

Strategy and Action Plan for sustainable development of tourism in the Parco Naturale Adamello Brenta
(2006 -2011)



STRATEGY AND ACTION PLAN FOR SUSTAINABLE DEVELOPMENT OF TOURISM IN THE PARCO NATURALE ADAMELLO BRENTA



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1. INTRODUCTION

1.1 SUSTAINABLE TOURISM, WHY?

Sustainable, durable, compatible, are the adjectives that dominate the debate on the future of tourism. For several years, economic operators, local administrators, and local residents have been wondering how "to make tourism last in time". Tourism related economic activities, like all traditional economic activities, are subject to a life cycle. A resort evolves in time in accordance with a pattern that includes three successive phases. During the first phase of "discovery", the few tourists who arrive, share the lifestyle and the infrastructures of the host society. In the second phase, "development", tourists, that in some part of the year can outnumber the local population, can use own infrastructures, and get in touch with the local population only through set channels (guides, agencies, hotel concierges etc.). In the third phase, the so called "maturity", the large number of tourists becomes the main limitation for the economic and social development of the local community. The interests of the tourism compound overcome those of the local culture and this runs the risk "to become an utility" for the use of forces that are extraneous to local history and tradition.

Tourism development (increase of tourists and of offered tourism structures), if appropriate policies are not in place, leads to diversity being levelled as tourists unconsciously tend to reproduce in the place they visit the patterns of their place of origin (usually highly urbanised). This way, tourism tends to destroy the primary resource that feeds it and, in the long run, itself. This situation, which may seem paradoxical, is explained by the particular composition of the tourism product, which in first place consists of services based on generally non artificially reproducible goods (either natural resources like air, water, sun, landscape, lakes and mountains, or historic/artistic goods such as whole historic downtowns, single monuments, works of art) that are given "for free" to tourists.

The negative aspects of tourism-induced changes are not to be used as a justification for refusing tourism or for putting restrictions in place, but as an incentive to take into account appropriate policies, shared by all stakeholders. Since universally acknowledged measurement standards do not exist, tourism-induced changes can be viewed as decadence or not, depending on the adopted approach, in other words the judgment depends on the preliminarily assumed point of view.

Each point of view is based on specific interests: the economic interests of the residents (in particular real estate agents and tourism operators); the socio/economic development of the local system; the satisfaction of the guests; the protection of the guests' social system; the protection of the artistic and natural heritage etc. In the development process of a resort (especially of a park), these goals overlap, thus slowing down the decision making process and with the risk to start, instead of a coherent and shared transformation, the above-mentioned decadence cycle.

In accordance with all this, sustainable tourism is meant to be “ *a tourism capable to last in time, preserving its values (natural, cultural and social resources), that contributes in a positive and fair way to the wellbeing of the individuals who live and work in the tourism resorts*” . Therefore a sustainable tourism strategy should be inspired by three principles:

- 1) Involving in all choices, in a participative and active way, all interests at stake in the tourism resorts
- 2) Protecting the diversity (thus protecting the existing tourism motivations)
- 3) Promoting the diversity, i.e. discovering and creating new tourism opportunities.

1.2 THE PARCO NATURALE ADAMELLO BRENTA

The Parco Naturale Adamello-Brenta is located in west Trentino, and, with its 620,517 km² represents the largest protected area in this region.

The characterising peculiarity of the protected area, that originates its own name, are two mountain ridges totally different from one e another: on the west side, the Trentino part of the granite massive of Adamello and Presanella, and on the east side the whole group of the Brenta Dolomites, separated by the Val Rendena,, between the Non , Sole and Giudcarie valleys.

The Adamello Presanella sector is very rich in surface waters fed by glaciers, that create waterfalls and many alpine lakes. Its peaks, amongst which the Presanella with its 3558 m. above sea level is the highest peak in the region, the Carè Alto, the Monte Fumo and the Corno di Cavento, surround the Genova Valley. Instead, the Brenta Group is made of a succession of peaks, summits, towers, featured by the fanciful architectures of the Dolomites, where waters flow mainly underground, through paths that the erosion has excavated in the rock. The Cima Tosa, Cima Brenta and Campanil Basso are the most outstanding summits. .

The rich alpine fauna is well represented: In the Park live approximately 8000 chamois, 5000 roe-bucks, approx. 1000 deer and some reintroduced in the Park thanks to the 1995/96 Stein-bock Programme. But the by far most

significant animal is the brown bear, the symbol of the Park, whose last autochthonous specimens populate the Park's area.

There is a significant number of ungulates, rodents, like the squirrel and the marmot, many predators like the fox and all the weasels, not to neglect the birds with more that 82 species that nest within the Park.

The presence of two separate sectors with different geological characteristics (calcareous-sedimentary rocks of the Brenta Group and the crystalline-intrusive rocks of the Adamello-Presanella) favoured the natural development of endemic species and the burgeoning of a specific flora population, as made evident in the vegetation strips above the tree limit. In general the wood is mixed. The flower areas stretch beyond the 2500 m. and are characterised by the typical species of the alpine flora.

1.3 WHY A SUSTAINABLE DEVELOPMENT STRATEGY FOR TOURISM IN THE PNAB?

The Parco Naturale Adamello Brenta action for tourism is the subject of studies, research and debates, in which three reflections emerge:

1. In the communities that undergo heavy environmental stress due to ski- related plants and to building developments, the alarm for the environment has reached such high levels as to request the intervention of the relevant authorities. In the local population's view, the environmental heritage is seen as something to be protected, and the Park must be very careful not to thwart this expectation.
2. In the areas with light tourism load, the Parco Naturale Adamello Brenta is seen as a possible promoter of development. These areas pride themselves of making of their nature, which is still largely untouched, a likely tourism promotion tool. In these territories the Park is therefore seen as a great chance, and his role in the territory does not face any resistance by other institutions already in charge of the tourism development.
3. The occasions for interaction between operators and the Parco Naturale Adamello Brenta have been infrequent and it appears that the communication activity of the Park is mainly aimed at the initiatives for tourists. In other words, many energies are invested in the communication process towards the final consumer and client , neglecting some indirect communication forms which might lead to an improved awareness by the operators and the territory. The way the Park implements the communication with hoteliers and stakeholders of this sector does not motivate the latter to actively promote the activities the Park

organises towards their guests. Direct relationship with stakeholders might on one side increase the Park's legitimation, and on the other indirectly reach the guest. These reflections lead to considering the need for the definition of a strategy for sustainable tourism. Enhancing tourism management through encouraging good practices for sustainable tourism is in fact also a "Park like" task. The Park cannot prevent facing the tourism issue, that in many communities of the area represents the main factor of social-economical development and that has a strong potential to support the traditional economic activities and improve the quality of life of the residents. Moreover tourism is a precious tool for sensitising many people (from visitors, to local inhabitants, operators and institutions) to the respect of the environment.

1.4 WHAT IS THE EUROPEAN CHARTER OF SUSTAINABLE TOURISM IN THE PROTECTED AREAS?

The European Charter of Sustainable Tourism is part of the global and European priorities expressed in the recommendations of the Agenda 21, adopted during the 1992 Rio Earth Summit and by the 5th Community Action Plan for Sustainable Development. It was drafted by a group made of European representatives of protected areas in the tourism sector and their partners. It is the result of a reflection, set off in 1991 by the Europarc Federation, which lead to the publication of the report. It is part of the priorities of the action programme "Parks for Life" of the International Union for the Conservation of Nature (IUCN) in accordance with the principles established in the World Charter of Sustainable Tourism, set off in Lanzarote in 1995.

The European Charter of Sustainable Tourism shows the will of the institutions managing the protected areas and of the tourism operators to enhance a tourism that abides by the principles of sustainable tourism. The Charter engages the signers to implement a local level strategy in favour of a "sustainable tourism", defined as " any form of tourism development, planning and activity that respects and preserves the natural, cultural and social heritage in the long run, and contributes in a positive and fair way to the economic development and to the fulfilment of the people that live in the protected areas". Complying with the Charter of Sustainable Tourism means adopting a work method based on the principle of partnership, carried out in each phase of definition and implementation of the sustainable tourism principle. It translates into a contractual activity and into an intense and loyal cooperation that manages the protected area, the tourism operators, the travel organisers and the other local stakeholders.

Part 1 – THE TERRITORY OF THE PARCO NATURALE ADAMELLO BRENTA

2. THE PARCO NATURALE ADAMELLO BRENTA

2.1 WHY WAS THE PARCO NATURALE ADAMELLO BRENTA CREATED?

Since the beginning of the 20th century some naturalistic elements in the Adamello-Brenta area had been identified which needed protection, among which the Val Genova, in the Adamello group, in the Brenta massif and particularly in the Val di Tovel, as well as the last population of Alp brown bear.

The Provincia Autonoma di Trento decided in 1967 to create the Parco Naturale Adamello Brenta, included at that time, together with the Parco Naturale di Paneveggio-Pale di San Martino, in the Provincial Urban Plan (Piano Urbanistico Provinciale - PuP). The PuP set among its objectives the protection of the environment with the goal of a more careful use of the natural resources, a correct waste management policy and the decrease of land use, better use of the existing built heritage and maximal qualitative efficacy of the interventions. In 1987 the Park's border are widened from 504 to 618 sq. m.

