

Re-evaluation report: framework and guidance

This is one of a set of three publications. The other two are *The Charter* and *The journey continues: a guide to re-evaluation*. Together the trio forms guidance on how to remain a member of the European Charter for Sustainable Tourism for a further five years.

The Charter Principles for Sustainable Tourism

The underlying aims of the European Charter for Sustainable Tourism in Protected Areas are to

- increase awareness of, and support for, Europe's protected areas as a fundamental part of our heritage, that should be preserved for, and enjoyed by, current and future generations;
- improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.

The **Charter principles** involve working in partnership, preparing and implementing a strategy, and addressing key issues. Charter protected areas make a series of commitments to achieve the underlying aims:

1 To involve all those implicated by tourism in and around the protected area in its development and management.

A permanent forum, or equivalent arrangement, should be established between the protected-area authority, local municipalities, conservation and community organisations and representatives of the tourism industry. Links with regional and national bodies should be developed and maintained.

2 To prepare and implement a sustainable tourism strategy and action plan for the protected area.

The strategy should be based on careful consultation and be approved and understood by local stakeholders. It should contain:

- ✓ a definition of the area to be influenced by the strategy, which may extend outside the protected area;
- ✓ an assessment of the area's natural, historic and cultural heritage, tourism infrastructure, and economic and social circumstances; considering issues of capacity, need and potential opportunity;
- ✓ an assessment of current visitors and potential future markets;
- ✓ a set of strategic objectives for the development and management of tourism, covering: conservation and enhancement of the environment and heritage, economic and social development, preservation and improvement of the quality of life of local residents, visitor management and enhancement of the quality of tourism offered;
- ✓ an action plan to meet these objectives;
- ✓ an indication of resources and partners to implement the strategy;
- ✓ proposals for monitoring results.

3 To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development by:

- ✓ monitoring impact on flora and fauna and controlling tourism in sensitive locations;
- ✓ encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions;
- ✓ controlling and reducing activities, including tourism impacts, which: adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise;
- ✓ encouraging visitors and the tourism industry to contribute to conservation.

4 To provide all visitors with a high-quality experience in all aspects of their visit, by:

- ✓ researching the expectations and satisfaction of existing and potential visitors;

- ✓ meeting the special needs of disadvantaged visitors;
- ✓ supporting initiatives to check and improve the quality of facilities and services.

5 To communicate effectively to visitors about the special qualities of the area, by:

- ✓ ensuring that the promotion of the area is based on authentic images, and is sensitive to needs and capacity at different times and in different locations;
- ✓ providing readily-available and good quality visitor information in and around the area, and assisting tourism enterprises to do so;
- ✓ providing educational facilities and services that interpret the area's environment and heritage to visitors and local people, including groups and schools.

6 To encourage specific tourism products which enable discovery and understanding of the area, by:

- ✓ providing and supporting activities, events and packages involving the interpretation of nature and heritage.

7 To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism, by:

- ✓ providing or supporting training programmes for staff of the protected area, other organizations and tourism enterprises, based on assessing training needs.

8 To ensure that tourism supports and does not reduce the quality of life of local residents, by:

- ✓ involving local communities in the planning of tourism in the area;
- ✓ ensuring good communication between the protected area, local people and visitors;
- ✓ identifying and seeking to reduce any conflicts that may arise.

9 To increase benefits from tourism to the local economy, by:

- ✓ promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses;
- ✓ encouraging the employment of local people in tourism.

10 To monitor and influence visitor flows to reduce negative impacts, by:

- ✓ keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises;
- ✓ creating and implementing a visitor management plan;
- ✓ promoting use of public transport, cycling and walking as an alternative to private cars;
- ✓ controlling the siting and style of any new tourism development.

Signed:



[Handwritten signature]

Dated: 14/12/2011

The questions are based on the Charter principles, to show how you have implemented the Charter principles over the past five years, highlight successes, any difficulties encountered, and outline the new targets you have set for the coming five years. Please answer every question and supply the evidence requested. We are looking for short summary responses to the questions, which can be easily understood by the external verifier. You are encouraged to make cross-references to other documents as appropriate for evidence or further information.

Please submit your application report in this WORD document and as a signed (page 3 and end of document) printed-out hard copy. Please fill in all questions by typing in the grey boxes (which disappear when typed in) paying special attention to those areas shaded in yellow.

SECTION A – GENERAL INFORMATION

Please provide brief information in this section. You are asked to highlight particularly any changes or developments in the past five years.

A1 Name of the protected area and its responsible body

Parco Naturale Adamello-Brenta

Responsible body:

Park Authority "Ente Parco Naturale Adamello Brenta"

Via Nazionale, 24

38080 Strembo (Tn) – Italy

Tel. 0465.80.66.66 - Fax 0465.80.66.99

A2 Contact details

Give named person and position, address, phone, fax, e-mail.

Dott. Ilaria Rigatti, Communication office

Via Nazionale, 24

38080 Strembo (Tn) – Italy

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A3 Type of designation

The status of the area, including IUCN category. Indicate any zones of varying designation.

IUCN Category V.

Natura 2000 areas in the Parco Naturale Adamello Brenta:

SIC:

N°	NAME	CODE	AREA (hectares)
1	Val Genova	IT3120004	13240,74
2	Adamello	IT3120005	13425,26
3	Presanella	IT3120006	15926,45
4	Monte Sadron	IT3120007	3650,85
5	Val di Tovel	IT3120008	6610,71
6	Dolomiti di Brenta	IT3120009	22669,77
7	Malga Flavona	IT3120062	215,35
8	Lago di Tovel	IT3120063	107,30
9	Pian degli Uccelli	IT3120070	184,73
10	Paludi del Dosson	IT3120071	121,61
11	Paludi di Bocenago	IT3120072	13,85
12	Paludi di Darè	IT3120073	94,91
13	Grotta di Collalto	IT3120133	0,60
14	Grotta del Vallon	IT3120140	0,30

ZPS

N°	NAME	CODE	AREA (hectares)
1	ADAMELLO- PRESANELLA	IT 3120158	28286,29
2	BRENTA	IT 3120159	29740,32

A4 Relationship to surrounding area/region

Indicate any formal or informal surrounding buffer zones or other areas of influence (administrative or in terms of tourism policy).

The area of the Geopark is 114600 hectares including the park area, tourism promotion enterprises, municipalities and communities (anthropized areas).

Considering the objectives of the Park, its most important partner is the entire social and economic tissue of the territory. Besides the municipality offices – the Park interacts with 39 municipalities (one is in Brescia province) that are part of 4 different “Comunità di Valle” – with which the Park necessarily has continuous relationships.

In the territory there are many cultural and economic associations (SAT, proloco, cultural cooperatives, environmentalist associations, etc.) with which the Park has started a cooperation that is indispensable for the normal area management and to carry on the projects that directly involve them.

Taking into account that the territory of the Park includes the whole west area of Trentino region, local policy is managed by 5 Local tourism boards (Aziende per il Turismo - Apt) that are mixed public-private partnerships, empowered in defining the promotion and marketing of the tourism products. Therefore the Park has daily contacts with these 5 bodies, as well as 2 proloco consortiums, entrusted with the tourism management of the part of the territory that is excluded from the competence of Apts.

A5 Size of area/zones

Total size of designated area in hectares. Also give size of other relevant zones within or outside the area.

The Park area is 62051,56 he (it is the largest protected area in the region).

The ECST area corresponds to the Park area.

The Geopark area is approximately the double: 114600 he.

The green line shows the borders of the Park area (= ECST area), the biggest border corresponds to the Geopark area.



Zonization of the Park

TYPE OF RISERVE	CODE	SURFACE IN HECTARES	TPOLOGY
SPECIAL RESERVES	S1	8147,10	Protection of Campa Tovel
	S2	4370,76	Protection of Lake Tovel
	S3	685,81	Biotopes of the Park
	S4	3089,16	Riserves of scientific interest
	S5	144,05	Forest reserves
	S6	1582,76	Riserve with “cultural naturality” of Germenega and Siniciaga
INTEGRAL RESERVES	A	21709,22	Integral reserves
GUIDED RESERVES	B1	15039,70	Alps and rocks
	B2	7048,80	Forest with natural evolution
	B3	12070,43	Forest with naturalistic sylviculture
	B4b	3517,01	Pastures with cattle
	B4c	2497,07	Pastures with sheeps and goats
	B6	169,53	Meadows and cultivated fields, scattered settlements
CONTROLLED RESERVES	C	1989,21	Controlled reserves
TOTAL SURFACE OF THE PARK		62051,76	

A6 Population

Give population within the protected area and in any identified surrounding zones.

In 2009: 45.107 residents in the 39 municipalities.

Pnab area	Resident population	% resident population/ Tot Pnab
12 Municipalities Val Rendena	9.926	22,0%
4 Municipalities Busa di Tione and 1 Comuni Val del Chiese	5.854	13,0%
5 Municipalities Giudicarie esteriori	5.646	12,5%
3 Municipalities Val di Sole	3.102	6,9%
10 Municipalities Val di Non	16.595	36,8%
4 Municipalities Altopiano Paganella	3.984	8,8%
TOTAL PNAB: 38 Municipalities	45.107	100%

A7 Legal structure relating to the protected area

Indicate the type/status of protected-area authority, relationship with other relevant local authorities and structure of landownership.

The Park is a Public body of the Province.

See point A8.

A8 Reason for designation (*very brief description*)

Since the beginning of the 20th century many natural elements in the Adamello-Brenta area had been identified and needed protection, among which the Genova valley, the Adamello group, the Brenta massif and particularly the Tovel valley, as well as the last population of brown bear. The autonomous Province of Trento decided in 1967 to create the Parco Naturale Adamello-Brenta, included, at that time, together with the Parco di Paneveggio-Pale di San Martino, in the Provincial Urban Plan (Piano Urbanistico Provinciale – PuP) by the Provincial Law nr. 18/1988. The PuP set among its objectives the protection of the environment with the goal of a more careful use of natural resources, a correct waste management policy and the decrease of land use, better use of the existing building heritage and a qualitative efficacy of the interventions. In 1987 the Park's border was widened from 504 to 618 sq. m.

The law 18/1988 has been abrogated with the Provincial Law nr.11/2007 "Management of the alpine territory, watercourses and protected areas".

A9 Management and staffing

Total numbers of staff. Please give organisational diagram if relevant.

The Park is composed by the following bodies :

- The Management Committee
- The Executive Council
- The President
- The Director
- The Board of Auditors of Accounts

The Management Committee is made of 69 effective members; during the year it generally convenes 2 or 3 times. The Executive Council is made of 12 members (the Park's president included, the director has the role of secretary) and convenes twice a month. The Board of Auditors of accounts, appointed by the Provincial Committee, is made of three members.

The President is elected by the Management Committee, and holds the legal representation of the Park, is in charge for 5 years. After the 5 years mandate he can be re-elected. Directors are included in a register of directors, the Provincial Committee chose 3 candidates then the Management Committee appoints the director who is in office for 5 years then can be renamed. The tasks include the implementation of the directives issued by the Executive Council, and the management of the staff.

To carry out its activities, the Park makes use of both own staff and external personnel, such as professionals, research bodies and cooperatives.

In 2011, regular staff amount to 38 people, out of which 32 with permanent contract, 6 with short-time contract are waiting for permanent employing. During the Summer, the number of staff increases till reaching 100 units: to the 38 employees, 8 workers and almost 70 temporary staff are added.

