action programme broken down as follows:

- Mandatory actions about the sustainability that the company must already have implemented at the time of certification
- Mandatory actions about the sustainability that the company undertakes to implement one year after signing the cooperation agreement
- Improvement actions to be developed in the following three years, according to the action plan drawn up by the tourism company

To access the Adhesion System companies must:

- Belong to one of the following categories: hotel or complementary accommodation
- Be located and carry out its activity in the territory of the Park
- Observe existing legislation
- Carry out activities and actions compatible with the sustainable tourism strategy of the territory and take part to Forum ECST. This participation must be active, individually or via trade associations.

Actions undertaken by the Parco Nazionale delle Cinque Terre

Environmental Quality Label, ECST Phase II

Park's commitment to member undertakings:



- 1. Valorise exclusively the undertakings companies through a joint and uniform communication**, through their own channels and dedicated editorial products
- 2. Providing companies training courses** and moments of exchange with other ECST certified companies, also through collaboration
3. Improve the flow of information between companies and the Park
- 4. Improve the competitiveness and the quality of the offer of certified companies by providing some types of Park Services Cards "Cinque Terre Card" at discounted prices** to be offered to customers who stay one or more days in their accommodation, to be purchased including online.
- 5. Promote certified companies in the context of promotional events** organized by the Park, trade fairs, initiatives and activities planned by the European Network of Protected Areas
- 6. Promote forms of reward** by defining as an element of merit the recognition of a certified company on the occasion of any calls or subsidy lines managed by the Protected Area

Actions undertaken by the Parco Nazionale delle Cinque Terre

Environmental Quality Label, ECST Phase II



CINQUE TERRE
Parco Nazionale
Area Marina Protetta



EUROPARC
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Membership-application process for Environmental Quality Label 2.0, ECST Phase II

1. Sending of the application form to join the system at the agency's protocol office, Via Discovolo snc, railway station offices of Manarola or by e-mail to protocollo@parconazionale5terre.it
2. Internal audit at the requesting structure for the verification of mandatory actions and the drafting of the three-year improvement actions plan, by the Park's technicians
3. External audit at the requesting structure for the assignment of the certification by the ECST manager of another certified protected area
4. Issue of the partnership certificate
5. Annual periodic check by the Park's CEA technicians, and external triennial check by the ECST manager of another certified protected area

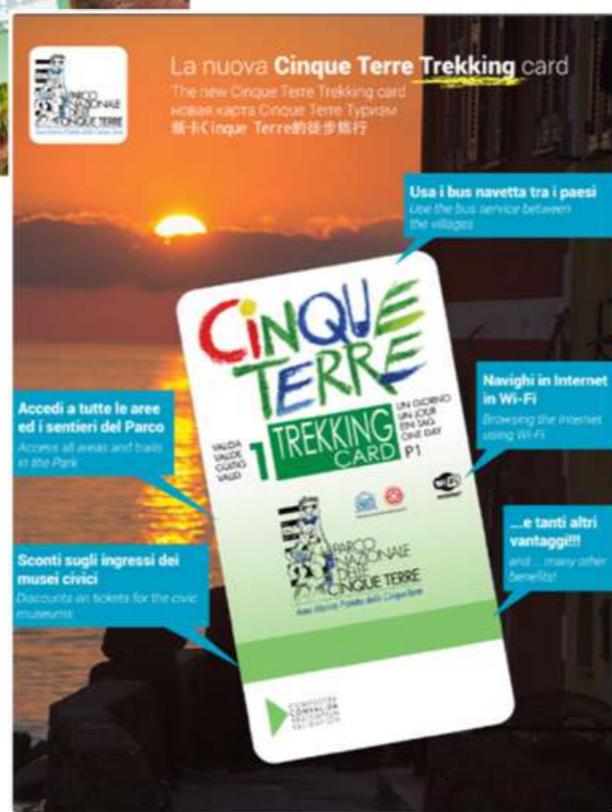
Present situation – only for tourist accomodation (Hotel, B&B, rooms for rent, etc.)