This notwithstanding, almost 20 years elapse from the year the Park is entered into the PuP, until the Provincial Law that decrees its institution: the l'Ente Parco Adamello Brenta is established together with the Parco Naturale di Paneveggio-Pale di San Martino, by the Provincial Law of May 6th, 1988 nr. 18, concerning the Set up of Natural Parks in Trentino, through which the parks management system is defined and the mode of use of the resources of the natural parks are set. Within the framework of the new system, the goals of protection and conservation of the natural heritage are integrated with the ones pertaining to the research and scientific divulgation, the promotion and social use of the territory (Art. 1, c. 2-L.P. 6/5/1988, n. 18). In 2003, following the variation of the Provincial Urban Plan, some new areas are added to the protected territories. Ranking first for extension and naturalistic value, the area between the Valbona lakes, under the authority of the Tione municipality. Also in 2003, due to the same variation, all areas concerning peripheral inhabited areas are "extrapolated" from the Park's boundaries. At present the Park's surface is 620,5 sq. m. The territory of the Park consists of 39 municipalities that are part of the Provincia Autonoma di Trento (part of 4 different districts) and one, Paspardo, in the Province of Brescia.

2.2 HOW IS IT ORGANISED AND HOW DOES IT WORK?

The Park is made of 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 11 members (the Park's president excluded) and convenes twice a month

The *Board of Auditors of accounts* , appointed by the Giunta Provinciale, is made of three members.

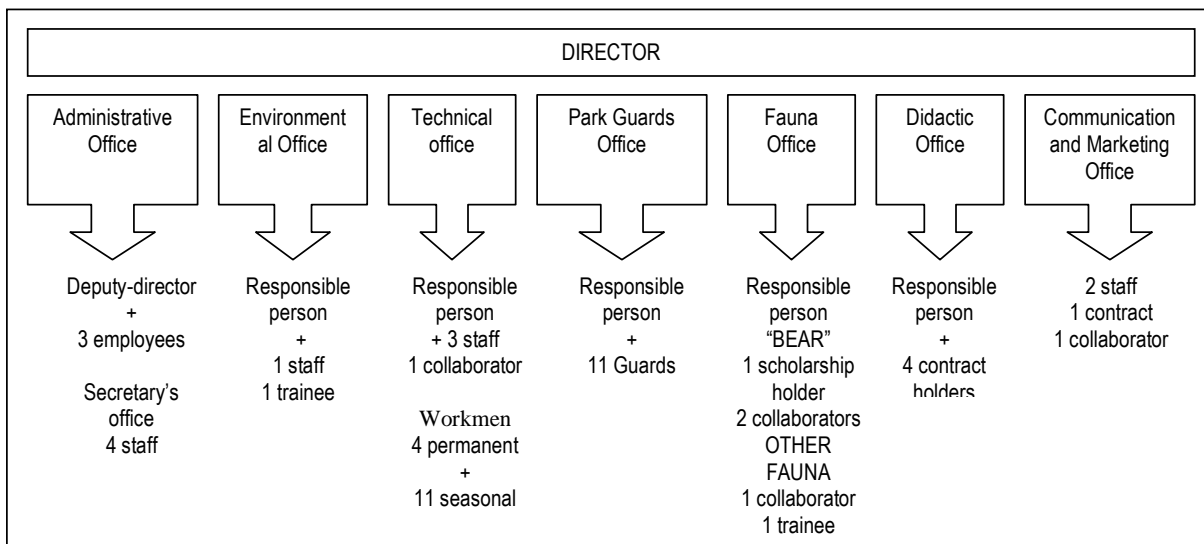
The *President* is elected by the Management Committee, holds the legal representation of the .Park, and is in charge for 5 years, provided the Management Committee remains in place. After the 5 years mandate he can be re-elected.

The *Director* is elected by the Executive Council and its tasks include the implementation of the directives issued by the Executive Council, and the management of staff.

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

In 2005, regular staff amount to 30 people, out of which 28 with a contract limited in time, one position not yet covered (Cultural Executive) and the Director, for a term of years. During Summer, the number of staff increases sharply till reaching 100 units: to the permanent 30 employees and 8 workmen almost 70 temporary staff are added.

Figure 1 – The 2005 organization structure



The management tool through which the Park carries out its tasks is the **Piano del Parco** (Park's Plan) (Pdp), written in accordance with the L.P nr. 18 of May 6th, 1988, endorsed with deliberation nr. 6266 of July 23rd, 1999 of the Giunta Provinciale and enforced on August 18th, 1999. The Pdp is a frame project of environmental conservation, and to this end it indicates the limits, the obligations and the prohibitions of land use, and the necessary forecasts and innovations that are appropriate to reach the defence 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 is to follow in the management of the protected area. In accordance with the PdP, the zoning of the territory has been defined through individuating the integral, guided, special and controlled reserves. The following table shows the surfaces as of the end of 2004.

Table 1 – The PNAB reserves

RESERVE TYPE	CODE	SUR. (ha)	NOTES
Special reserves	S1	8147,10	Protection of the Alp brown bear
	S2	4370,76	Protection of the Tovel lake
	S3p	649,92	Provincial interest biotopes
	S3c	155,38	Biotopes of municipal interest
Integral reserves	A1 (S4)	3089,16	Reserves of scientific interest
	A2 (S5)	121,72	Forest reserves
	A3	21637,13	General reserves
Guided reserves	B5	1582,76	Cultural nature reserves
	B1, B2, B3, B4, B6	40207,99	Miscellaneous. See details in following table
Controlled reserves	C	1961,64	Controlled reserves
lakes	L	206,64	Lakes
Total PNAB surface as of 2004 in ha		62051,76	

2.3 WHAT ARE ITS FINANCIAL REOUCES?

The Pnab revenues come mainly (approx. 60%) from the funds made available by the Provincia Autonoma di Trento, in accordance with the law 18/1/1988.

In spite of the very strict approach that characterised the budget in the latest years, which entailed a strong reduction of money amounts transferred (-12,23% in 2004) the Park has been able to gather own resources. In the last years the Park has reached financial autonomy for approx. 47,42% of total revenues.

In 2005, the Park has been able to recover resources with own resources per more than € 2.260.356 ¹, more than past year. Own financial revenue has represented ca. 50% of current expenses.

Table 2 – Evolution of Revenues

Year	Tot P.A.T. revenues Lp 18/88	Tot own revenues	Tot revenues	% Own revenues P.A.T. revenues
1990	1.239.497	44.673	1.284.169	3,60
1995	1.815.346	112.613	1.927.959	6,20
2000	2.983.082	146.925	3.130.007	4,93
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	2.260.356 ²	7.026.765	47,42

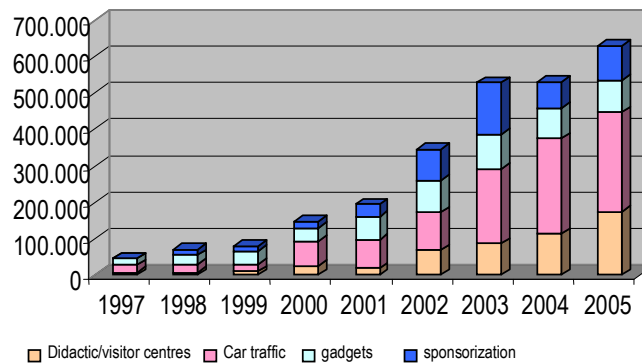
Through the year the Park organises many projects and activities for tourists and residents, that largely add to the balance of the Park's self-generated revenue; in particular a strong increase has been observed in the revenue generated by car traffic, in the framework of the specific project of *sustainable mobility* (year 2005: 273.298), and by *didactic activities and activities for tourists* (year 2005: 160.972). Further source of income are the *sponsors* – 5 partners – (year 2005 94.140), first of all the Cartiere del Garda that, gives the Park an amount of ecological paper quantifiable in approx. € 30.000,00 whit an important asset for the Park. In addition there is the sale of *gadgets* (year 2005: 87.449) that, out of season, is carried out at the Park's headquarters, and when the Park is open, in all the Park's info-points. In 2005, the Park has obtained € 36.000 from copartnerships of other organizations (Province, municipalities) for awarding the European Charter.

On top of these revenues there is the *incentive award grant* offered by the Provincia di Trento, in the amount of 89.100 € that for some years the Park has been entitled to receive as is has been able to limit the dynamic of its current expenses within the limits of planned inflation rate and at the same time increase the self- generated revenue of 2% on. total revenue.

¹ € 1.410.332: of all income extra-loans due to special projects: € 1.027.000 (Casa Grandi, Tuenno), € 117.632 (project "Life Ursus"), € 265.700 (DOC.U.P. 2000-2006 Villa de Biasi, Daone).

² See note 1

Graph 1 – Evolution of self-generated revenue



2.4 WITH WHOM DOES THE PARK COOPERATE?

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 (out of which one in the Brescia province) that are part of 4 different provincial districts – with which the Park necessarily has continuous relationship, in the territory there are many cultural and economic associations (SAT, pro loco, cultural cooperatives, environmentalist associations, etc) with which the park has initiated a cooperation that is indispensable in part for the normal area management, and in part to carry out the projects that directly involve them.

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

In the field of tourism coordination the Park also has relationships with another wide range of subjects with which partnerships and agreements have been established through the years to implement initiatives and projects. In 2005 the Park stipulated 65 agreements with various subjects for the development of different activities; amongst others, cooperation for carrying out summer activities, agreements for the management of mobility services in the Park’s valleys, agreements with Universities, etc. In 2004 they had amounted to 72 and the year before to 62. At present, through the Didactic Office, the Park has started a wide cooperation network with schools; today there are 9 Inclusive Institutes within the Park’s area and 2 outside of it with

which the Park has stipulated agreements. For years, there has been a growing demand of activities and days to spend with the operators of the Park, thus confirming that environmental education is becoming one of the main strategic assets of the Park.