Below the organization chart of the park:

DIRECTOR		
ADMINISTRATIVE OFFICE <i>total 9 persons:</i> 7 have tenure 1 with permanent contract 1 with short-term contract	TECHNICAL SECTOR <i>Total 24 persons</i> 4 have tenure 6 with permanent contract 15 with short-term contract (workers)	ENVIRONMENTAL SECTOR <i>total 4 persons</i> 2 have tenure 1 with short-term contract
RANGER OFFICE <i>total 14 persons</i> 12 have tenure	FAUNISTICAL SECTOR <i>total 4 persons</i> 1 have tenure 1 with permanent contract 2 with scholarship	COMMUNICATION OFFICE – EDUCATION - DIDACTIC <i>total 12 persons</i> 3 have tenure 5 with permanent contract 8 with short-term contract

A10 Overall protected-area management

a) *Does the protected area have a management plan (yes or no)?*

Yes, there is a management tool through which the Park carries out its tasks: it is the Park Plan (Pdp), written in accordance with the L.P nr. 18, May 6th, 1988, endorsed with deliberation nr. 6266 of July 23rd, 1999 of the Provincial Committee and enforced on August 18th, 1999. The Pdp is a frame project of environmental conservation, which indicates the limits, the obligations and the prohibitions of land use, and the necessary forecasts and innovations that are appropriate to reach the defense and the social and tourism use of the natural environment. Therefore it indicates the general objectives and intervention priorities or, in other terms, the guidelines that the Park has to follow in the management of the protected area.

b) *If yes, has this been newly written or revised during the past five years?*

After 10 years, the Park Plan has been reviewed (2009-2010) and on the basis of the L.P. 11/2007, the new structure of the Park has been prepared. In the new Park Plan (PdP) is also included the Action Plan of the European Charter for Sustainable Tourism.

A11 Total annual budget

Please indicate total budget of the protected-area body (including overheads and project expenditure).

Explain briefly how the protected area is funded, and indicate any external resources that are regularly available.

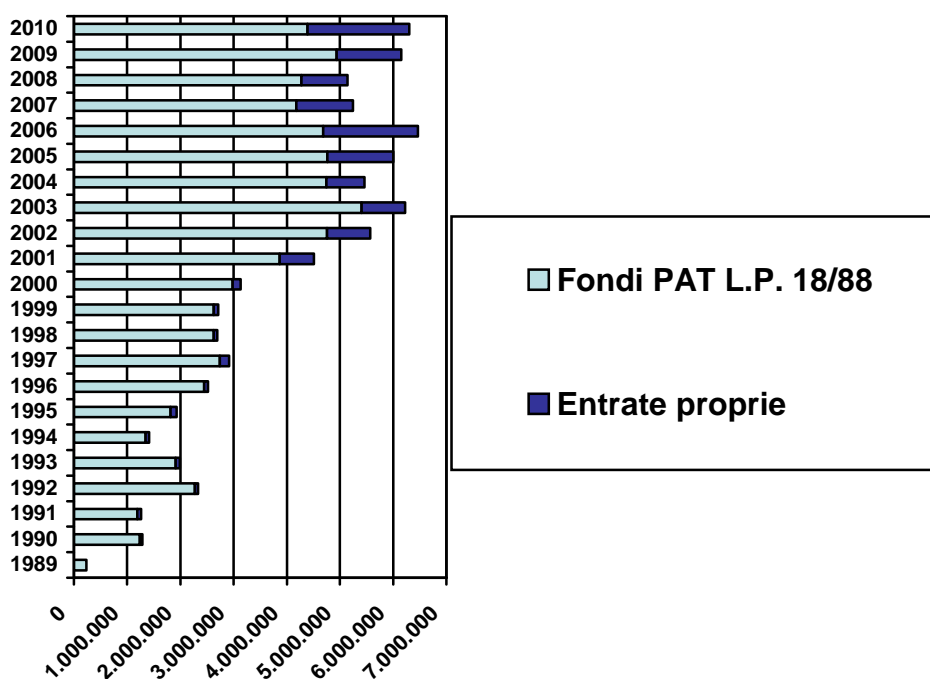
Total annual Budget: 6,475,849 Euro (Annual management program – budget for 2012).

Of these, 3,419,849 are in priority 1 (assured funds) while the remaining 3,056 are in priority 2 (unsured funds).

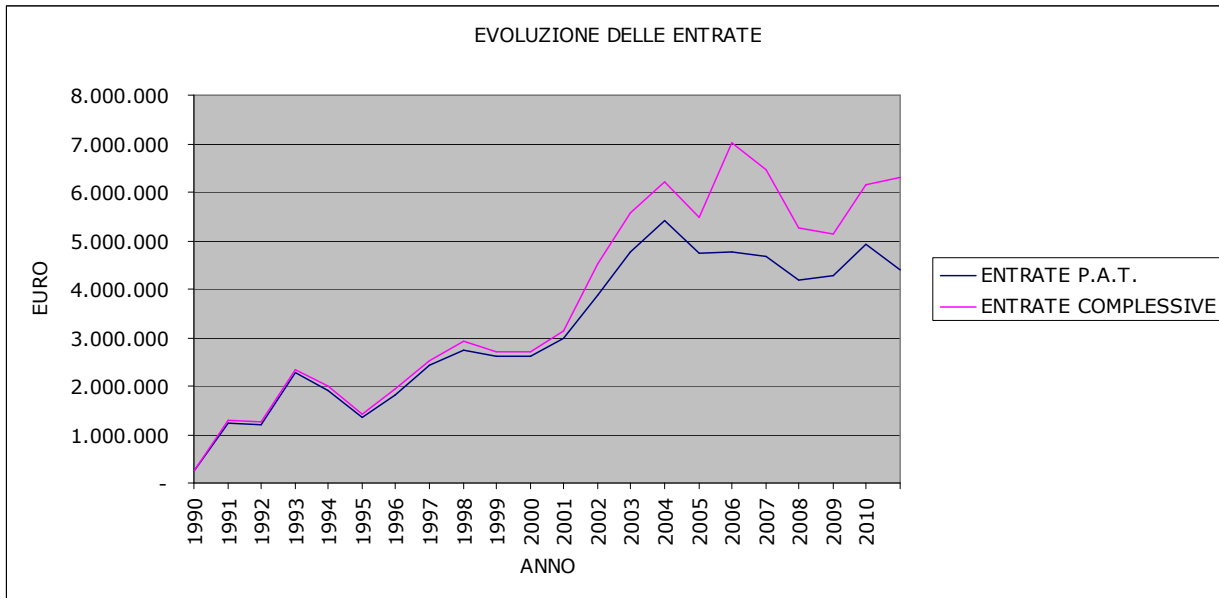
In the tab below the income divided year per year and by source.

YEARS	TOTAL INCOME P.A.T. LP 18/88	TOTAL OWN INCOME	TOTAL INCOME	% TOTAL INCOME P.A.T.
1989	232.406	82	232.488	0,04
1990	1.239.497	44.673	1.284.169	3,60
1991	1.187.851	71.818	1.259.669	6,05
1992	2.272.410	60.565	2.332.976	2,67
1993	1.910.891	75.339	1.986.229	3,94
1994	1.346.943	65.121	1.412.063	4,83
1995	1.815.346	112.613	1.927.959	6,20
1996	2.444.243	71.713	2.515.957	2,93
1997	2.739.804	171.780	2.911.584	6,27
1998	2.623.601	71.215	2.694.816	2,71
1999	2.627.423	80.039	2.707.462	3,05
2000	2.983.082	146.925	3.130.007	4,93
2001	3.865.680	648.659	4.514.339	16,78
2002	4.757.422	814.472	5.571.893	17,12
2003	5.409.996	815.829	6.225.825	15,08
2004	4.747.935	713.721	5.461.656	15,03
2005	4.766.409	2.263.925	7.030.334	47,50
2006	4.684.802	1.778.650	6.463.452	37,97
2007	4.174.977	1.072.675	5.247.652	25,69
2008	4.275.470	870.031	5.145.501	20,35
2009	4.938.230	1.213.855	6.151.878	24,58
2010	4.390.335	1.912.804	6.303.139	43,57

The chart below clearly shows the weight of the total revenues which the Park is able to recover in addition to ordinary transfers from the Pat (Autonomous Province of Trento).



Evolution of the incomes

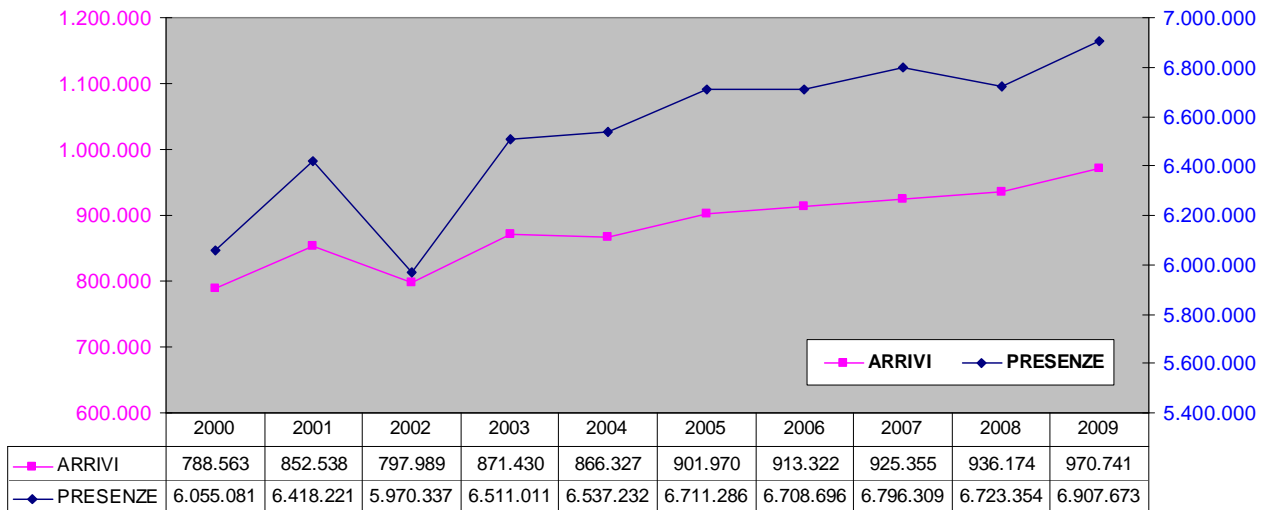


A12 Annual visitor numbers

Staying visitor: : Arrivals in 2009 = 970,741 people

Total nights: Presences in 2009 = 6,907,673 people

The tourist offer is characterized by a marked imbalance toward the non-hotel sector. In 2009, the offer consisted of a total of 34,856 tourist accommodations, distributed as follows: 350 hotel establishments, 220 additional exercises, including 34,286 private dwellings and second houses. Of these, 98.4% are private dwellings and second houses. The beds, however, are 191,189, of these, the 83.3% is by non-hotel sector.



	Arrivals	% on tot Pnab	Presences	% on tot Pnab
Hotel sector	498.441	51%	2.700.784	39%
Non-Hotel sector	389.395	40%	3.816.429	55%
Complementary sector	82.905	9%	390.460	6%
Total Pnab	970.741	100%	6.907.673	100%

Source: Pnab elaboration on data of the provincial observatory for tourism Pat

The non-hotel sector includes private accommodation (apartment houses) and second houses.