- 19 Private business already awarded with Environmental Quality Label, ECST Phase II
- 54 Private business enrolled in the program in order to obtian the Environmental Quality Label, ECST Phase II



Actions undertaken by the Parco Nazionale delle Cinque Terre

CINQUE TERRE CARDS



- Since 2001, the Cinque Terre National Park has adopted a service card system that enables people to use the services supplied by the Cinque Terre National Park Authority, and that represents a kind of self-financing.
- The proceeds of the Cinque Terre Cards are mainly used to upkeep and restore the territory, as well as to provide transport services within the territory.
- Cinque Terre Card is available in two versions, now available for online purchase:
 - Cinque Terre Trekking Card
 - Cinque Terre Treno MS Card, in agreement with Trenitalia S.p.A.
- Discounts for people staying in Hotels/B&B that have obtained the Certification of Environmental Quality from the Parco Nazionale Cinque Terre – ECST phase II

Actions undertaken by the Parco Nazionale delle Cinque Terre

SUSTAINMENT OF AGRICULTURAL PRACTICE

REBUILDING AND MAINTENANCE OF DRY STONE WALLS - The Cinque Terre National Park provides building material for free to landowners who want to repair / rebuild dry stone walls (0,6 m³ per square meter).



Actions undertaken by the Parco Nazionale delle Cinque Terre

SUSTAINMENT OF AGRICULTURAL PRACTICE

- Helicopter transport of stone material
- Monorail engine and tracks maintenance
- Free furniture of grapevine shoots (barbatelle) and chestnut poles



Actions undertaken by the Parco Nazionale delle Cinque Terre

Distribute hikers on less crowded trails – new chart in press!



Actions undertaken by the Parco Nazionale delle Cinque Terre

Distribute hikers on less crowded trails – new chart in press!

The poster is a comprehensive guide for hikers, organized into several sections:

- Top Left:** Title in three languages: "Il Parco Nazionale delle Cinque Terre / The Cinque Terre National Park / Le Parc National des Cinque Terre / Der Nationalpark Cinque Terre".
- Top Right:** "Cinque Terre National Park / Cinque Terre Nationalpark" with a QR code.
- Middle Left:** "Il Cinque Terre Nationalpark" with detailed text in Italian, English, and French.
- Middle Right:** "Cinque Terre Nationalpark" with text in Italian, English, and French, and images of trail brochures.
- Bottom Left:** "MARE E COSTIERE" (Sea and Coast) with icons and text in Italian, English, and French.
- Bottom Middle:** "MARE E COSTIERE" with text in Italian, English, and French.
- Bottom Right:** "MARE E COSTIERE" with text in Italian, English, and French, and a QR code.
- Right Side:** A vertical strip with a QR code, a map, and the text "CINQUE TERRE" in large letters.
- Bottom Right Corner:** A small image of a hiker on a trail.

Parco Nazionale delle Cinque Terre: Wine makers



The present situation is here shown:

200 cultivated hectares (they were 1400 one hundred years ago)

One “main producer”

**Cooperativa Agricoltura Cinque Terre -
160.000 bottles/year**

More than 300 local wine makers (contadini) are associated in a Cooperative to which 220.000 Kg of grapes are delivered every year

Other producers located in the Parco Nazionale delle Cinque Terre – 120.000 bottles/year

27 local farms between Monterosso and Riomaggiore (they were only 5 ten year ago)



Other projects – direct EU funding

Stonewallsfor**LIFE**

STONEWALLSFORLIFE targets a specific climate problem, the environmentally and socially adverse effects of more extreme weather events caused by climate change. This impact is especially strong on the particularly delicate territories characterized by terraces built with the drystone technique, such as those of the two areas where the project will be implemented: the Cinque Terre in Italy and the Parc del Garraf in Catalunya.

The project will demonstrate on a specific site (Cinque Terre in Italy) the climate change adaptation effectiveness of the approach by restoring abandoned drystone terraces, making them more resilient with innovative techniques, and handing them, through the mediation of a local association, over for productive use with long-term contracts to farmers who commit to their maintenance.



Actions undertaken by the Parco Nazionale delle Cinque Terre

Fondazione Manarola: A no-profit organization which has tested successfully but on a small scale a new business model: supported by donations by its members, it identifies the owners, rents the abandoned plot at a low fee, repairs the walls and the terraces, and rents them out at the same price to farmers in larger lots, with long-term contracts (20 years) which can be withdrawn if maintenance is non performed properly.

Caritas project: 40 people with a migration background have been schooled in the drystone walls building techniques and their skills made available on the territory.



CONCLUDING REMARKS

- ❖ Important tourist area at national and international level
- ❖ Need to further balance the great resources deriving from tourism to help traditional sectors such as agriculture
- ❖ Reduce the level of risk, especially related to landslides and flood hazard
- ❖ Improve the quality of local businesses (ESCT phase II) and the ability to distribute tourist flows during the year (now concentrated from April until November)
- ❖ Good results for the increase in the number of local farms and wine production in recent years
- ❖ Need to develop traditional crops such as olive and lemon (at the moment: family production)

Grazie per l'attenzione!