Together with a group of local accommodation enterprises, the “*Qualità Parco*” project has been launched, which represents a good growth opportunity for the local economy as well as a stimulus for the dissemination of the new environmental awareness; the mark “*Qualità Parco*” has proved an effective territorial marketing instrument, able to help sustainable tourism and enhance local identity. Abiding by criteria of specific environmental protection and linking with the territory, are two amongst many fundamental requisites demanded for gaining this acknowledgment. At present there are 27 certified hotels out of a total of 335 located within the protected area.

The project *Life Tovel*, started in 2001, deserves special attention for the concrete involvement of local stakeholders it created. It materialized in an experimental integrated territorial planning and eco-sustainable tourism development project for an area of special naturalistic and landscape interest such as the Val di Tovel and the homonymous lake. More specifically, the project has entailed the participation of many different subjects (listed below), that have been involved in working groups and workshops:

- The working group including the Park, the Tenno Municipality, The Tridentino Museum of Natural Science (with the involvement of the Ente Provinciale)
- The administrations of the communities of the Bassa Val di Non as partners of the project
- The tourism accommodation operators (agritourism accommodation, B&B, hotels) located in the relevant area
- The Consorzio pro loco Tovel as the authority that, prior to the reform, was in charge of the promotion of the Bassa Val di Non.
- All cultural and environmentalist associations of the relevant territory

The fundamental objective of the project , besides raising people’s awareness towards environmental protection issues, is to develop and promote new tourism activities linked to tourism and to the rural environment, that in due time can determine an eco-tourism image aimed also at schools, so that the offer can be differentiated and the period of potential fruition of the area prolonged.

Further cooperation forms between the Park and the territory concern the partnership network that for years has been developing with the sponsors (5), first of all the

Cartiere del Garda. Finally, the relations with the diverse Provincial Services that often cooperate and in part fund the Park's project are also quite relevant.

3. THE DIAGNOSIS OF THE TERRITORY

3.1 THE SOCIAL REALITY

The Park's reality is characterised, as are the mountain areas, by the following social features:

1. the young population abandoning the small and very small mountain municipalities, which caused drastic depopulation and increase in old age population over the latest 50 years. It makes sense to stress that in recent years this trend is changing direction: on one side the care of some small municipalities in offering recreational and social services (kindergartens, libraries, sport facilities), which generated new employment, pushed the resident population to stay, thus contributing to the repopulation of the territory and to its viability (social and economic); on the other side the dissatisfaction and disappointment for the metropolitan lifestyle by the newly immigrated urban population (today's forty years old population) favoured a return trend to the places of origin. For its part, also the Park cooperated, within its means, to contrast the abandonment: its structure, guaranteeing approx. 100 jobs – permanent or seasonal – contributed to establish new forms of employment that are desirable for the young population, and give them the possibility to stay and appreciate their peculiarity.
2. dropping traditional practices, mainly craftsmanship, (such as wood carving), agriculture and stock-raising (linked to the alpine shepherd huts [Malga]) that underwent a drastic decrease in recent years, due partly to the distance from the employments in urban areas and, most of all, to the possibility elsewhere of other more rewarding an less fatiguing forms of economy. To be noticed, particularly in Val di Non, the young people abandoning the apple-tree cultivation. Recently, the Provincia Autonoma di Trento tried to invert this trend favouring the introduction of new techniques of modern management, granting incentives and help in favour of agricultural enterprises, of valorisation of the old activities, of renewal of rural buildings and of the establishment of farm-holiday structures.
3. large presence in tourism resorts, of homes not intended for residential use, such as second homes and private homes. These structures that in some places are the near totality of buildings, stay empty for most of the time and contribute only marginally to the local economy. Besides causing a large land consumption,

difficult to reverse, this phenomenon contributed in hyping rents and sale prices, thus making difficult for residents and workers to buy a new home.

Table 3 – The Park's social reality

Resident population as of al 2005	42.915 inhabitants
Index of old age ³	122%
Index of social charge ⁴	50%
% homes occupied by residents on total homes	55%

3.2 THE ECONOMIC REALITY

The Park encompasses a very large territory, with very diverse realities and largely diversified forms of economy. In some areas, the prevailing economy is tourism, in particular in Val Rendena, in the Paganella plateau and in Val di Sole. Agricultural economy, based on apple mono-culture, typifies the Val di Non territory; tertiary sector represents the economic issue of the Giudicarie Centrali. Finally, the SPA activities are the base of the Giudicarie Esteriori.

Val di Non is famous worldwide for its production of apples. Recently, owing to the national and international technical-productive competition and to the youths deserting the land, the apple economy showed the first signals of crisis, although it still plays a major role in the economic and social development not only of the area, but of the whole province. The changes under way have stressed the need of diversifying the agricultural revenue, starting to develop, alongside the apple cultivation, activities that complement it, such as tourism. The farmers of the Valley started to open their farms to visitors, give them accommodation in appropriate structures, like B&B and farm holiday accommodations, market their products, participate in training and vocational courses aimed at the implementation of new entrepreneurial activities linked to the traditional activities (such as the didactic farm). Although the initiatives that follow this trend are not yet numerous, it is clear, that, if the aim is to diversify the revenues and contemporarily preserve the prevalent social and economic model, this must be the road to follow for the future.

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In the *Altopiano della Raganella*, *Val di Sole* and *Val Rendeva*, the economy centres around summer and winter tourism. As for the latter, it is characterised by a

³ The index of old age is built as ratio between number of old and young people; it is an indicator that permits the incidence of the population traditionally defined as elderly on the young population. Values above 100 indicate a unbalance in the sense of greater weight of the ones belonging to the "third age".

⁴ The index of dependence (or social charge) expresses in percent, the part of the population that theoretically depends by the working population, because it is too young or too old and therefore unable to sustain itself.

gap between the high and low valley: in fact the latter, in spite of its own peculiarities, does not have a clear and specific tourism vocation and its tourism economy is dragged by the winter product of Madonna di Campiglio and by the summer product of the High Val di Rendena: this situation does not allow low Val Rendena territory to take off autonomously. Summer tourism is mainly targeted at repeat clients, elderly people, families with children. Winter tourism targets winter sports lovers. Also in this case, owing partly to the coming into the market of more competitive destinations, partly due to the climate change that in some cases disfavoured the ski destinations, partly owing to the new way of travelling and of spending of tourists, these destinations find themselves in the position of needing a revision of tourism policies. Prevailing policies are oriented to the quality and diversification of services: in this direction, the eco-tourism offer of the Park represents a major opportunity for attracting new clientele.

The Giudicarie sector, with Tione as main centre, is characterised by the strong presence of the tertiary sector: this territory, as far as the low Rendena, is trying to enhance its economy through activities linked to the re-discovery of craftsmanship and the enhancement of the old traditions.

The east part of the Pnab is characterised mainly by the Comano Thermae, well known on national level, not only for the healing action of its waters. In recent years the thermal product is experiencing a change, as stressed by the 2004 Italian Thermal System Report; the function of the thermae is shifting from a scientifically oriented approach, that views the cure as therapy, to an holistic vision in which the sense of the cure is the reaching of a global psycho-physical well-being. The Comano Thermae, although they keep their profile of a place of healing, are integrating their offer into this direction; accordingly the territory proposes itself with the name of "valley of health and well-being". Not to neglect the Ponte Arche centre, with a thriving tertiary sector alongside Tione.

3.3 NATURAL AND CULTURAL ATTRACTIONS

In the Park's territory there are numerous valleys, each with its own characteristics and peculiarities. In the south west part of the Park, the main valleys are Val di Fumo, Val di Breguzzo, the lakes of Valbona, Val S.Valentino and Val di Borzago; the Carè Alto summit dominates the whole area which is made of tonalite rocks of intrusive volcanic origin, and entails wide forests, that stretch from the valleys to the glaciers. During World War I the whole area, and more generally the Adamello-Presanella ridge, was the theatre of battles between the Italian and the Austrian

empire armies. Nowadays, many traces of those events still exist: trenches, huts, very valuable war memories (in particular the cannons of Cresta-Croce and Carè Alto and Skoda Presanella), old paths and military streets that nowadays have become precious nets of paths and itineraries. The Adamello ridge, in particular the S.Valentino and Val Genova areas, have been sites of reintroduction of the steinbock, thanks to the the projects that , between 1995 and 2000, set free approx. 40 new specimen . East of the territory of the protected area, characterised by the granite Brenta massif, there is a succession of valleys, amongst which Valagola, Val Brenta, Vallesinella, Val Algone, Val Ambienz in the south eastern part.

The outstanding Park's features, best known and therefore most visited, are the Val Genova (famous for its waterfalls of which the Nardis and of Lares ones are the most famous), Val di Tovel (known for the homonymous lake that till 1964, during some hours of the day, in some areas turned bright red), and the Vallesinella, as starting point for numerous excursions on the Brenta. The fauna component is amongst the richest of the Alps and includes all mountain species: amongst these of particular relevance the brown bear that, thanks to the project of reintroduction of 1998, nowadays amounts to a population of 15-17 specimens.

The Val di Non, famous for the cultivation of the apple trees, is also known for its numerous churches and castles, that witness of a historic and cultural tradition connected with the court life. Other areas are known for other characteristics: val Rendena and valli Giudicarie are connected with craftsmanship and with the mountains, the Terme di Comano area is characterised by the thermae, known mainly for the healing effects of its waters.

3.4 TOURISM FLOW

The tourism flow in the territory of the 38 Trentino municipalities amounts to 6 millions nights-bed per year (871.000 arrivals) featuring a market share on the province territory equal to 22,8%. This is not evenly distributed in the territory.