The complementary sector includes agritourism, B&B, campings, home and holiday apartments, refuges exc.

Historical Trend Pnab –Years 2000, 2003, 2006, 2009

		2000	2003	2006	2009
Hotel sector	Num	334	335	341	350
	PL	20.660	21.182	21.691	22.366
Non-Hotel sector	Num	12.430	15.685	14.971	34.286
	PL	72.175	73.951	75.775	159.183
Complementary sector	Num	337	218	209	220
	PL	17.505	11.988	12.401	9.640
Totale Pnab	Num	13.101	16.238	15.521	34.856
	PL	110.340	107.121	109.867	191.189

Source: Pnab elaboration on data of the provincial observatory for tourism Pat

Total number and total beds for each star category in Pnab

	1 star		2 stars		3 stars		4 stars		5 stars	
	Number	Beds	Number	Beds	Number	beds	Number	beds	Number	beds
Total Pnab	36	678	39	1.614	215	14.585	55	5.088	1	202

The evolution of the accommodation in the last decade, shows how the non-hotel sector has seen a huge increase, nearly tripling the number of beds.

Number of structures										
TOTAL PNAB	Bed rent	Agritur	B&B	Moving Campings	Campings	Houses and apartments for holidays	Holiday house	Refuges	Tot structures	% on total Pnab
	21	35	24	58	6	27	17	32	220	100%

Number of beds										
TOTAL PNAB	Bed rent	Agritur	B&B	Moving Campings	Campings	Houses and apartments for holidays	Holiday house	Refuges	Tot structures	% on total Pnab
	324	404	145	2.543	2.956	931	772	1.565	9.640	100%

In 2009 the hotel sector Val Rendena and 4 municipalities of Paganella plateau recorded the highest concentration in terms of beds: respectively 35.7% and 31.7% of the total accommodation facilities (in absolute 125 hotels and 111 of 350 hotels in total), 33.5% and 33.9% of available beds. At municipal level, Pinzolo appears to be the municipality with the largest number of facilities and beds (94 buildings and 6,240 beds), followed by Andalo, Molveno and Dimaro, particularly relevant with number (respectively 62, 40 and 45 structures respectively with 4,727, 2,505 and 3,238 people).

See Action Plan, chapter 2.1 for further information.

A13 Tourism structure

Give a brief overview of the tourism history and type of tourism in the area.

From the 90s, tourism in the area has remained almost unchanged, but in particular Thermal tourism has increased with the implementation of the arrivals, thanks to a new type of wellness-tourism.

The Diagnostic Report showed that the Park's territory is not homogeneous. Within its boundaries there are areas with a different morphology of the territory (natural resources, cultural resources, dwellings), and for tourism development models that have consolidated in time (the reference is to Butler's life cycle):

- ✓ **Initiating tourism areas:** Val di Non, Campodenno, Cles, Cunevo, Denno, Flavon, Nanno, Sporminore, Tassullo, Terres, Tuenno, Spormaggiore, Cavedago.
This area is located in the lowest part of the Val di Non. Val di Non is not the typical alpine valley for its conformation. It is a wide area, characterised by apple tree fields in its lower part, conifers and meadows in its upper part. Other distinctive landscape elements are the castles and the biotopes.
From a tourism development point of view, two different features are prevalent: the decline of traditional forms of tourism and encouraging signs of increasing of presences in complementary structures (such as rural tourism and B&B). So it can be affirmed that we are watching a starting phase of rural tourism.
- ✓ **Areas of unexpressed tourism:** Bassa Val Rendena, “Busa di Tione”, Val del Chiese, Strembo, Bocenago, Caderzone, Spiazzo, Darè, Pelugo, Vigo Rendena, Villa Rendena, Tione, Montagne, Ragoli, Daone, Breguzzo.
The area is located in the medium and low Valle Rendena and one part of the Giudicarie Centrali and the Valle del Chiese. The landscape is characterized by the Adamello mountains. The structure of historical centres (many of which reconstructed in recent years) reflects the human adaptation to climatic characteristics and to forestry/herding economy. From April 2004 the Caderzone thermae have come into activity. From the tourism development point of view, the area, in spite of its own peculiarities, is “in tow” of Madonna di Campiglio winter tourism and of the strong Val Rendena summer tourism. Some Mayors of the valley have defined this concept as “unexpressed tourism”.
- ✓ **Intermediate tourism areas:** Terme di Comano, S.Lorenzo in Banale, Stenico, Bleggio Inferiore, Dorsino, Fivà, Lomaso, Bleggio Superiore;
This area is characterised by the Comano Thermae. The peculiarity which distinguishes the Comano thermae from all other thermae is its specific indication against skin diseases, in fact the most frequent disease of Comano thermae guests consists in psoriasis, a chronic disease, unpredictable in its evolution. This peculiarity guarantees a “non seasonal” tourism flux from March to November. Moreover, from the 2003-2004 season onwards, the thermae are functioning also during the winter season. Besides the thermae, the Judicaria Eco-museum “from Dolomites to Garda Lake” characterises the area. The presence of the thermae has affected the way tourism has developed in the municipalities. Recently the diffuse growth of the “wellness” demand market segment stimulated local stakeholders to invest in the “re-positioning” of the valley as “wellness valley”. From this point of view it can be affirmed that this area is at an intermediate point between involvement and consolidation phase.
- ✓ **Mature tourism Area:** I. area - alta Val Rendena e Val di Sole - Pinzolo, Ragoli (Campiglio), Carisolo, Giustino, Massimeno, Dimaro, Commezzadura, Monclassico;
II. area: Altopiano della Paganella - Andalo, Molveno, Cavedago, Spormaggiore, Fai della Paganella.
This area is strongly characterized by tourism development. The municipalities of this area are tourism resorts that during the latest twenty years have dramatically increased their tourism fluxes. Notwithstanding, recent growth rates have slowed down (in some cases slightly dwindled). From the point of view of Butler’s life cycle these are “mature” locations that need to individuate new strategies in order to adapt to market changes.

A14 Infrastructure and tourism offers

Give a brief overview of the tourism history, type of tourism in the area and development of these in the past five years.

The Park uses a wide range of structures, Houses of the Park, info-points, guest rooms and Park houses to carry out its educational, cultural and tourism activities; in some cases these buildings are Park’s property, and in other cases the Park manages them on lease.

The Houses of the Park are structures that the Park has acquired and prepared in accordance with carefully studied and defined characteristics and criteria, deeming them a fundamental cultural vehicle and means of ecological awareness-raising, an opportunity of depth knowledge of the environmental reality, an economic beginning for the realities that are more decentralized in comparison with the more developed tourism areas. In detail there are 9 houses in total, 6 active at the present time and 3 being established. The peculiarity of such structures is the fact that each Centre develops and emphasizes a specific theme: the bear, the Tovel lake, the relationship between people and the environment etc. The entire presentation of the Centres has therefore been studied and prepared *ad hoc*.

These structures are open in the summer season and, on reservation, in any day of the year, with the exception of the Tovel House where the entrance is subjected to a fee. The Info-points can give any kind of

information concerning the Park: territory, activities, tourism etc. All info-points, excepting Mavignola and the one at the Strembo headoffice are open seasonally and managed by seasonal, properly trained, staff.

Nr.	STRUCTURE	MUNICIPALITY
1	Mavignola Guest Room facility ifno-point	Pinzolo
2	Botanical Garden Info point	Stenico
3	Headquarters Info-point	Strembo
4	Breguzzo Info-point	Breguzzo
5	Vallesinella parking Info-point	Ragoli
6	Algone Valley parking Info-point	Bleggio Inf.
7	Ponte verde in Genova Valley Info-point	Carosolo
8	Ponte Rosso ex-Elvio in Genova Valley Info Point	Strembo
9	Fumo Valley Info-point	Daone

Educative and recreational activities of the Park are based on a very articulated system of infrastructures, structures and facilities. In accordance with the art. 33 of PdP, L.P.18/88 the Park disposes of:

- 900 Km of signaled paths; out of these 342 are competence of the Park, 34,3 km as didactic paths.
- 9 bivouacs
- 20 alpine refuges
- 15 excursion refuges
- 9 Houses of the Park
- 6 active Houses of the Park and 3 being implemented
- 9 info-points

Nr.	Houses of the Park	Municipality
1	House of the Park "Fauna"	Daone
2	House of the Park "Orso"	Spormaggiore
3	House of the Park di Tovel	Tuenno
4	Area Botanica e House of the Park "Flora"	Stenico
5	House of the Geoparco	Carisolo
6	House of the Park "Man & environment"	Tuenno
7	Education centre "Villa Santi"	Montagne
8	Didactical-faunistical centre	Spiazzo
9	House of the Park "Once upon a time"	San Lorenzo in Banale

SECTION B – MEETING THE CHARTER PRINCIPLES

Principle 1 – Partnership with local tourism stakeholders

Areas in yellow shading indicate particularly important points which are critical for successful evaluation.

1.1 Briefly describe the current structure of the forum (or equivalent arrangement) through which the protected-area authority works with others on the development *and management of tourism, including current size and membership, frequency of meetings, etc.*

The Forum was conceived as a meeting place designed to stimulate exchanging of ideas, discussion, a place to debate, learn and work together. The ultimate goal was to propose and identify, together with local actors, design ideas and practical actions to create together the new Action Plan of the ECST and the Socio-Economic Plan. In order to stimulate the debate and the emergence of the participants ideas, it was also provided the presence of a moderator.

Given the spatial extent and heterogeneity of the Park, it was decided to conduct participatory phase in two distinct ways: the Territorial Forums (designed as "operating working groups") and the Plenary Forum as strategic moment of sharing strategy and coordination.

Were also conducted "individual interviews" with new elected by the local government elections in May 2010, in order to actively involve and inform them in the process on how this activity fits into the global work of revision of the Park Plan (PdP).

The territory has been divided, depending on the geographical and socio-economic location, in **3** territorial forums:

1. **Val di Non** - [Campodenno, Cles, Cunevo, Denno, Flavon, Nanno, Sporminore, Tassullo, Terres, Tuenno, Comunità della Val di Non].
2. **Val di Sole, Val Rendena, Giudicarie Centrali** - [Dimaro Commezzadura Monclassico, Pinzolo (Madonna di Campiglio), Carisolo, Giustino, Massimeno, Strete, Bocenago, Caderzone, Spiazzo, Pelugo, Vigo Rendeva, Villa Rendena Tione, Montagne, Ragoli, Daone, Breguzzo, Comunità della Valle di Sole e Comunità delle Giudicarie].
3. **Giudicarie Esteriori, Altopiano della Paganella** - [S. Lorenzo in Banale, Stenico, Comano Terme, Dorsino, Fivà, Bleggio Superiore, Andalo, Molveno, Cavedago, Spormaggiore, Fai della Paganella, Comunità della Paganella].

For each of the 3 forums 4 meetings were held, including:

- 1 "working dinner" with the participation of stakeholders with a political role to share the project and give them sense of responsibility on the process that after has involved the categories they represent;
- 3 territorial forum, aimed at the socio-economic development of local planning actions coherent with the principles of the Charter.

In total, **13 meetings** were held, attended by **300** socio-economic, public and private realities. On average, each meeting was attended by thirty people, from different sectors of the economy and society.