During the latest decade there has been a steady but inhomogeneous growth of tourism, which corresponded to a new way of holidaymaking:

- Long holidays have become less frequent, while tourism mobility on the territory has increased. While in the 1990s the tourist used to stay up to 10 days in the same place, now the average length of stay is below 8 days.
- In place of second homes and private accommodations, nowadays the tourist prefers to spend his stay in hotels or the like (such as B&B, agritourisms etc.) oriented towards a less rigid management (as for the opening period, the length of stay) and towards quality.

- Although the Park's territory is apt to be exploited mainly during the summer season, in the latest ten years it has been the winter season that has shown a real boom (mainly in some places) to the point that the gap between the two periods has narrowed.
- The mountain holiday (be it summer or winter) is changing. In summer, besides relaxing, the tourist expects to live diversified experiences (discovery of the territory, sport activities, wellbeing). In winter, technology and innovation permit skiers to have more time available for other activities.

Table 4 – Tourism Movement (2003)

	Arrivals	Stays
Tourism movement	871.430	6.511.011
Summer tourism movement	371.735	3.461.486
Winter tourism movement	443.668	2.797.682
August tourism movement (2002)	152.902	1.640.274

3.5 THE VISITORS OF THE PARK

In summer 2004 the Park, in cooperation with the Osservatorio Provinciale per il Turismo, carried out a visitors' survey whose most relevant conclusions are illustrated here below.

Holiday Motivations

The prevalent holiday motivations rank from:

- Quest for rest and relax in a natural environment;
- Enjoying naturalistic attractions;
- Active holiday opportunities practising sports and excursions.

Other holiday motivations: food and beverage, ; entertainment; cultural opportunities. Almost none the motivations appear linked to wellbeing in thermal structures or hotels with fitness centres or linked to congresses. About one half of the respondents say that the Park was determinant in their choice of a holiday location

Period of stay

There is a strong difference between those who stay in hotels and those who stay in private and second homes. The former stay for periods of at least two weeks and the latter for approx. one week only.

Where do tourists stay

About 1/2 of the tourists prefers the hotels. About one third stay in private and second homes . The remaining stay in campsites or other accommodations such as farm holiday accommodations, B&B, in families or with friends or in mountain huts.

The visitor's profile

Most visitors spend their holiday with the family and the children. They are people with superior instruction, clerks, professionals, entrepreneurs, managers, coming from the Centre/North regions, most of all Lombardia, Milano and Brescia.

Many visitors are think to visit the park again, without excluding the possibility of a winter holiday in the park area.

What do they ask?

Three aspects appear as the most desired:

- Uncontaminated nature and natural landscapes;
- Path maintenance and care for the territory ;
- Tranquillity, silence, relax;

Visitors are interested in participating in the initiatives of the Park, visiting its structures and participating in excursions and thematic evenings.

Almost all of them appreciate the car traffic limitations in the most crowded valleys. They also share the Park's choice to eliminate the rubbish baskets in order to make tourists take their waste back home. They also agree on the introduction of some prohibitions (i.e. the no camping regulation and the prohibition of using mountain bikes in the paths, which by the way seem to contradict the fact that in the survey often respondents associated mountain bikes and pedestrian excursions, deeming they both are perfectly coherent with the natural park)

Visitors' satisfaction

In general visitors say they are very satisfied from all points of view. The highest satisfaction applied to the following features:

- Staff courtesy and competence;
- Uncontaminated nature and natural landscapes;
- Path maintenance and care for the territory;
- The Park's information system (info. Points, visitors centres, printed information etc.)

Lower levels of satisfaction are due to:

- The number of tourists in the Park in peak season (deemed to be too many and somehow incompatible with the idea that the visitor has of the park)
- Availability of local typical venues where to enjoy local cuisine;

- Cultural and naturalistic proposals of the Park (that are probably too little known);
- The possibility to do sports and keep fit (in this case it should be remembered that only few respondents see the Park as a place where to do sports and the Park is generally non seen as an open air gymnasium.)

3.6 ACCOMMODATION STRUCTURES

The Park's accommodation structure is marked by many non-hotel structures (private homes and second homes): more that 96% of the structures and 70% of the beds available belong to this accommodation type. The tourism-related building activity has steadily increased during the recent years although the Province urged the Municipalities to adopt urban planning corrections in order to contain this trend (November 2005, a provincial law was passed that imposed strong limitations to the edification of second homes) Building new houses, besides negatively impacting the land use, is a very controversial issue on the real benefits it bestows on the local economy: the structures open for only very few days and only in peak season; a rigid and almost never entrepreneurial management prevails; rents are too high particularly for young low income tourists.

In the hotel sector, also thanks to resources and incentives made available by the Province for the modernization and renovation of the hotels, the structures have improved in size and quality. In the Park, there are predominantly medium/high-quality structures: three-star hotels are by far the majority, except the Val di Non area, where the majority are 1 or 2 stars hotels.

The other forms of accommodation are not yet very diffuse, although in recent years, also thanks to the provincial incentives and the entrepreneurial initiatives, there has been an increase in B&B and farm holiday accommodations.

High mountain accommodations, such as bivouacs, alpine and excursion huts, are widespread and articulate. To this, some "Malga" (alpine shepherd shelter) should be added. Nowadays, there are very few active malga, since after the war this kind of activity rapidly dwindled following the impetuous industrialization process that caused cattle breeding to be abandoned. The park takes good care in recuperating the traditional activities and in particular the malga-related work, as a source of income for the mountain people and as an example of the way people used to live in harmony with nature. Many projects include the recovering and the use of the Malga also as accommodations.

Recently, the province and the Park launched many initiatives for improving the quality of the offer, arousing the interest of many operators. In 2003, the "Qualità Parco" initiative was launched, the quality mark granted to accommodation

structures such as hotels, B&B, camp-sites (but soon appropriate protocols shall be available also for typical structures and for the food ad beverage sector), that are outstanding for the sustainable management of their structures and the enhancement of the local identity. At present the label has been awarded to 27 hotels, one camp-site , and other operators expressed their interest in starting this route. The province set off the “Product Club” for many diverse types of accommodation structures ranging from hotels, B&B, rural structures, to tourism apartments. In the Park 5 structures belong to this club.

Table 5 – Accommodation structures in the park in decreasing bed availability order (year 2003)

Accommodation structures	Number	Beds
Second homes	8.815	40.982
Private homes	6.899	31.709
Hotels	335	21.162
Health resorts and mobile camp-sites	67	2.899
Camp-sites	6	2.693
Refuges	31	1.590
Rooms for rent	42	1.047
Holiday homes	11	620
Other	7	545
Farm Holiday Accommodations	20	228
Total Pnab	16.233	103.475

Table 6 – Hotel classification by stars (year 2003)

Classification	Number	% on total
1 Star	54	16%
2 Star	46	14%
3 Star	208	62%
4 Star	27	8%

3.7 VISITOR SERVICES

For carrying out its educational, cultural and tourism activities, the Park avails itself of a wide range of structures, visitors centres, info-points, guest rooms and Park houses; in some cases these buildings are the Park’s property, and in other cases the Park manages then on lease.

Visitors centres 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 into depth knowledge of the environmental reality, an economic

starter for the realities that are more decentralized in comparison with the more developed tourism areas. In detail this are 9 centres in total, 3 active at the present time and 6 others being established; the “Flora” visitor centre shall be opened already starting in summer 2006, the others to follow soon. The peculiarity of such structures lies in 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..

Table 7 – Visitors Centres

N	Visitors Centres	Municipalities
1	“Fauna” Visitor Centre	Daone
2	“Bear” Visitor Centre	Spormaggiore
3	Tovel Service Centre	Tuenno
4	Botanic Area and “Flora” Visitor Centre	Stenico
5	“Waters” Visitor Centre	Carisolo
6	“People & Environment” Visitor Centre	Tuenno
7	Villa Santi environmental education centre	Montagne
8	Veterinary and fauna observation centre	Spiazzo
9	Multimedia Library	San Lorenzo in Banale

These structures are open in the summer season and, on reservation, in any day of the year, with the exception of the Tovel Visitors Centre; the entrance 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 headquarters are open seasonally and managed by seasonal, properly trained, staff.

Table 8 – Info-Points

N	STRSTRUCTURE	MUNICIPALITY
1	Mavignola Guest Room Facility Info-point	Pinzolo
2	Botanic Garden Info-point	Stenico
3	Headquarters Info-point	Strembo
4	Breguzzo Info-point	Breguzzo
5	Vallesinella parking Info-point	Ragoli
6	Brenta in Val Algone parking Info-point	Bleggio Inf.
7	Ponte Verde in Val Genova Info-point	Carisolo
8	Ponte Rosso ex-Elvio in Val Genova Info-point	Strembo
9	Val di Fumo Info-point	Daone

The Park also has 2 guest room facilities located at S.Antonio di Mavignola and Spormaggiore, and 13 real estate properties (*malga, farmhouses*) scattered in the territory and used as logistic bases: they are managed in total or in part by the Park,

and are located such as to cover in a more or less uniform way the territory of the protected area. The guest room facilities are destined to host school classes, groups of university students, Park scholars, and, in general all those that study the Park and/or the protected area. Also one of the Case del Parco, Malga Valagola, is used as reference point for numerous classes in the framework of the environmental education programmes; from May to September it is a much requested destination, with applications that come also from outside the province.

In all structures (excepting the last quoted) it is possible to buy the Park's gadgets and the documentation (books, DVDs) about the protected area recently published.