Below the calendar:

Area	"Working Dinner"	1 st Forum	2 nd Forum	3 rd Forum
Val di Non	23/06/2010	14/07/2010	28/07/2010	06/09/2010
Val di Sole, Val Rendena, Giudicarie Centrali e Val del Chiese	05/05/2011	27/05/2011	08/06/2011	23/06/2011
Giudicarie Esteriori, Altopiano della Paganella	06/05/2011	26/05/2011	10/06/2011	22/06/2011

At the meetings the following actors were also invited to participate:

- Public administrators of the 38 municipalities of the Park;
- The presidents of the newly formed Comunità di Valle;
- Trentino Marketing;
- Office for the provincial tourism policies (Province of Trento);
- Nature Conservation and environmental valorization Service of PAT;
- School administrators;
- The provincial institutional representatives of tourism;
- The tourism operators (hotels, restaurants, agritourism operators and B&B);
- Administrators of cableways;
- The area of Apt, pro-loco, the tourist office, representatives Unat-Asat, socio-economic environmental operators in general (farmers and artisans, etc.);
- The world of associations;
- The staff of the Park that contributes to tourism services;
- The environmentalist world such as Sat, Appa, representatives of environmental organizations;
- Citizens;
- Libraries;
- Local journalists.

How has this forum developed or changed over the past five years (in terms of its work, membership and the partnerships within it?)

The old forum was organized in 4 territorial areas while the new one, for geographical localization reasons, is divided into 3.
For further informations see A13 and 1.1.

1.2 Involvement of local tourism enterprises:

Please describe how you have progressed and strengthened relationships with local businesses.

Another element of successful implementation of the Plan was undoubtedly the chosen methodological approach, which has seen local actors in active involvement of two levels: on one hand, the Park has started, in parallel, a number of small working groups, mainly operating purposes and coordinated by the individual subject leader, who had the function to organize and manage the progressive implementation, on the other hand were organized, at least twice a year, open plenary forums for the entire population to update the state of the projects. This methodological approach has allowed us to accelerate the realization of activities, empower those engaged in the performance of actions and, at the same time, keep the territory informed on the progress of the projects.

Thanks to the small working groups, the relations with the local tourism enterprises have been strengthened. And thanks to these groups, we could empower the enterprises both in the organizational-managerial point of view but also financial.

Have any schemes been set up to link businesses more closely with the protected area/Charter implementation? Please describe. *(Such schemes are not obligatory for re-award of the Charter, but we are interested to learn if any exist.)*

See previous answer.

Please comment on the involvement of these other key groups over the past five years, including their role in implementation of the action plan:

1.3 Involvement of the local community

Were organized, at least twice a year, a plenary Forum open to the entire population and aimed to update the projects situation.

There is a specific person employed by the Park to follow the progress of the forum and the Action Plan. Newsletter is also an important instrument in the involvement of the community.

See also point 1.1 and 1.2.

1.4 Involvement of local conservation interests

Among the stakeholders there are the environmental associations and the Nature conservation and valorization Service of the PAT. See point 1.1.

1.5 Involvement of wider (regional) bodies responsible for tourism, conservation and regional development

Trentino Marketing and the Office for the provincial tourism policies (Province of Trento) are involved.

1.6 Any other key groups, either within or outside the formal partnership structure described above

A new subject (introduced in the New Action Plan) is the "Comunità di Valle", established by the L.P n.3/2006 which produced a Community Territorial Plan (with which the PdP has to coordinate).

Principle 2 – Sustainable tourism strategy and action plan

Implementation over the past five years

Please provide general feedback on the implementation of your strategy and action plan to date (questions on specific topics are asked in Section B below), as follows:

1.1 How would you assess your overall progress towards excellence in sustainable tourism, bearing in mind where you started from five years ago?

The progress towards excellence in sustainable tourism from five years ago are relevant:

- A better management of tourist fluxes;
- Involvement of more than 10.000 visitors in Park's activities;
- More concern about families (many activities provide reduction for families);
- A work methodology based on listening, dialogue and "bottom-up" planning;
- On the international level, the Park and its local actors could participate to European projects, a good occasion for training and financing opportunities;
- Evolution of the concept from "Park Museum" to "Park Laboratory" which experiments good practices for sustainable development;
- The Park acquired a more central role becoming a place of synthesis and connection between institutions, public and private and between homogeneous territories;
- Park seen as *super partes* body in the theme of sustainable tourism: common projects to each tourism area are realized and so a unitary promotion by the 5 Local Tourism Board;
- The Park reinforced its direct communication instruments with residents through the forum, media newsletter, websites, magazine, exc.

2.2 Could all of the planned actions be implemented? If not, how much of the action plan was implemented (please estimate as a percentage)?

Of the 68 actions composing the program, 59% (40 projects) have been successfully implemented, if we include those initiated and in progress, the percentage rises to 81% (55 projects). In detail, now the situation is the following:

- ✓ 40 actions have been implemented successfully;
- ✓ 15 actions have been launched and are being implemented;
- ✓ 3 actions have been implemented but later not proposed again for financial reasons or lack of success of the initiative;
- ✓ 7 actions have not yet been started yet, but they will be included in the new realizations for the coming years;
- ✓ 3 actions have not been started because were not considered feasible for various reasons (lack of funds, lack of agreement with the realizing subjects, etc.).

Of the total actions, 25 were reported in the new Action Plan (2012-2016): 18 because are continuous in time and therefore already started in previous years, and 7 not yet started for economic or priorities issues, but on which the Park will point out the attention over the next 5 years.

2.3 What were the main reasons for you not being able to complete the full programme (if applicable)?

The main reasons are the following:

- 3 actions have been implemented but later not proposed again for financial reasons or lack of success of the initiative;
- 7 actions have not yet been started yet, but they will be included in the new realizations for the coming years;
- 3 actions have not been started because were not considered feasible for various reasons (lack of funds, lack of agreement with the realizing subjects, etc.).

2.4 What were your most positive achievements?

In general we can say that the ideas generated by the process involved, have found, over the years, a planning scheme thanks to active collaboration between actors and of course to the achievements of necessary funds. The logic of partnership (comparticipation) both planning and financial, Park-local actors, was well accepted by the territory and characterized, in most cases, the *modus operandi* of the organization. Another element of

positive achievement was undoubtedly the methodological approach, which has seen local actors active involvement in more levels.
See also point 1.2.

2.5 What are the main challenges you still face?

Certainly we are still facing many challenges:

- Starting a large-participatory process might also have negative consequences if you do not maintain contacts over time;
- There could be a dispersal of participation acquired within the territory and a disappointment of the expectations.
- Although much has been done, the Park must always try to involve more and more the local area.

Monitoring results

2.6 Please describe the monitoring you have undertaken of the results of your action plan over the past five years. Indicate where the results of monitoring can be found (in which documents), for review by the verifier on site if necessary.

The reference document is the Action Plan 2012-2016 and in particular Chapter 3.1.

Monitoring was carried out through direct contact of the Park with the single realizing subjects within the operating working groups. In each Annual Report are explained the actions carried out in the previous year and the budget.

Recommendations from the verifier and Evaluation Committee

2.7 Please explain how you have addressed the specific recommendations made by the verifier and Evaluation Committee at original evaluation five years ago.

Recommendations:

1. **Try to extend the actions of the European Charter outside the Park boundaries:** this recommendation finds an answer in the establishment of the Geopark boundaries which includes all municipalities of the protected area (the extension is about twice the Park area). The Park, in the underwriting commitments, also involved the Parco Adamello Lombardo (who has already received the ECST) and the Parco Paneveggio-Pale di San Martino (who will soon begin the process of the Charter) with the intent to cooperate in projects relating to sustainable tourism.

2. **The Committee underlines the need to coordinate the 4 regional forums, and asks the administration to clarify how the Park intends to coordinate these forums:** for the answer see point 1.1.

3. **In the work of consultation within the Charter process, the Park should take into account also the neighboring areas outside the perimeter of the Park, to ensure that all stakeholders are affected by tourism, and have the opportunity to contribute:** for the answer see point A5 and answer to recommendation 1.

4. **The Committee noted the recommendations of the verifier to integrate the Action Plan with more information regarding the budget and timetable for proposed actions. Determine the costs and the priorities for action - at least for the first 1-2 years of the program of action - is an important step to clarify the necessary resources and the way the plan has to be conducted:** as answer can be said that in the planning document (see document on Annual Management Program), year by year, we wrote the budget referred to the European Charter, with the precise amount on money for each project. In addition, the new Action Plan in section 7.1 indicates the timing for each action, the specific budget and priorities.

See also point 2.8.

5. **Your Park is warmly invited to engage in networking at European level, such as participating in meetings or activities contributing to the Charter activities through newsletters. This will allow you to benefit from the exchange experience with colleagues from other countries but will also allow partners of other Parks to improve through the ideas and initiatives being implemented in your Park:**

As answer:

- ✓ The Park participated in the STEPPA project (Sustainable Tourism in Enterprises, Parks and Protected Areas), financed by the European Union and presented by ten partners in Europe who have

combined their experience in the field of sustainable tourism. The Protected areas participating in the European project have in common the fact that they have adopted the European Charter for Sustainable Tourism (ECST). The funding received, 16,000 euros, will therefore be used to implement the strategy of sustainable tourism provided by the Charter, in particular to promote and strengthen cooperation between the Park and tourism businesses operating in the area, starting from the hotels "Quality Park", etc. For further information related to STEPPA Project see the link: <http://www.european-charter.org/charter-projects/steppa-sustainable-tourism-1>; and <http://www.pnab.it/cosa-facciamo/carta-europea-del-turismo-sostenibile/steppa-project.html>;

- ✓ The Park participated to the annual conferences of Europarc Federation;
- ✓ The Park organized the first national Workshop about the ECST on the 14th - 15th of May in Caderzone Terme, where important commitments were undertaken;
- ✓ The Park had numerous appearances at national conferences to present our case as best practice (the Parco Adamello Lombardo-2008, Parco Colli Euganei-2011, Parco nazionale della Sila-2011, Parco del Ticino, Mediterre fair -2010 in Bari, Parco dell'Ugento -2011, conference in Puglia region at Nardò-2011, conference on responsible tourism at the regional level-2009);
- ✓ The Park had exchanges with other Parks with the ECST as well.

Recommendations for implementation

2.8 How did the budget available to for implementation of the action programme develop over the past five years?

The Park provides year by year, the document "Annual management program", with the efforts intended to implement the European Charter.

Extract from the Annual management program – budget of 2010 specific for the ECST

D CARTA EUROPEA DEL TURISMO SOSTENIBILE				
D.1	Gestione progetto			
D.1.1	Collaborazione	2952	31.500,00	
D.1.2	Consulenza e collaborazione per rivalidazione Cets	2953	25.000,00	
D.2	Percorso della consapevolezza			
	<i>Percorso della consapevolezza nei residenti</i>			
D.2.1	Parco - aperto	3150	20.000,00	
D.2.2	Attività didattico culturali rivolte ai residenti	3150	5.000,00	
D.2.3	Parola di parco	3150	10.000,00	
D.2.4	Junior ranger	3150	5.000,00	
	<i>Percorso della consapevolezza negli ospiti</i>			
D.2.5	Il Parco interattivo	3150		1.500,00
	<i>Percorso della consapevolezza sul futuro del turismo montano</i>			
D.2.6	Laboratorio per il turismo montano	3150		2.000,00
D.2.7	Indagine sulla ricaduta economica del Parco sul territorio	2950		10.000,00
D.3	Percorso dei sensi			
	<i>Percorso dei sensi sui nuovi prodotti turistici</i>			
D.3.1	Parcoestate	3150	148.000,00	
D.3.2	Dolomiti di Brenta bike - sistemazione percorso	3400		85.000,00
D.3.3	Dolomiti di Brenta Trek - sistemazione percorso	3400	55.000,00	
D.3.4	Dolomiti di Brenta Horse - progettazione	2910		15.000,00
D.3.5	Dolomiti di Brenta Horse - segnaletica	3400		7.000,00
D.3.6	Menù salvaclima	3150	2.000,00	
D.3.7	I piatti del Parco	2952	2.000,00	
D.3.8	Sulle tracce della Guerra Bianca	3150	30.000,00	
D.4	Percorso della qualità			
	<i>Percorso della qualità del territorio e della sua fruizione</i>			
D.4.1	Mobilità alternativa-servizi navetta	3300	265.000,00	
D.4.2	Mobilità alternativa -servizi trenini	3300	33.000,00	44.000,00
D.4.3	Serigrafie parcobus	3150		20.000,00
D.4.4	Gestione e controllo del traffico veicolare	3270	224.000,00	16.000,00
D.4.5	Mobilità integrata	3300		30.000,00
D.4.6	Computer palmari per gestione parcheggi	2700	10.000,00	
D.4.7	Monitoraggio dei flussi automobilistici	3300	10.000,00	
D.4.8	Monitoraggio dei flussi pedonali e ciclistici	3300		3.000,00
	<i>Percorso della qualità delle imprese turistiche</i>			
D.4.9	Progetto Qualità Parco per il settore ricettivo	2952	16.500,00	
D.4.10	Pubblicistica e iniziative di formazione	3800	8.500,00	
D.4.11	Marchio Qualità Parco al settore agroalimentare	3150	8.000,00	
	<i>Percorso della qualità della vita di abitanti e turisti</i>			
D.4.12	Sistema di gestione ambientale ISO e EMAS	3150	3.500,00	
D.4.13	Geoparco			
	<i>collaborazione a supporto dell'attività tecnica</i>	2952	31.500,00	
	<i>piano d'azione Geopark: stampa depliant e guide</i>	3800	24.000,00	
	<i>piano d'azione Geopark: consulenze</i>	2953	22.000,00	3.000,00
	<i>piano d'azione Geopark: acquisto materiale vario</i>	3150		25.000,00
	<i>piano d'azione Geopark - Dolomiti Unesco: acquisti vari</i>	3150		25.000,00
	<i>piano d'azione Geopark - Dolomiti Unesco: consulenze</i>	2953		3.000,00
D.4.14	Fossil free			
	<i>piano risparmio energetico Corte Franca</i>	3460	20.000,00	20.000,00
	<i>piano risparmio energetico S.A. Mavignola</i>	3460		40.000,00
TOTALE D			1.009.500,00	349.500,00

2.9 Were the financial resources available for implementation?
Please state if more, less or about the same as planned

The financial resources available for implementation were the same as planned.

2.10 Were they sufficient for implementation of the plan?
Please state yes or no and briefly comment

Yes, the financial resources are sufficient for the implementation of the Plan.

2.11 Have there been changes in staffing levels, both in the protected area generally and in the staff dealing with tourism issues, over the past five years?

Yes, in the protected area, one place has been created especially for a person responsible for tourism and communication. The European Charter, in fact, is an integral part of the Park program.

2.12 Has the level of staffing affected implementation of the action plan?

Yes, the new person included in the staffing level has been fundamental for the ECST process and its implementation during these years, and for the important role in coordinating and linking the Park reality with the territory.

Plans for the next five years

2.13 Has your tourism strategy been revised for the next five years?

Please answer yes or no and give a brief explanation.

Yes, the tourism strategy has been partially revised in the New Action Plan for 2012-2016 (chapter 5.1). To ensure continuity with the previous plan, the new Action Plan has been structured according to 3 strategic objectives (itineraries) of the preceding document : Awareness Route, Senses Route and Quality Route. The document was divided also in two new itineraries, one level above the others:
A. Itinerary of Continuity, enclosing the projects under the previous plan;
B. Itinerary of Innovation, including new projects emerged during the territorial forums.

2.14 Has a new action plan been prepared for the protected area and its partners?

Please answer yes or no and give a brief explanation.

Yes, the New Action Plan for 2012-2016 was elaborated through a participatory process between summer 2010 and summer 2011.

2.15 How are the strategy and new action plan presented?

Please state if as one document, two documents or within another document.

The strategy and new Action Plan are presented in one single document.

2.16 Briefly describe the process(es) and timetable(s) for both reviewing/revising the strategy and developing the new action plan with your partners, making reference to the forum or partnership structures described under question B1 above and the involvement of local stakeholders.

See point 1.1 for the reference to the forum or partnership structure.
Below the Timetable for revising the strategy and developing the new Action Plan.

Kind of activity	Months 2010 - 2011																							
	Feb	Mar	Apr	May	June	July	Augu	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Augu	Sept	Oct	Nov	Dec	
Control room	2	4		12-14	15	26				25				23							7			
Diagnostic report	X	X	X	X	X	X												25-27	X	X	X	X		
Action Plan																		X	X	X	X	X	X	
Regional forum					23	14; 28		6								5; 6; 25; 26	8; 10; 22; 23							
Forum plenary																						11		
Meetings with individual stakeholders				X																		X	X	

2.17 State the key objectives for sustainable tourism identified in the (revised) strategy.

The Action Plan 2006-2010 contained 65 actions and was divided in 3 strategic goals (described as routes), which represented the main objectives for strategy implementation:

1. Awareness Route, aimed at increasing the awareness of local people and enterprises on the values of cultural, historical and environmental heritage;
2. Senses Route, aimed at promoting an emotional type of tourism, authentic and based on discovery, aimed at specific targets and sensitive to everyone needs;
3. Quality Route, that aims to promote an holistic approach to quality of lands and enterprises.

See chapter 3.1 of the new Action Plan.

2.18 How does the tourism strategy relate to the protected area management plan?

About ten years after the first Park Plan, the Park has started the process in 2009 for the definition of the new planning tool, which is linked to the process for revalidation of the European Charter for Sustainable Tourism. This set of processes has suggested to the Park the realization of a unique and coordinated project of construction of participatory processes for decision making through different areas and categories.

In this new social context, with the addition of a provincial regulatory framework that establishes in detail the contents of the Park Plan, the Park has decided to tackle the revision of its Plan by adopting the formula "Plan for excerpts", identifying three levels of programming. And in this context the new Action Plan of the European Charter for sustainable tourism finds its place, and is included in the third level of programming, namely "Action Plans".

Assessment

The questions on assessment are asked for the information and interest of the verifier.

New assessment work is not a condition for re-award of the Charter certificate, although we anticipate that some basic assessment in these fields will have been necessary in order to prepare your new action plan.

For each of the following categories, please state briefly what further assessment has been undertaken during the past five years, and how it has informed your plans for future activities:

2.19 Assessment of natural and cultural resources, their sensitivities (capacity) and opportunities for tourism

In 2011 has been realized a new innovative "Piano del Paesaggio" (Landscape Plan) that gives to the landscape an economic value considering the tourists' willingness of spending in order to enjoy the landscape as a basic element and motivation of their holiday. The results emphasize that about the 50% of the

expenditures of tourists visiting the Park is due to the approval and appreciation of the natural landscape as an element of immediate perception of environmental values.

Within the project of “Casa del Parco” (Park’s house) named “Man and Landscape”, that will be realized in Tuenno at the entrance of the renowned Val di Tovel, a special chapter will be dedicated to “The economics of Ecosystems of Biodiversity” in order to substantiate also with economical elements the concept of Eco-sustainability.

2.20 Assessment of the local community and economy

Two sociological enquiries have been made in 2004 and 2007 regarding the perception of local communities about the protected area. The results showed a growing appreciation.

The reasons of this growth are related from one side to the capacity of the Park to invest public and private resources in activities and structures dedicated to the local populations and on the other side to the increasing attention of the Public Administrations to the environmental sustainability and to the environmental issues.

During the last years local communities have been actively involved in order to obtain a direct implication in the management of the “Case del Parco” (Park’s Houses). These processes also contributed to increase recognition of the importance of the role of the Park.

2.21 Assessment of strengths/weaknesses of tourism infrastructure/services

During the Summer, tourists that participate to the Park activities or that visit the Park’s Houses are invited to fill in a questionnaire. In this questionnaire they can find a section dedicated to the satisfaction level about tourism services and structures inside the Park’s territory. Particular attention is given to transports, visitor centres and accommodation.

2.22 Assessment of visitor patterns and needs

In the above mentioned questionnaires there is also a part about visitor’s motivations and needs that push tourists to visit the Park. This is a way to understand which are the answers that the Park has to give in order to meet visitors’ expectation.

2.23 Assessment of future visitor markets offering potential

Summer questionnaires enable the collection of important suggestions to improve activities and to be more desirable for tourists in order to achieve the demands of a bigger number of visitors.

Implementation

2.24 Does the new action plan include an indication of phasing/staging of action over time?

Please answer yes or no.

YES

2.25 Does the action plan indicate the relevant stakeholders or partners for each action?

Please answer yes or no.

YES

2.26 What is the size of the **budget** that the protected-area authority is devoting to the implementation of the new action plan per year, excluding staff costs?

(Questions on budget and staffing: The verifier will be looking for a realistic assessment of what resources will be required to implement the strategy and action plan and where these resources are likely to come from. It is appreciated that a detailed budget or staffing plan for the next five years can probably not be given at this stage, and that some funding or personnel resources may still need to be secured.)

For each Itinerary the total budget per year has been calculated to provide an idea of how the Park will invest in every activity. Summarizing the overall costs of implementation suggested in the Action Plan 2012-2016, the budget is € 2.979.400.00, distributed in about € 595.880,00 per year as follows:

- **ITINERARY OF INNOVATION** **37.140,00 € per year**, of these:
 - o Awareness Route 10.640,00 €
 - o Senses Route 14.400,00 €
 - o Quality Route 12.100,00 €
 The total amount of the itinerary is **185.700,00 €**

- **ITINERARY OF CONTINUITY** **558.740,00 € per year**, of these:
 - o Awareness Route 17.740,00 €
 - o Senses Route 114.600,00 €
 - o Quality Route 426.400,00 €
 The total amount of the itinerary is **2.793.700,00 €**

Analysing the costs you can see that the major investments will be made in the actions of the previous plan (Itinerary of Continuity). This is surely proof of how, over the years, the Park and the territory have been able to engage in the implementation of the Plan and how, apparently, they have become “structural” in the activities of the Park. On the other hand it should be noted that not all the ideas generated during the last participatory process, were transferred to the new Action Plan of the ECST. Those actions, in fact, more related to social aspects, have been placed into the Socio-Economic Plan, therefore, not included here.

What is this as a percentage of its total budget?

The percentage of the total budget is 8%.