3.8 EDUCATIVE, RECREATIONAL, TOURISM AND INFORMATION ACTIVITIES

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 commands:

- 900 Km of signalled paths; out of these 321,35 are competence of the Park, 34,3 km as didactic paths. .
- 9 bivouacs
- 20 alpine refuges
- 15 excursion refuges

and moreover :

- 13 Case del Parco
- 3 active visitors centres and 6 being implemented (starting summer 2006 the botanic area and the " Flora" visitor centre at Stenico shall be active too)
- 9 info-points (see cap 3.7: Facilities)

From 2003, a new line of signposts has been installed in the main Park's valleys, made of biodegradable materials. This network of structures shall demand strong financial resources for the maintenance of the efficiency, the continuous renewal, and for the management. Therefore a reflection is necessary on the need of defining an improvement strategy that allows the visitor centres to become a tourism and cultural attraction able to reduce the financial dependence from the resources of the Park.

The Park, besides investing on the tangible elements of the system (signposts, visitor centres), has strongly believed in the activities of environmental education and heritage interpretation. In particular, nowadays the Park responds autonomously to the growing demand of environmental education for the schools and of sustainable

territorial animation, organising a major programme of initiatives under the headline “Un'estate da Parco” (“a Park summer”) This is a major effort (the 100 organised activities of 2001, have increased to 368 organised in I 2005) needed to overcome the entrepreneurial gap: In the Park’s territory there are agencies entrusted with the tourism promotion and communication (first of all the Aziende per il Turismo), but in fact there are few subjects that carry out the initiatives proposed by the Park. .

More precisely, the range of initiatives and events organised seasonally and through the year are:

- ◆ guided excursions with the help of snow rackets in the winter period;
 - ◆ theme initiatives such as:
 - dawn and sunset outings;
 - nature photographic excursions;
 - starry sky observation with the cooperation of the Rovereto Civic Museum and of the local libraries;
 - short excursions on the trace of the bear;
 - short excursions at the foot of the Adamello glacier;
 - excursions proposed at the visitors centres;
 - “Invito a Tovel”, a day at the discovery of the Valle di Tovel proposed to the tourist in the Altopiano della Paganella and Bassa Valle di Non;
 - children initiatives (Park Adventure, Fairyland Park etc)
 - fauna observation;
 - ◆ Malga trekking, i.e. excursions that reach the most beautiful malga in the Park to enjoy the typical products;
 - ◆ Naturalistic theme evenings organised for the Park’s municipalities, the Tourism Consortiums, The Tourism Promotion Agencies and Pro Loco, that operate in the territory of the Park, held by expert consultants.
 - ◆ Courses of wood carving ad Visitor Centres exhibitions;
 - ◆ The “green weeks”: specific didactic packages of environmental education targeted at associations and organized groups, to be carried out at the guest room facilities of Mavignola and Valagola; also foreseen are the design of "Leaf Watching" excursions, to observe the colour of the Park’s leaves in the woods in autumn.
- In 2004/05 winter, with the “Winter Park” programme, for the first time the organisation of an activity programme aimed at the winter visitor was experimented.

Table 9 – Programme of summer activities

Years	Foreseen activities	Carried out activities	% of activities carried out	Participants	Average participants per activity
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2001	100	84	84%	1475	87
2002	191	172	90%	5656	33
2003	256	180	70%	4671	26
2004	396	171	43%	6506	38
2005	368	229	62%	5585	24

In summer, due to the amount of work, information services and parking traffic management are attended to by seasonal staff. The medium term perspective shall probably be to outsource these services thus favouring the development of private entrepreneurial activities that provide new employment opportunities for young residents (from 2002 the Daone visitor centre has been contracted out to a consortium of local cooperatives.)

The whole system does not respond to a rationale of strategic planning, based on the concept of “ interpretation of environmental and cultural heritage”. Therefore it was deemed necessary to define a Plan of naturalistic and environmental interpretation, which, in line with the most significant international experiences, might be useful in the future to plan all operations and measures concerning the development and the management of the public, of information use, of communication and promotion of the territory from the tourism-recreational and didactic point of view.

3.9 TOURISM ORGANISATION

The tourism organisation of the territory is changing. The main changes are the following:

1. The Trentino Tourism Promotion Authority being transformed in a joint-stock company (Trentino S.p.A.), in order to manage in an entrepreneurial way the market promotion of Trentino region. The new company, created in 2002, plays the role of link and coordinator with all other operators of this sector: the Province, the Chamber of Commerce, the University, local tourist offices, Pro loco consortiums, stakeholder associations, entrepreneurs, businesses. Virtually, the Trentino SpA is in charge of the tourism and territorial image of the Trentino region at large, including the brand management, the promotion and publicity of Trentino as integrated values/activities system, the enhancement of local specialities, the marketing activities in different markets (publicity, promotion, trade fairs, web, sponsorships etc.), the external relations and the relationship with the media, research and analysis of single markets, supporting editorial activities, cooperation with the operators of local tourism promotion and

support to commercialisation, not only for tourism but also for sports, culture, craftsmanship and quality production.

Parallel to Trentino S.p.A operates the l'Osservatorio del Turismo (with the help of the statistic service of Pat), in the capacity of body through which the Trentino Spa acquires and elaborates the information necessary to define the objectives and plan the strategies that guide promotional actions.

2. Suppression of the local tourism offices, uneconomic public bodies of the Province, to be substituted, after the 2002 reform, by companies called Aziende per il turismo. The new APT have become the new subject of reference: they are in charge of information and tourism help services, tourism marketing initiatives, environmental, cultural and historical heritage enhancement initiatives, of the framework of reference, intermediation and reservation of services and tourism packages. The Park's tourism policy must therefore liaise with the strategies of the relevant 5 u local tourism offices (besides, of course, with those of Trentino Spa) and be acknowledged within the relevant " area projects". More specifically they are
 - I. Azienda per il turismo Madonna di Campiglio Pinzolo, Val Rendena for the Val Rendena area;
 - II. Azienda per il turismo Terme di Comano Dolomiti di Brenta with reference to the Giudicarie Esteriori area
 - III. Azienda di Promozione Turistica - Altopiano della Paganella - Dolomiti di Brenta for the 'Altopiano della Paganella area;
 - IV. Azienda di Promozione Turistica Valle di Non for the Val di Non area;
 - V. Azienda di Promozione Turistica Val di Sole, Pejo e Rabbi for the Val di Sole area

Together with 4 consortiums:

- I. Consorzio Giudicarie Centrali for the bassa Rendena area;
- II. Consorzio pro loco alta Val Giudicarie for the Val del Chiese area;
- III. Consorzio pro loco Tovel for the bassa Val di Non area, although following the widening of the Local tourism boards competence to the whole valley, the Consorzio lost many of its competences.
- IV. Consorzio Dimaro Vacanze for the di Sole⁵ area;

Besides these subjects the Park has tourism-related connections also with some pro loco and some other association (Cooperativa "L'Ancora", etc).

⁵ This is a private subject that gathers the hoteliers of the i Dimaro, Folgarida and Marilleva area

3.10 THE 4 PARK'S TOURISM AREAS INDIVIDUATED BY THE DIAGNOSTIC REPORT

The Diagnostic Report showed that the Park's territory is not homogeneous. Within its boundaries there are areas that are different for 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 low part of the Val di Non. Val di Non is not the typical alpine valley (concave territory with two facing slopes that meet below, on the banks of a stream). Instead 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 (the valley is the Trentino area which preserved intact the largest number of those buildings) 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 increase of stays in complementary structures (such as rural tourism and B&B). With reference to the latter issue, taking into account that most complementary structures are those involving rural tourism (agriturismo), 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 Centrali and the valle del Chiese. The landscape is characterised 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 the Madonna di Campiglio winter tourism and of the strong Val Rendena summer tourism. (as written in the proposal of the Territorial Pact of the Val Rendena of July 21st, 2004). 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, Fivè, Lomaso, Bleggio Superiore ⁶;

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 dermatitis of the guests of the Comano thermae 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 area features the Judicaria Eco-museum “ from Dolomites to Garda lake” .

The presence of the thermae has affected the way tourism has developed in the municipalities of the area. Recently the diffuse growth of the “wellness” demand market segment stimulated the area 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 ⁷ -

This area is strongly characterised 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 individuating new strategies in order to adapt to market changes.

⁶ The work group for the Cormano terms includes also the out-of-the-Park municipalities that are part of the tourism area, such as Lomaso, Fivè and Bleggio Superiore

⁷ The work group for the Altopiano della Paganella area includes also the Fai della Paganella municipality since, although it is not located within the Park’s boundary, it is part of this tourism area of interest.

4. MARKET ANALYSIS

4.1 TRENDS

The reference markets for an area like the Parco Naturale Adamello Brenta are those that refer to *nature tourism*. The term nature tourism refers to all tourism types for which observing and appreciating nature and traditional cultures are basic travel motivations. The naturalistic motivation does not exhaust the travel motivations, and therefore the existence of other “holiday motivations” and the expectation to carry out specific activities, permit the individuation within the area of nature tourism of at least four tourism types:

1. *Recreational tourism* (the holiday motivation is mainly based on rest and relax, taking short easy walks, short visits to natural and cultural sites);
2. *Active tourism* (the holiday includes the practice, even occasional, of any type of sport with the aim of making the holiday attractive also to those who do not rank sports as priority, but like anyway to assist to sport shows in general or visit cultural, historic, environmental and natural routes making use of bicycle lanes, trekking or horse-tourism).
3. *Rural Tourism* (The basic holiday motivation is the quest for “rural culture” through stays in agritourisms, participation in rural activities, gastronomic routes, stays in rural villages, carrying out rural activities).
4. *Educational/environmental Tourism* (a fundamental element of the holiday consists in learning (by participating in on site courses) about conservation, identification of species, implementation of handicraft products, restoration, painting, photography, learning notions of local history, art and heritage).