2.27 Have funds been provided (or are they being sought) from other sources?

Yes, from:

- Autonomous Province of Trento
- Local municipalities
- Local tourist boards: mixed public/private partnerships, empowered in defining the promotion and marketing of the region.
- Private bodies
- BIM (Bacini imbriferi montani)
- Local Communities (Comunità di Valle: public body between Municipality and Province)
- Trentino Marketing: society of local tourism marketing
- Parco di Paneveggio-Pale di San Martino and Parco Adamello Lombardo – Comunità montana Val Camonica
- Parco naturale Adamello-Brenta

2.28 Do you judge the level of funding already secured/applied for to be sufficient to meet the action proposed?

Please answer yes or no and comment.

The level of funding is not secure at 100% (problem of fund reduction).

The funds are sufficient to achieve the actions proposed.

2.29 What is the **staffing** that the protected-area authority is devoting to the implementation of the action programme?

One person of the staff is following all the process and generally coordinate it, keeping the contact with the local actors, while at the level of implementation of the single project, on the basis of the typology, is identified the right office (i.e. path maintenance: technical office).

2.30 Is staffing being provided from other sources?

No, the person in charge for the ECST is paid by the Park and is waiting for the examination to apply for a permanent contract.

2.31 Do you believe the action proposed can be implemented with this level of staffing?

Please answer yes or no and comment.

Yes, this level of staffing is sufficient because the person, engaged by the Park 5 years ago, is devoted to the ECST implementation and helped by each Park office for a specific type of action.

Commitment of partners

2.32 Please comment on the commitment of the partners to implementing the new action plan, and how you will continue to motivate them and ensure their commitment.

Important is the direct contact with the local actors and the introduction of the local working groups where each stakeholder is responsible of its (signed) action. The person of the staff motivates and keeps contacts with the actors, sends newsletters and maintains the website updated.

2.33 Have any formal arrangements been made with partners for implementation of the action programme?

Please answer yes or no and give details.

Yes, in some cases the commitments are signed with a formal agreement between the Park and each subject leader where budget, timetable and way of realization are defined.

Monitoring results

2.34 Have indicators been identified for monitoring the results of the strategy/new action plan?

Please answer yes or no.

Yes, the indicators have been identified: in each action form (See chapter 6.1 of the new Action Plan) there is a line to fill about expected results.

2.35 Please set these out and explain how they will be measured.

See point 2.34.

ADDRESSING KEY ISSUES

Under the following headings, relating to each of the key issues of the Charter (Charter principles 3 to 10), please demonstrate briefly how you have progressed the aims of the Charter over the past five years. Indicate the main actions undertaken, any particular successes, as well as any proposed actions which could not be fulfilled.

Please also show the actions which are proposed in your new action plan relating to each of these headings. We will be looking for evidence of continuing action to make further progress or to maintain existing high standards in these fields.

For a detailed description of the strategy and the actions see the Action Plans.

Principle 3 – Protecting natural and cultural heritage

3.1 Monitoring impact on flora and fauna and controlling tourism in sensitive locations

Key activities and results over the past five years.

Action n. 5.40: Integrated mobility Plan

Action n. 5.41: Cross area Plan

Action n. 5.42: Sustainable mobility project in Nambrone Valley

Action n. 5.43: Sustainable mobility in Vallesinella

Action n. 5.44: Sustainable mobility in Genova Valley and Tovel Valley.
Action n. 5.45: Regulation of the vehicle and tourist flux

Were activities planned in this field which could not be completed? (Please give brief reasons)

All activities are completed and are implemented for the future. Action n. 5.42 was not realized for a loss of agreement with the hotels and other accommodation structures.

Planned activities in new action plan.

Action n.47: Regulation of the vehicle and tourist flux.

3.2 Encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions

Key activities and results over the past five years.

Action n. 4.23: Historical and cultural Route

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Yes, action n. 4.23 was not realized because it didn't have high priority. In any case these action will be implemented with the new Action Plan.

Planned activities in new action plan

Action n. 8: About old toponyms.

Action n.11: Experimental tourism in a farm : adopt a cow.

Action n. 37: Historical and cultural Route

Action n. 39: Quality on the table and Park dishes

3.3 Action to control development (including tourism) which would adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise.

Key activities and results over the past five years.

Action n. 5.43: Sustainable mobility in Vallesinella

Action n. 5.44: Sustainable mobility in Genova Valley and Tovel Valley.

Were activities planned in this field which could not be completed? (Please give brief reasons.)

All activities are completed and are implemented for the future.

Planned activities in new action plan.

Action n. 24: Project on sustainable mobility (Tuenno and Tovel Valley)

3.4 Action to reduce tourism activities which adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise.

Key activities and results over the past five years.

Action n. 3.20: Ecological footprint

Action n. 4.36: Excursion ski

Action n. 6.50: From "Park quality brand" to Ecolabel certification

Action n. 7.62: Toward Park EMAS certification

Action n. 7.63: Toward ISO9001 and Vision2000 certifications

Action n. 7.60: Tovel valley electrification

Action n. 7.64: Fossil Free

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Yes, action n. 3.20 was not realized because of economic problems. In any case these actions will be implemented within the new Action Plan. Action n. 4.36 has been realized with the creation of specific itineraries defined in the new Park Plan. Action 6.50 was completed and are implemented for the future; 7.62 was concluded while 7.63 was not realized for priority issues; action 7.60 will be realized next years thanks to an evaluation project approved and financed by the Autonomous Province of Trento.
Action n. 7.64 has been started but will prosecute next years.

Planned activities in new action plan.

Action n.36: Ecological footprint

3.5 Encouraging visitors and the tourism industry to contribute to conservation (e.g. “visitor payback” schemes)

Key activities and results over the past five years.

Action n. 4.31: A summer with the Park

Action n. 3.20: Ecological footprint (including climate-save menu)

Action n. 6.50: From a “Park quality brand” to Ecolabel certification

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Regarding the action 3.20, the climate-save menu has been completed and included in the new Action Plan. In the actions n. 4.31 and n. 6.50, all activities are completed and are implemented for the future.

Planned activities in new action plan.

Action n. 5: Valorization of the biotope “La Rocchetta”

Action n. 40: A summer with the Park

Action n. 51: Climate-Save menu

Principle 4 – Meeting visitor needs/quality of experience

4.1 Surveys to measure visitor satisfaction

Key activities and results over the past five years.

Action n. 6.53: Through the tourist’s eyes.

Were activities planned in this field which could not be completed? (Please give brief reasons.)

The action has been concluded and every year surveys on visitors and statistical researches on tourism fluxes were conducted (See action n. 26 of the new Plan).

Planned activities in new action plan.

Action n.26: Statistical station for tourism.

4.2 Assessment of future visitor markets and their needs

Key activities and results over the past five years.

Action n.1.2: The sight of the others

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action n. 1.2 was not realized for economic and priority issues, but was included in the new Plan.

Planned activities in new action plan.

Action n.26: Statistical station for tourism

Action n. 29: The sight of the others

4.3 Specific provision of facilities and information for disabled people

Key activities and results over the past five years.

Action n. 5.48: Park for all

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action 5.48 was partially realized but will be completed in the next 5 years (included in the new Action Plan).

Planned activities in new action plan.

Action n. 25: Publication of the brochure “Paths for all”

Action n. 49: Park for all

4.4 Provision of facilities for economically disadvantaged people

Key activities and results over the past five years.

Action n. 5.48: Park for all

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action n. 5.48 was partially realized but will be completed in the next 5 years (included in the new Action Plan).

Planned activities in new action plan.

Action n. 49: Park for all

4.5 Action to monitor the quality of facilities and services

Key activities and results over the past five years.

Action n. 7.57: Taking care of the landscape

Action n. 7.58: Enhancing paths maintenance

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Actions n. 7.58 and 7.57 are both realized and action n. 7.58 has been included in the new Action Plan.

Planned activities in new action plan.

Action n. 2 : Green silver paths

Action n.13: "Malga" Trekking

Action n.15: "Malga" Trekking in Adamello-Presanella.

4.6 Action to improve the quality of facilities and services

Key activities and results over the past five years.

Action n. 7.58: Enhancing paths maintenance

Action n. 4.34: Brenta Dolomites Horse

Action n. 4.33: Brenta Dolomites Bike and Trek

Action n. 7.61: Valorization of the Ambiez Valley

Action n. 4.24: Images teach

Action n. 4.28: Ancient Angone Valley glasshouse

Action n. 2.12: For a quality signposting

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action n. 7.61, Action n. 4.24, Action n. 4.28, Action n. 2.2 are completed. The other 3 actions will be realized in the future as well.

Planned activities in new action plan.

Action n. 2 : Green silver paths

Action n. 13: "Malga" Trekking

Action n. 15: "Malga" Trekking in Non Valley.

Action n. 50: Enhancing paths maintenance

Action n. 41: Brenta Dolomites Horse

Action n. 42: Brenta Dolomites Bike and Trek

Principle 5 – Communication about the area

5.1 Sensitive promotion of the protected area as a destination using authentic images and reflecting capacity/needs of the area, including times and locations

Key activities and results over the past five years.

Action n. 2.14: Targeted fair planning

Action n. 5.39: A Park for all seasons

Action n. 1.3: Park's spring

Action n. 4.29: Didactic farm

Action n. 3.22: "Bandiere arancioni"

Action n. 1.4: Word of the Park

Action n. 4.32: A winter Park.

Were activities planned in this field which could not be completed? (Please give brief reasons.)

All are completed, 3 are present in the new Plan for the implementation (2.14, 5.39 and 1.3). Action n. 4.32 was realized but then not proposed anymore because economically unsustainable and for poor participation and collaboration (from the touristic boards).

Planned activities in new action plan.

Action n. 3: Adamello Pact
Action n. 4: Dolomites, humanity heritage
Action n. 12: Wellness trekking and proposal
Action n. 30: Open Park
Action n. 33: Restyling Adamello- Brenta Magazine
Action n. 34: Targeted fair planning
Action n. 45: A Park for all seasons

5.2 Influence on the promotional activities of others (region, enterprises, etc.)

Key activities and results over the past five years.

Action n. 2.15: Specialized marketing aimed at neighboring Provinces

Were activities planned in this field which could not be completed? (Please give brief reasons.)

The action was completed but then stopped because economically unsustainable and unsuccessfully.

Planned activities in new action plan.

Action n. 3: Adamello Pact
Action n. 4: Dolomites, humanity heritage
Action n. 34: Targeted fair planning

5.3 Provision of clear information material on where to go and what to do when in the area (guides, maps, websites – relevant languages)

Key activities and results over the past five years.

Action n. 5.16: The interactive Park
Action n. 2.13: Renewed internet website
Action n. 4.31: Summer Park
Action n. 1.8: Pnab Magazine
Action n. 1.7: Residents and visitors Newsletter

Were activities planned in this field which could not be completed? (Please give brief reasons.)

All were completed. The actions n. 4.31 and 1.7 are included in the new Plan.

Planned activities in new action plan.

Action n. 16: Castle and Church tour in Non Valley
Action n. 23: Quality in the hands: the "Excellence" and "Service" maps.
Action n. 40: Summer with the park
Action n. 32: Residents and visitors newsletter

5.4 Provision of accessible information centres/points for visitors and local people

Key activities and results over the past five years.

Action n. 5.39: A Park for all seasons
Action n. 1.5: Educational for operators
Action n. 1.6: Educational for quality businesses and tourist board

Were activities planned in this field which could not be completed? (Please give brief reasons.)

All are realized and are continuous in time, so were proposed in the new Plan as well.

Planned activities in new action plan.

Action n. 45: A Park for all seasons
Action n. 31: Educational for quality businesses and tourist board

5.5 Processes for ensuring that others (especially tourism enterprises) provide good information for visitors and local people, including groups and schools

Key activities and results over the past five years.

Action n. 6.51: Club quality Park

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Club Quality Park was born before the ECST process but was included in the strategy because of its coherence with the charter principles.

Planned activities in new action plan.

Action n. 6: Valorization of the House of the Park: man and environment in Tuenno Municipality.

5.6 Provision of guiding services and an events programme for visitors and local people, including groups and schools.

Key activities and results over the past five years.

Action n. 1.9: Resident-aimed didactic/cultural activities

Action n. 1.10: Quality Park for schools

Action n. 1.1: Junior ranger

Action n. 4.25: Discovering apple

Action n. 4.31: Summer Park

Action n. 4.35: School tourism

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action n. 4.25 was not realized (loss of agreement between Park and leader subject). The others were realized and included in the new Action Plan except 1.9 and 1.10.

Planned activities in new action plan.

Action n. 28: Junior ranger

Action n. 43: School Tourism

Action n. 40: Summer with the Park

Principle 6 – Tourism products relating to the protected area

6.1 Provision/development of tourism offers (special events, holiday programmes, etc.) involving the discovery and interpretation of natural and cultural heritage.

Key activities and results over the past five years.

Action n. 4.23: Historical-cultural route

Action n. 4.26: On the tracks of the White War.

Action n. 5.46: Sarca River Park

Action n. 4.27: The peace path

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action n. 5.46 has not been realized yet for insufficient funds. Action n. 4.27 was included in the action n. 4.26 which will continue the following years. While action n. 4.23 was not realized but included in the new Action Plan.

Planned activities in new action plan.

Action n. 14: Valorization of Meledrio valley

Action n. 18: Enhancing the geological route of "Pian della Nana"

Action n. 37: Historical-cultural route

Action n. 38: On the tracks of the White War.

Action n. 38: Sarca River Park

6.2 Effective promotion of these offers

Key activities and results over the past five years.

Action n. 4.31: Summer Park

Action n.2.17: Park Card

Were activities planned in this field which could not be completed? (Please give brief reasons.)

The actions has been realized and will be implemented in the future.

Planned activities in new action plan.

Action n. 40: Summer with the Park

Action n. 30: Park Card

Principle 7 – Training

7.1 Providing or supporting training programmes for staff of the protected area, in sustainable tourism

Key activities and results over the past five years.

We didn't think about specific actions but we've organized specific training courses for Park operators between parks (Parco Adamello-Brenta; Parco Adamello Lombardo- Comunità montana Val Camonica; Parco Paneveggio-Pale di San Martino; Parco del Begua; Parco Nazionale Abruzzo Lazio e Molise), placed in the 5 different Parks.

Were activities planned in this field which could not be completed? (Please give brief reasons.)

-

Planned activities in new action plan.

Action n. 4: Dolomites, humanity heritage

Action n. 7: Open horizons

7.2 Providing or supporting training of other organisations and tourism enterprises in sustainable tourism

Key activities and results over the past five years.

Action n. 1.5: Educational for operators

Action n. 1.6: Educational for Park quality enterprises

Action n. 3.19: Future Mountain tourism laboratory

Action n. 6.52: Rural tourism project

Were activities planned in this field which could not be completed? (Please give brief reasons.)

All actions have been started and actions n. 1.5, 1.6 and 3.19 are re-proposed in the new Action Plan.

Action n. 6.56 has been realized and concluded.

Planned activities in new action plan.

Action n. 21: Continuous information

Action n. 22: Quality on 360°

Principle 8 – Maintaining local quality of life

8.1 Involving local communities in the planning of tourism in the area

Key activities and results over the past five years.

Action n. 1.2: The sight of the others

Action n. 1.3: Park Spring

Action n. 7.56: Open air furniture

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action 1.2 has not been realized but re-proposed in the new Action Plan, while action 1.3 was realized and included in the new Action Plan. Action 7.56 was completed.

Planned activities in new action plan.

Action n. 30: The sight of the others

8.2 Communication between the protected area, local people and visitors

Key activities and results over the past five years.

Action n. 3.18: Creative laboratory

Action n. 5.49: "House of the Park" Network

Were activities planned in this field which could not be completed? (Please give brief reasons.)

These action have been started and will be prosecuted within the new Action Plan.

Planned activities in new action plan.

Action n. 17: Valorization of the Geolpaine route

Action n. 25: Publication of the brochure "Paths for all"

Action n. 25: "Houses of the Park" Network

8.3 Mechanisms for identifying and seeking to reduce any conflicts that may arise

Key activities and results over the past five years.

Action n. 1.11: Residents sociological survey

Action n. 7.59: Ideas context

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Actions 1.11 and 7.59 were concluded and for the last one works will star next year.

Planned activities in new action plan.

Action n. 32: Residents and visitors Newsletter

Principle 9 – Benefits to the local economy

9.1 Promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses

Key activities and results over the past five years.

Action n.6.54: Qualifying the complementary accommodation offer

Action n. 6.55: "Quality Park brand" for typical structures

Action n. 4.30: Park dishes

Were activities planned in this field which could not be completed? (Please give brief reasons.)

All action have been completed. Action n. 4.30 was not realized because it didn't have high priority. In any case these action will be implemented with the new Action Plan.

Planned activities in new action plan.

Action n. 9: Bio-districted connected with the "Quality Park brand"

Action n. 19: "Quality Park brand" : naturally honey...naturally beautiful...

Action n. 39: Quality on the table and Park dishes

9.2 Encouraging the employment of local people in tourism

Key activities and results over the past five years.

A specific action on this theme was not included but the Park has always proposed stages and grants for students.

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Planned activities in new action plan.

Action n. 20: Park typical shop

9.3 Development of tourism in association with traditional economic activity (e.g. agriculture)

Key activities and results over the past five years.

Action n. 7.65: "Quality Park brand" for food-processing sector

Were activities planned in this field which could not be completed? (Please give brief reasons.)

This activity was completed.

Planned activities in new action plan.

Action n. 20: Park typical shop

Action n. 9: Bio-districted connected with the "Quality Park brand"

Action n. 19: "Quality Park brand" : naturally honey...naturally beautiful...

Principle 10 – Managing visitor flows

10.1 Keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises

Key activities and results over the past five years.

Action n. 2.17: Park Card

Action n. 4.31: A summer with the Park

Action n. 5.45: Regulation of the vehicle and tourist flux

Were activities planned in this field which could not be completed? (Please give brief reasons.)

All the action have been started and included, as continuous, in the new Action Plan.

Planned activities in new action plan.

Action n. 35: Park Card

Action n. 40: A summer with the Park

Action n. 47: Regulation of the vehicle and tourist flux

10.2 Creating and implementing a visitor management plan

Key activities and results over the past five years.

Action n. 5.42: Sustainable mobility project in Nambrone Valley

Action n. 5.43: Sustainable mobility project in Vallesinella

Action n. 5.44: Sustainable mobility project in Genova Valley and Tovel Valley

Action n. 5.45: Regulation of the vehicle and tourist flux

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action n. 5.42 was not realized for a loss of agreement with the hotels and other accomodation structures. The others were completed and re-proposed in the new Action Plan.

Planned activities in new action plan.

Action n. 46: Sustainable mobility project

Action n. 47: Regulation of the vehicle and tourist flux

Action n. 24: Project on sustainable mobility (Tuenno and Tovel Valley)

10.3 Promoting use of public transport, cycling and walking as an alternative to private cars

Key activities and results over the past five years.

Action n. 4.34: Brenta Dolomites Horse

Action n. 4.33: Brenta Dolomites Bike and Trek

Action n. 5.42: Sustainable mobility project in Nambrone Valley

Action n. 5.43: Sustainable mobility project in Vallesinella

Action n. 5.44: Sustainable mobility project in Genova Valley and Tovel Valley

Action n. 5.47: Romans street

Action n. 4.37: Wellness trekking

Action n. 4.38: Malga trekking

Were activities planned in this field which could not be completed? (Please give brief reasons.)

Action 5.42 was not realized for a loss of agreement with the hotels and other accomodation structures. Action 4.37 was not completed but included in the action n.12 of the new Action Plan. Action 4.38 has been carried on for some years then unrealized because economically unsustainable but changed and included in action n. 13 and 15 of the new Action Plan because re-proposed by the forum.

Planned activities in new action plan.

Action n.10: OKm Holiday

Action n. 46: Sustainable mobility project

Action n. 41: Brenta Dolomites Horse

Action n. 42: Brenta Dolomites Bike and Trek

10.4 Controlling the siting and style of any new tourism development

Key activities and results over the past five years.

Action n. 3.18: Future mountain laboratory

Were activities planned in this field which could not be completed? (Please give brief reasons.)

The action was completed.

Planned activities in new action plan.

Action n. 1: Participation in the Province tourism conference

SECTION C – THE WIDER PICTURE

C1 Examples of excellence and best practice

Please give up to five examples of best practice from your protected area for any of the above categories, which best demonstrate how you are working towards excellence in sustainable tourism development.

Principle 3 – Protecting natural and cultural heritage

Action n. 7.66 – Geopark

One of the most successful action is the Geopark project: the project was born after the ECST process and for coherence of objectives and purposes, it was included in the Charter. In 2008, during the third General Conference of Geoparks, the Park got the recognition as European and Global Geopark. The European Geoparks Network has 49 areas that work together, under the auspices of UNESCO, to preserve and enhance their geological heritage. A European Geopark is a territory which includes a particular geological heritage and a sustainable territorial development strategy supported by a European program to promote development. It must have clearly defined boundaries and sufficient surface area for true territorial economic development. A European Geopark must comprise a certain number of geological sites of particular importance in terms of their scientific quality, rarity, aesthetic appeal or educational value. The majority of sites present on the territory of a Geopark must be part of the geological heritage, but their interest may also be archaeological, ecological, historical or cultural. It also has an active role in the economic development of its territory through enhancement of a general image linked to the geological heritage and the development of Geotourism. Thus it has direct impact on the territory by influencing its inhabitants' living conditions and environment. The objective is to enable the inhabitants to reappropriate the values of the territory's heritage and actively participate in the territory's cultural revitalization as a whole.

Action n. 7.68 – Valorization of Algone Valley, (see actions n. 4.24 e 4.28)

In 2007, the Park has appointed to Ökoinstitut Südtirol / Alto Adige in Bolzano a study for the preparation of a redevelopment plan for the Algone Valley. In the same way as the two projects about the valorization of Brenta Valley and Ambiez Valley, also this study was born from the desire of the Park to bet on a sustainable exploitation of the region through the creation of specific and balanced offers for visitors and residents. The study provides a first phase of interviews and analysis in the field (submitted to resident and visitors) and a second phase of management proposals of the valley in terms of managing traffic flow. The project has been shared with the Municipality of Comano Spa, owner of the land, with which the Park has signed a management agreement in the summer 2011.

Principle 4 – Meeting visitor needs/quality of experience

Action n. 2.12: For a quality signposting

In January 2007, the Park has commissioned a technical study to design new signposting of the Park and new boards to be placed along the roads. In 2008 the Park started to place the signposting and boards, through an

agreement with the Pat. In 2009 all the signposting and boards were placed in all municipalities of the protected area. Also in DBBike projects and DBTrek, in coordination with the Service Planning and Landscape Protection of Pat and the involvement of SAT headquarter, new signposting has been prepared and integrates the existing one.