Expectations

Recent analysis and research agree in maintaining that the fundamental feature of “contemporary” tourism is plurality of motivations and attitudes. Notwithstanding, there are common features that characterise the naturalistic tourist:

1. *Demand of authentic experiences*. French sociologist Bernard Cova estimates that more than 50% of the demand nowadays is a quest of authenticity. The authenticity quest is a consequence of the sense of loss of connection with one’s roots characterising modern society and of the idealisation of “good old times”, before globalisation.

2. *Need of stronger ties with local cultures and municipalities*, to be considered not so much tourists or consumers, but “involved consumers” and residents, although temporary. The Eco-tourist is a conscious tourist seeking encounters and knowledge improvement, looking for people able to tell local tales, an innkeeper who welcomes him in his restaurant etc.
3. *Desire to personalise services and better information*. Holiday experiences (the modern tourist has travelled a lot during his life) cause sophisticated tastes and demand of personalisation. Those who travel wish to get to know the typical local apples, plan excursions and visits, buy products, look for the best prices, consider holidays as a chance to learn and improve knowledge.
4. *Quest for environmental quality*. The Eco-tourist wishes that his activities do not cause harm to the environment and therefore demands services from eco-certified businesses, even if that means paying more. Sociologists speak of “re-found nature” by the western people, haunted by guilty feelings about pollution, acid rain, depletion of the ozone layer, city smog. Higher price for eco-certified products or services is perceived as a personal contribution to reverse this trend of constant threat to the environment.

Characteristics of Reference Markets

XXX Very important
XX Important
X Unimportant

Table 10 – Characteristics of reference markets

	<u>Recreational tourism</u>	<u>Rural tourism</u>	<u>Active tourism</u>	<u>Educational tourism</u>	<u>Eco-tourism</u>
Basic motivation					
Tranquillity and relax	XXX	XXX	X	X	X
Health and well-being	XX	XX	X	X	X
Emotions	X	X	XXX	X	XX
Discovery and learning	X	XX	X	XX	XXX
Instruction	X	X	X	XXX	X
Challenge	X	X	XXX	X	X
Awareness	X	X	X	X	XXX
Expectations/activities					
Rest and relax	XXX	XXX	X	X	X
Climate	XX	XX	XX	X	X
Being in contact with nature for as long as possible	X	X	X	X	XXX
Desire of freedom	XX	XX	XXX	X	XX
Courtesy and professionalism of tourism operators	XX	XX	X	X	XX
Going for walks and pedestrian excursions	XXX	XXX	XX	XX	XXX
Landscape contemplation	XXX	XXX	XXX	XXX	XXX
Convenient prices	XX	XX	X	X	X
Considerable amount of scarcely populated places	X	X	XX	X	XXX

Strategy and Action Plan for sustainable development of tourism in the Parco Naturale Adamello Brenta
(2006 -2011)

	<u>Recreational tourism</u>	<u>Rural tourism</u>	<u>Active tourism</u>	<u>Educational tourism</u>	<u>Eco-tourism</u>
Watch diverse landscape types during the same holiday	X	X	X	X	XXX
Be able to watch animals and plants	XX	X	X	XXX	XX
Live adventurous experiences	X	X	XXX	X	XX
Do sports (Trekking)	X	X	XXX	X	XX
Enjoy moments of information and learning	XX	XX	X	XXX	XX
Share and participate in moments of local life	X	XX	X	XX	XXX
Know, taste, and buy local products	X	XXX	X	XXX	XXX
Visit historic and religious monuments	X	XX	X	XX	XX
Learning about geological/paleontological aspects of the territory	X	X	X	XX	XX
Doing research	X	X	X	XXX	XX
Make oneself useful, be an "eco-volunteer"	X	X	X	X	XXX
Involvement level					
Watching	XXX	XX	X	XX	XXX
Discover, learn, know	XX	X	X	XXX	XXX
Participate	X	XX	X	XX	XXX
Destination/product					
Hospitality					
Existence of accommodation structures with local architecture and with family-like character	X	XXX	X	X	XXX
Presence of accommodation structures with high quality standards	XX	XX	X	X	X
Presence of structures with environmental quality and/or ethical labels	X	XX	X	X	XXX
Broad presence of bed & breakfast (rooms in residents' flats)	X	XX	X	X	XXX
Presence of structures in already existing typical buildings	X	XX	X	X	XX
Oenogastronomy					
Presence of restaurants with typical character offering local products	XX	XXX	X	XX	XXX
Broad presence of typical menus	X	XXX	X	XX	XXX
Services/animation					
Presence of events to participate in local life (markets, historical celebrations etc.)	X	XX	X	XX	XXX
Offer of technological tools for orientation and interpretation	X	X	X	XX	XX
Programme of expert guided visits	XX	XX	X	XXX	XX
Broad presence of typical product marketplaces (handicrafts and food)	XX	XXX	X	XX	XXX
Presence of a children initiatives programme	XXX	X	X	X	X
Presence of animation (festival, music shows)	XXX	X	X	X	XX
Services and instruments for knowing more about local history	X	XX	X	XX	XXX
Infrastructure					
Presence of a tight net of signalled paths	XX	XX	XX	XX	XX
Presence of paths with explication boards	XX	XX	X	XXX	XXX
Presence of bicycle itineraries (streets little used by cars – bicycle lanes)	X	XX	XXX	X	XX
Character of the place					
Very well attended urban centres	X	XX	X	X	XX
Absence of wild signposting	X	XX	X	X	X
Landscape					
Broad presence of panoramic ways	X	XX	X	X	XX
Not too densely build landscape	X	XX	X	X	XX
Variety	X	XX	X	X	XXX
Mobility					
Possibility to move easily with public transport	X	X	X	X	XXX
Holiday season					
Summer	XXX	XX	XX	X	X
Autumn	X	XX	X	XX	XX
Winter	XX	X	XXX	X	X
Spring	X	XX	XX	XX	XXX
Holiday period					
Week end	X	XX	XXX	X	XX

	<u>Recreational tourism</u>	<u>Rural tourism</u>	<u>Active tourism</u>	<u>Educational tourism</u>	<u>Eco-tourism</u>
Short break	XX	XXX	XXX	X	XX
One week	XXX	XX	XX	XXX	XX
Two weeks	XXX	X	X	XXX	XXX
More that two weeks	XX	X	X	XX	XXX
Reference Target					
Families	XXX	XX	X	X	X
Couples	XX	XXX	X	X	XX
Schools	X	X	X	XXX	XX
Environmental associations	X	XX	X	XX	XXX
Scientific associations	X	X	X	XXX	XX
Recreational associations	XX	XX	XX	X	X
Sport/excursion associations	X	X	XXX	X	X
Source of reservation					
Self-organization	XXX	XX	X	X	XX
Through intermediation	X	X	XX	XX	XX
General press and TV					
Suggestions by friends	XXX	XX	XX	X	X
Suggestions by local operators	XX	XX	XX	XX	XX
Internet	X	XX	XX	X	XX
Guides, specialized press, theme TV.	X	XX	XXX	XX	XXX
Geographic Reference Markets					
Italy	XXX	XXX	XX	XXX	X
Germany/Austria	XX	XX	XX	X	XXX
France	XX	XXX	XX	X	XX
Holland/Belgium	XX	XX	XXX	X	XXX
Scandinavian countries	XX	XX	XXX	X	XXX
Spain	XXX	XX	XX	X	X

4.2 MARKET OBJECTIVES

Excursionists

Summer excursionists are 1/4 of the visitors of the Park, with a slight majority of excursionists from outside the province, as shown by a Pnab visitors survey made by the Provincial Tourism Observatory in 2004. As summer temperatures are increasing, the prevision goes towards a steady increase of this market, with visitors coming from the main urban North-eastern areas and other Trentino tourism resorts. This trend might make the management of car flow very problematic during summer weekends. It is therefore necessary to start actions that make the use of public transportation more convenient, promoting the use and the visit of scarcely frequented and known valleys.

Italians on long summer holidays (more than 4 days)

This is at present the main type of visitors⁸. This market does not show any sign of growth. Since those are in prevalence fidelized and repeat tourists, it shall be important for the Park to consolidate the acquired visibility and credibility diversifying the range of activities organised during the summer period.

Italians on short holidays (weekend – short break)

Although long holidays shall remain important, it is necessary to adapt the offer to the new trend of making short holidays, mainly in out of season periods (early autumn and spring) The origin of these tourists may be the big north-eastern urban centres. In these cases the Park and the accommodation businesses should find ways to cooperate, in order to make lodging facilities and visitors centres available and usable, and organise ad hoc activities.

Touring and stable foreign visitors

The foreign market shall probably continue to grow and it is particularly important as it spreads out over a longer season. French, Germans, English and Dutch should be the preferred target, some probably only passing while travelling between southern and northern Europe, others willing to stay longer. Foreigners tend to prefer campsites and bed and breakfast. It is becoming important to be able to use foreign language communication tools.

Active tourists (walkers – bikers)

There are types of tourists that travel with the specific objective to make walking or cycling excursions (also in laps) in the Alps. They move individually or in groups, sometimes organised. This is a market segment that includes people of all ages that may be interested in excursions starting from a base camp. According to some researches made in Anglo-Saxon countries they seek quality accommodation structures, with a specific identity. This segment may be reached through associations, tourism operators, trekking and cycle-tourism clubs. The Park's objective is to organise specific products for this market.

Nature lovers

Interest for nature is certainly a component that is common to all above-captioned segments, but may also be seen as a segment in its own right, made of people with a more specific interest. Among these there are environmental associations interested in visits with expert guides in places where it is possible to watch

⁸ A Phab visitors survey made by the Provincial Tourism Observator in summer 2004 shows that foreign tourists represent 10-15% of the total of summer tourists; Italian tourists are therefore strongly prevalent in the Park area.

particular fauna and flora species. In this case it is important to get in touch with specialised operators and specialised press.

Schools and education

The Park is already active in school programmes. One benefit of this market sector is that it concentrates visits in low season, in spring and autumn. There may be opportunities for boosting visits, organising new products through the use of didactic farms.

Disadvantaged people

This is an undervalued yet very important market segment, both for ethical reasons and for size. One should keep in mind that the category “disadvantaged people” includes also those that due to their age are no more in the position to use autonomously tourism facilities and structures. The themes of access to the Park and of specific provisions for visual and auditory problems are to be taken into account. At present 4 “pedestrian paths accessible to all” are being designed , and for some time now the Park has been cooperating and organising initiatives with the Handicap Community and Third Age University.

5. STRENGTH POINTS, WEAKNESS POINTS, THREATS, OPPORTUNITIES

STRENGTH POINTS⁹

NATURAL AND CULTURAL RESOURCESI

1. two different mountain ridges: the Brenta granite massif and the Adamello massif
2. the bear
3. the Val Genova, famous for many waterfalls (Nardis and Lares the most famous)
4. the Val di Tovel, known for the eponymous lake that up to 1964, in some hours of the day, in some areas turned red
5. the largest glacier in the Alps, the Adamello-Mandron, shared between Panb and the Adamello Park
6. the "malga" system to diversify the landscape
7. rich historic pattern (mostly churches and castles)
8. abundant waters amongst which many lakes
9. unique landscapes

SOCIAL AND ECONOMIC REALITY

10. low unemployment rate
11. railway connection (ferrovia Trento-Malè) with the State Railways, that make the Park accessible by rail from any city
12. strong tradition and relationship of the population with its own land

TOURISM

13. care for the territory and path maintenance
14. Park's popularity among Italian and Foreign tourists (3rd most loved Park in Italy - CTS 2003 survey)
15. strong tourist's fidelization with the Park (summer survey - Osservatorio Turismo Provinciale 2004)
16. the Park as strong holiday motivation summer survey - Osservatorio Turismo Provinciale 2004)
17. good satisfaction level of visitors
18. Visitors Centres and Info Points well spread in the territory
19. large variety of excursion paths for experts and amateurs
20. two guest room establishments and one "Cascina del Parco" (Park's farm) for didactic tourism
21. many refuges
22. articulated didactic programme
23. quality of infrastructures and services
24. medium-high quality of accommodation structures (concerning mature and intermediate tourism)
25. many family run tourism enterprises, favouring direct contact with the tourist
26. good adhesion to the quality ~~label~~ for accommodation structures "Qualità Parco" (n° 27 hotels and 1 campsite as of 2005)
27. efficient tourism signposting within the Park (summer survey - Osservatorio Turismo Provinciale 2004)
28. long average stay of tourists

Eliminato: mark

WEAKNESS POINTS¹⁰	NATURAL AND CULTURAL RESOURCES
	1. low awareness and confidence level regarding the potential of the territory by inhabitants
	2. lack of development and promotion for some resources
	ECONOMIC AND SOCIAL REALITY
	3. high territorial fragmentation (38 Trentino and 1 Brescia municipalities)
	4. scant spirit of initiative and entrepreneurship (area of initial tourism)
	5. conservative attitude of local population
	6. youths deserting some areas of the territory
	7. sporadic investments for restoring and enhancing craftsmanship and traditional crafts
	TOURISM
	8. low promotion of the territory and of tourism initiatives by the accommodation sector
	9. low integration and coordination among local tourism promotion stakeholders
	10. excessive fragmentation in tourism policies
	11. mobility problems in high season
	12. mobility problems for public transport
	13. inhomogeneous territorial tourism development
	14. concentration of accommodation structures in only some parts of the territory
	15. high concentration of second homes in some parts of the territory
	16. medium-low quality of accommodation structures (initial and unexpressed tourism)
	17. concentration of tourism flows in some territories only
	18. seasonality of tourism flows
	19. rigid management of accommodation structures (most hotels only open seasonally)
	20. low rate of bed-use
	21. low diversification of the services offered by accommodation services
	22. underdeveloped "guest culture"
	23. lack of uniformity in provincial signposting
24. lodging offer strongly unbalanced towards the non-hotel sector (private home and second homes)	
25. complementary accommodation structures scarcely diffused (i.e. campsites, agritourism, B&B)	

THREATS¹¹	NATURAL AND CULTURAL RESOURCES
	1. excessive tourism concentration in some areas
	2. car traffic congestion in some areas
	3. excessive exploitation of natural resources, due to aggressive tourism models
	ECONOMIC AND SOCIAL REALITY
	4. traditional crafts and authentic products disappearing
	5. progressive reduction of provincial and national financial resources
	6. prevalence of traditional instead of innovative policies
	7. permanence of localisms
	8. loss of local identity due to the presence of numerous non indigenous residents
	TOURISM
	9. climate changes likely to damage winter sports
	10. winter resorts' competitiveness loss in favour of cheap exotic locations
	11. difficulty in building an integrated tourism offer
12. difficulty in establishing partnerships	
13. lack of integration in initiatives carries out	
14. lower acceptance level of tourists by residents in mature tourism resorts	

OPPORTUNITIES¹²

ECONOMIC AND SOCIAL REALITY

1. provincial planning oriented towards development policies
2. provincial incentives for recovering craftsmanship and traditional craft activities
3. extension of the "Qualità Parco" project also to the agro-alimentary sector and to typical accommodation structures

TOURISM

4. climate change with longer warm season
5. more tourists interested in discovering gastronomic and cultural typical products and of local authenticity.
6. growth of holidays associated with nature tourism
7. possibility of Trentino Spa to participate in the "Turismo Rurale" project, for authentic and quality accommodations
8. taking part in the club of provincial products for tourism accommodation and catering structures (Quality Charter for B&B, Tourism apartments Club, Typical Trentino taverns etc.)
9. implementation of new centres among which the "Villa Santi" didactic centre, the "Uomo Natura" and "Acque" visitor centre
10. possibility of converting the underused construction assets for tourism uses

¹² *Opportunities*: External events that may negatively impact the community development (exogenous factor)

Part 2 –STRATEGY AND ACTION PLAN

6. THE STRATEGY OF THE PARK

6.1 WHAT IS THE STRATEGY OF THE PARK?

Working with local stakeholders for a “ more sustainable tourism development” in the Park’s territory, which takes environmental, social and economic impacts that tourism can generate into account, and at the same time values the needs of (actual and potential) visitors, enterprises, environment and local population. Such a strategy demands the consolidation of the Park’s role as an active subject of the local tourism policies and the enhancement of cooperation and co-planning among local stakeholders.

6.2 WHAT ARE THE STRATEGY’S OBJECTIVES?

Strategic objectives are the main objectives to pursue in order to realize the strategy; they are deemed to be strategic because they have long-term impact . Park and stakeholders agreed in giving priority the following three *strategic objectives* or *routes*¹³:

- 1. Awareness Route :** *enhancing local population’s and enterprise’s awareness on the values of the cultural, historic, environmental heritage of the territory.*
- 2. Route of the Senses:** *helping emotion-driven, seeking discovery and authenticity, aimed at a special target and careful to the needs of all. .*
- 3. Quality Route:** *promoting an holistic approach to the quality of the territory and of the enterprises.*

Each route is articulated in accordance to various *specific objectives* :

Awareness Route:

- Enhancing local population’s awareness on local heritage
- Enhancing visitors’ awareness of local heritage
- Promoting a reflection on the future of tourism

Route of the Senses

- Offering an opportunity to live an authentic experience also through new tourism products

Quality Route

¹³ Strategic Objectives can be defined “Routes” because, in order to reach each of them it is necessary to move along a path – a route – more or less articulated or difficult, organised in accordance with specific objectives .

- Improving the quality of the territory and its use
- Improving the quality of tourism destinations
- Improving the population's and visitors' life quality

The specific objectives of the route are articulated in actions (interventions and projects) that build the **Strategy and Action Plan** (see par.7: *Action Plan*) .

Actions are articulated in 3 levels: :

level 1: actions that are shared and approved by the Forum (see par. 6.4: *How did the Consultation Process Come into Being?*) within the framework of the Charter's process

level 2: actions that are coherent with the Charter's principles, set out during the Charter's adoption process but not debated in the Forum

level 3: actions that are coherent with the Charter's principles, already implemented and/or under way .

6.3 HOW DID THE STRATEGY COME INTO BEING?

The Strategy and the Action Plan have been defined thanks to the cooperation of a workgroup composed of: The Office of the " European Charter of Sustainable Tourism in the Park", the Provincial Tourism Observatory of the Trento Autonomous Province, Trentino SPA and the Milan consultancy group Actaplan. The key stages of the preparation have been:

Period: Year 2004

- Data analysis and resource assessment for already existing services
- Meeting with key stakeholders in the area of the Park's tourism and territorial management (38 mayors, 5 APT presidents, 3 Pro-Loce presidents , 1 Asuc president, 1 president of the Regole Spinale-Manez community).
- Visitors survey carried out during summer 2004, with approx. 1000 interviews in the Park's most important areas of access and utilization (parking lots, paths, shuttle bus stops)
- Survey on tourists that use the territory in the Park area, carried out in summer 2004, based on the compilation of 510 questionnaires in the main information centres (visitors centres, info-points of APT and Pro Loco)
- Survey on tourism operators in cooperation with the Trento School of Management, based on a questionnaire proposed to 302 operators.
- Survey on the users of Italian Parks, carried out within the framework of the Selfpas project in summer 2005, under the headline "Gli utenti dei Parchi"

- Assessment of market trends

Period: January – May 2005

- Preparation of the Diagnostic Report on main constrictions and opportunities for the Park's sustainable development
- Presentation of the Diagnostic report to administrators and stakeholders

Period: May 2005 - November 2005

- Organisation of 4 Territorial Forums (see par. 3.10: *4 Park's Tourism Areas Individuated by the Diagnostic Report*)

Period: December 2005 - February 2006

- Signing the “ cooperation Pacts” with leading partners (Institutions and operators responsible of the implementation of some initiatives of the Action Plan)
- Preparation of a final strategy document.