The action has implemented a tourism signposting system homogeneous on the whole territory of the Park, in accordance with the indications of the Touring Club Italiano project "Il filo di Arianna".

Action n. 5.48: Park for all

In recent years a stable workgroup was established and addressed to the management and implementation of school environmental education activities, of permanent residents education, of summer visitors activities. It is also addressed to the coordination, organisation and development of activities in visitors centres and info points of the Park. Moreover, since many years the Park have cooperated and organized initiatives with some associations and cultural groups of the Park, such as SAT, Handicap Community and The Third Age and Free Time University. In order to widen the range of proposed activities, mainly those aimed at disabled persons, there are projects planned for pedestrian paths "accessible to all", with the aim of making the protected area as accessible and usable to everybody as possible. More specifically, there are 4 pedestrian equipped routes accessible to all, along the Bissina dam in Daone Valley, the botanical garden in Stenico and the Tovel lake.

Action n. 6.53: Through the tourist's eyes.

Early and precise knowledge of the visitors profile is a condition to build an offer that is adequate to the expectations and needs of who lives a discovery experience. The Territorial Forums showed the need to understand who the tourist is and what his satisfaction and dissatisfaction reasons are. Through the technical help of the Tourism Observatory of the Province and the cooperation of the Park, the action assessed the tourist satisfaction and investigates his holiday motivations through appropriate questionnaires, distributed at accommodation structures, Apt, and pro-loco consortiums. At the end of the data elaboration and interpretation process, all stakeholders were informed, through workgroups. During the workgroups stakeholders reflected on the ways in which structures and territory management policies could possibly be redirected.

Principle 5 – Communication about the area

Action n. 1.9: Resident-aimed didactic/cultural activities

This is a series of activities with didactic-educative purposes involving teachers and residents of the Park, that concretise in information-training plans, carried out in cooperation with APPA (Provincial Agency for the protection of the environment), Museum of Natural Science of Trento, Rovereto Civic Museum and IPRASE. The meetings were planned: to give basic elements and some keys to understand and explore the mountain environment, to involve teachers of all kind of schools in participating in exploration, observation and study activities that can be transferred into the Environmental Education programs of their schools. Together with these activities, there are initiatives for the Third Age and Free Time Universities.

Subjects studied concern the Park and its territory, with specific themes closely examined. It has been taken into account also the possibility of participating to half a day guided visit in one of the Park's sites, a Visitors Centre, the "Rio Bianco" Botanical Garden, the Malga Museum.

Action n. 1.10: Quality Park for schools

The project aimed to create a network of structures sensitive to environmental quality and respect. This is the approach through which the project was extended to include also the school sector. During 2004, in cooperation with some Directors of School Institutes of the Park, specific school acknowledgment protocols have been approved and, in the school year 2004-05, the experimental project "Quality Park for Schools" has been started, involving the Tione primary school and the Pieve di Bono secondary school. Now the project involves 7 institutes and 16 schools and in 2010 has been extended to high schools and will continue next years.

Action n. 1.1: Junior ranger

The action aimed at stimulating young people's awareness through creative study that privileges naturalistic and cultural aspects of the territory and makes students active protagonists of the tourism communication process. The action started in 2007 and involved 12 classes for a total of 196 students.

This action was reported in the new Action plan because it is successful and continuous in time.

Action n. 6.51: Club quality Park

Some hoteliers, members of the Quality Park label, established the "Club Quality Park" association. The non profit organisation aims at improving member's social and professional status through carrying out initiatives that can improve environmental culture and professionalism, and also aims at promoting studies and market research, printed material, meetings, seminars and training courses, easier contact between members and the market of reference.

Principle 6 – Tourism products relating to the protected area**Action n.2.17: Park Card**

The Park Card is a pre-paid service card that enables visitors to use a range of services with discount. The Park Card is a pass for all naturalistic, cultural, sport and gastronomic offers that exist in the territory related to the Park, as well as an instrument to organize on-line entertainment and culture opportunities, which already exist for a distinctive holiday.

Within the Park Card, the "Park" is not only understood as an organisation with its services, its centres, its initiatives, its image, but rather as homogeneous territory, an area rich in opportunities often undervalued, difficult to access. In the summer of 2011 were sold 934 Cards against about 200 of the first year. Special discounts for residents, the facilities "Quality Park", the students of the Park, etc are also arranged. The action is included in the new Action Plan because continuous in time.

Action n. 4.26: On the tracks of the White War

The initiative, which sees the collaboration of Superintendence for Architectural Heritage of Central PAT and the SAT, was launched in 2009 thanks to a fund of € 60,000.00. It aims to protect and promote the evidences of war in the area, where Austrians and Italians died.

The project started in 2009 with the aim of enhancing "Carè Alto and Pozzoni", where three routes have been identified and marked with specific interpretive panels. In 2011 the Park continued with the Genova Valley, identifying three circular paths on the base of three levels of difficulty. The action was included in the new Plan because it will continue in the coming years.

Action n. 4.31: Summer Park

The action aimed at making the Park's territory better known through proposals directly involving tourists and residents in experiences of contact with nature during the summer. These initiatives are run by the environmental operators of the Park, and are promoted by the Tourism Consortiums, the local tourism boards and the Pro Loco that operate in the Park's territory.

In the last summer over 600 initiatives were organized with more than 10.551 people.

The action was included in the new Plan because it will continue in the coming years.

Principle 7 – Training**Action n. 1.6: Educational for quality businesses and tourist board**

The Park organised outings and excursions addressed to the operators of "Quality Park", to let them "live" the same initiatives for tourists. The operators, through active participation, are then able to promote better the initiatives and to inform tourists appropriately. Moreover, the Park organised information days on the initiatives that shall be proposed during tourism season. In this way the operator is informed about what the Park organises and therefore he can communicate as accurately as possible the Park's summer and winter programme to the guests. The project was extended also to the agro-food processing industry: some moments of exchange between hosts and producers of honey and cheese were organized to incentivize the use of local and genuine products. The initiative was reported in the new Plan, because continuous in time.

Principle 8 – Maintaining local quality of life**Action n. 7.56: Open air furniture**

In this initiative the Park had to make the Park's municipalities aware of the possibility of using the typical furniture of the Park within the municipal area (parking areas, picnic areas, etc.). The action was carried on sending to all the municipalities the Park's typological schedule that shows the type of furniture to use, more appropriate in order to standardize the existing furniture.

Principle 9 – Benefits to the local economy

Action n. 6.55: “Quality Park brand” for typical structures

The action wanted to extend the “Quality Park” project as in 6.48 action: according to the logic of continuous increase in quality (which is the basis of the project "Quality Park"), the action was intended to encourage companies certified "Quality Park" to obtain the Ecolabel. The action has been realized in a study of comparison between the two instruments and the identification of possible synergies. In 2008, with advice from the DNV (Det Norske Veritas) Company, a comparative study was made and a document was drafted. The proposal is open to all hotels and has been adopted by 4 structures.

Principle 10 – Managing visitor flows

Action n. 4.53: Brenta Dolomites Bike and Trek

This successful project, born within the ECST process, aimed at favouring new opportunities for the use of the territory, respecting its delicate natural balance. Through the participation of municipalities, local tourism boards and operators, the territory became a “holiday product” of strong attractiveness at international level, able to respond to the request for “emotions” by the large public of excursionists, cycle tourists, and mountain bikers that loves nature. The action developed 2 excursion routes: “The Brenta Ring”, more external to the protected area, designed for families, which proposes a route that can be covered in three or four laps of one day each; and “The Bear Ring”, trekking or mountain biking, targeted to more expert people. The routes are 136 km long for the DBBike and 160 km long for DBTrek “family” and for "expert", more challenging targets, are 171 km long for the DBBike and 89 km long for DBTrek. The routes are promoted through a website offered in 3 languages (www.dolomitibrentabike.it and www.dolomitibrentatrek.it). The action has been included in the new Plan as continuous in time.

Sustainable mobility in Vallesinella

The action widened the sustainable mobility projects already successfully experimented in Genova Valley and Tovel Valley, also to the Vallesinella. Vallesinella Valley, as main gateway to the Brenta massif, bears in summer periods the highest number of excursionists.

Sustainable mobility in Genova Valley and Tovel Valley

The project consists in the overall management of these valleys, taking into account both the control of private car traffic, and the establishment of an alternative transport service with shuttle buses.

The action has been reported in the new Plan, as continuous in time, with action n. 5.43 on sustainable mobility in Vallesinella. Considering the cultural and pioneering value of the project and the amount of data collected through continuous monitoring of activities, these actions are included in a specific paragraph in the Action Plan.

C2 Marketing and promoting of the Charter

Please demonstrate how your protected area is helping to promote the European Charter for Sustainable Tourism, e.g. in its publications, presence on your website, etc.

The protected area is helping to promote the ECST through press releases, articles in the Adamello-Brenta magazine, the website (<http://www.pnab.it/cosa-facciamo/carta-europea-del-turismo-sostenibile.html>), etc.

In the headed paper there is the ECST logo, as well as in the outgoing mails, dépliants, magazines, articles in local newspapers.

Was also organized a fair where the Park exposed roll up panels specific on the European Charter.

See the attachment 1 for a concrete example of brochure, roll up panels, news of the local press, guide of Trentino protected areas, ordinary and special editions of the Park magazine.

C3 Experience of working with the Charter – final comments

C3.1 What have been the main benefits of going through the Charter process and receiving the certificate for your protected area and its partner?

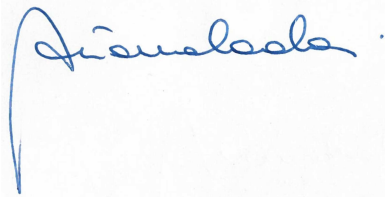
Certainly the benefits were and are numerous:

- ✓ Elevation of sustainable tourism to a rank of permanent strategic priority in the planning of the Park;
- ✓ At Local Level: instrument of systematization and governance: a new way of working that is based on listening, dialogue and bottom-up planning through expanded regional forum;
- ✓ Opportunity of sharing and participating of local stakeholders;
- ✓ The same methodology of active involvement was also used for other projects;
- ✓ A better management of tourist fluxes;
- ✓ Involvement of more than 10.000 visitors in Park's activities;
- ✓ More concert about families (many activities provide sales for families);
- ✓ On the international level, the Park and its local actors could participate to European projects, a good occasion for training and financing opportunities;
- ✓ Evolution of the concept from "Park Museum" to "Park Laboratory" which speriments good practices for sustainable development.
- ✓ The Park acquired a more central role becoming a place of synthesis and connection between institutions, public and private and between homogeneous territories;
- ✓ Park seen as *super partes* body in the theme of sustainable tourism: common projects to each tourism area are realized and so a unitary promotion by the 5 Local Tourism Board;
- ✓ The Park reinforced its direct communication instruments with residents through the forum, media newsletter, websites, magazine, exc.
- ✓ At International level: network of virtuous Parks, exchange of know-how and experiences, thanks also to European projects, which represent important opportunities;

C3.2 Have you had any particular problems (e.g. in implementation, monitoring, budgeting...)
See point 2.5.

C3.3 Any further comments or suggestions for the future:

Signed:



Dated: 14/12/2011



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