6.4 HOW DID THE CONSULTATION PROCESS COME INTO BEING?

For the definition of the strategy the Park started a systematic consultation and cooperation process, encompassing all economic, social and environmental – either public or private – elements of the territory; it strengthened the already existing relationships; established relationships with new subjects, setting the basis for a shared and participated planning. The large and convinced participation of the Administrations and of the stakeholders is a strong sign of credit for the Park.

Consultation and cooperation with local stakeholders was carried out in three stages:

1. during the analysis stage (elaboration of the Diagnostic Report) : individual meetings have been organised with the 38 municipalities, the 5 local tourism offices, the pro-loco consortiums, the Asuc and other subjects that have important jurisdictions on the Park's territory. Meetings focused on a triple objective: informing about the Park's initiative and ask for active participation during the process; gathering stakeholders points of view on different themes (see par. 4.2); understanding obstacles and opportunities for a sustainable tourism development in the territory;
2. during the presentation of the Diagnostic Report day, which included three different meetings in three strategic points of the Park, in order to disseminate the results of the analysis all over the territory;
3. during the Action Plan Definition Stage: the Park organised 4 **Territorial Forums** (connected with the relevant 4 tourism areas), each of them

divided in 3 or 4 meetings, according to need, scheduled at 15-20 days distance from each other. In total 14 meetings were organised, in which more than 150 people between public and private operators took part .

Territorial Forums

The Forum was conceived as a meeting place aimed at stimulating confrontation, discussion, learning and working together. Final objective of the Forum was understanding which strategies to develop, together with local stakeholders, in the next 5 years and through which planning actions. In order to spur the debate and the emergence of the stakeholders' points view, and of the planning ideas to be carried out, a moderator was included and, in some meetings, also some theme experts.

In the Forum participated:

- the Park's personnel that organises tourism services;
- public administrators of the 38 Park's Trentino municipalities;
- tourism and environmental education institutional provincial representatives
- accommodation and catering sector operators (hoteliers, innkeepers, agriturismo and B&B managers)
- cableway plant managers;
- local tourism offices , pro-loco consortiums, pro-loco, the Unat and Asat representatives, Associazione strada della mela e dei sapori and Associazione del vino e dei sapori;
- socio-economic operators at large (of agricultural enterprises, breeders, artisans etc.);
- associations;
- environmentalism, such as Sat, Appa, represented by the environmentalist associations;
- the citizens;
- Libraries and Universities;
- Local newspapers.

On average, 40/50 people participated in each meeting, belonging to different sectors of economy and society, with a slight prevalence of tourism operators.

The representatives of the Province - Trento Autonomous Province Tourism Provincial Observatory and the Trentino territorial marketing company Trentino SPA actively and factually participated in all meetings. .

In order to guarantee that all participants are adequately informed about the initiative started with the Charter, before the development of the Forum Charter information

material was distributed, relevant stakeholders were informed on the stages preceding the Forum and the Diagnostic Report elaborated by the Park was made available both online on the Park's website and through appropriate folders shared out during the meetings. After each meeting each actor either attending or absent received the relevant report. The Charter Office permitted the elaboration of the incoming feedback messages, which arrived via telephone or e-mail after the meetings. Moreover, between meetings, the Park thought it was useful to hear some privileged actors to exchange ideas and revise the elements emerged during meetings into depth.

Since during the meetings, over 40/50 projects were proposed, in part by the territory and in part by the Park, the need aroused to individuate a priority scale to decide which initiatives are to be carried out first and which during the next 5 years. Therefore in occasion of the last meeting, each participant was given a form in which to rank the priority of each discussed planning idea (see attachment 1: *priority level of actions discussed during the Forum- level 1*); Moreover, a Strategy Implementation Plan was discussed, which individuated the subject responsible for the implementation of actions and relevant partners, financial resources needed, ways to guarantee engagements taken and time schedules (see par 6.5: *How shall the Action Plan Be Brought About*).

Eventually, during the last meeting, a questionnaire was delivered aimed at assessing participants' Forum approval.

Table 11 – Territorial Forums

	THEME	Nr of participants				MATERIAL DISSEMINATED
		initial tourism area	unexpressed tourism area	Intermediate tourism area	Mature tourism area	
I MEETING	<ul style="list-style-type: none"> ▪ Illustration of the Charter Initiative ▪ Presentation of the results of the Diagnostic Report ▪ Debate on strength and weakness points, threats and opportunities 	30 (26th May 05)	60 (20th Sept. t 05)	34 (21st Sept. 05)	47 (19th Oct. 05)	<ul style="list-style-type: none"> ▪ CD Diagnostic Report ▪ Charter brochure
II MEETING	<ul style="list-style-type: none"> ▪ Summary of results emerged in previous meeting ▪ Presentation of the Park of Planning Ideas ▪ Presentation of planning ideas to participants ▪ Idea discussion and sharing 	48 (13th July 05)	70 (4th Oct. 05)	38 (5th Oct 05)	51 (3rd Nov. 05)	<ul style="list-style-type: none"> ▪ Meeting proceedings ▪ Tourism product analysis in reference area ▪ Proof of plan ideas

<p>III MEETING</p>	<ul style="list-style-type: none"> ▪ summary of ideas ▪ suggestions gathering ▪ redefining ideas ▪ vote on chosen ideas (initial tourism excluded) ▪ Forum assessment questionnaire (initial tourism excluded) 	<p>47 (27th July 05)</p>	<p>52 (14th Oct. 05)</p>	<p>33 (20th Oct. 05)</p>	<p>- area Altopiano della Paganella 36 (15th Nov. 05) - area alta Val Rendena e Val di Sole 46 (16th Nov. 05)</p>	<ul style="list-style-type: none"> ▪ Meeting proceedings ▪ Proof of plan ideas
<p>IV MEETING (Only for Initial Tourism)</p>	<ul style="list-style-type: none"> ▪ summary of ideas emerged in other forums ▪ vote on chosen ideas ▪ Forum assessment questionnaire 	<p>33 (5th Dec. 05)</p>				<ul style="list-style-type: none"> ▪ Proof of plan ideas from other Forums

6.5 HOW SHALL THE ACTION PLAN BE BROUGHT ABOUT?

The Park is not the only subject responsible of carrying out all actions, but one of the many actors of tourism pipeline that should engage in implementing the Strategy in accordance with engagement and responsibility degrees to be defined depending on available means and institutive goals.

To put it simply, the stakeholders roles may be of two types:

- leader: takes care of all planning stages from planning to implementation;
- partner: carries out some foreseen activities in cooperation with the leader.

The Park, in the actions where it is neither leader nor partner, may play the following roles, depending on the intensity of its engagement in terms of human, organization and financial resources, and on the coherence with its own mission:

- coordinator: responsible of actions that refer to multiple leaders;
- awareness riser: singles out and involves likely partners and leaders in the implementation of the idea, in case they have not yet been identified;
- mediator: spurs potential leaders to action planning and implementing;
- spokesman: gathers issues/information and introduces them in appropriate ways to stakeholders;
- analyser: assesses and analyses in detail the idea, promoting studies, conferences and in-depth studies.

For *level 1 actions*, during Forum potential leaders for each action were individuated - as well, whenever possible, the Park's role and the partners.

Level 2 and 3 actions are the actions where the Park is leader.

Not all actions include the whole territory; some have been conceived to answer specific needs of smaller districts (tourism districts, as per paragraph 3.11).

For the actions where the Park is leader the Giunta del Parco expressed, conjunctly with the management, a technical-administrative feasibility evaluation for each project, assessing them in accordance with different criteria, amongst which cost levels, human resources to be employed in each project's implementation and implementation schedules.

For actions where other subjects are leader, a "cooperation pact" was signed, i.e. a formal engagement for bringing about the actions that compete to each one. Through the pact, the Park and the leaders share the working method adopted by the European Charter and acknowledge sustainable tourism strategy as valid and coherent; but, most of all, the leader, through signing it, guarantees the implementation of the strategy's action and of its competence in accordance with time schedule and modes discussed in the Forum and defined in the Action Plan. The Cooperation Pact signature was preceded by selected meetings between the Park and each leader, with the aim of verifying the real engagement to bringing actions about and of defining implementation modes, time schedule, and financial tools. (see attachment 2: *Prototype of the Cooperation Pact*). In case of non-subscription of Pact from a leader, the Park has not the responsibility for the implementation of the action.

All planning ideas that are part of the Action Plan, therefore also those where the subjects shall be leader, have been illustrated and discussed with the Giunta del Parco, which expressed its approval for the project.

In order to guarantee the respect of the engagements subscribed in the Forum, it was established that:

- the referent person of the European Charter shall proceed to continuous monitoring of action implementation and of the respect of time schedule and, if appropriate, shall demand justification for possible non-compliance (see par. 8.1: Monitoring the Implementation Stage of the Action Plan)
- in order to implement actions, a first specific meeting for each project shall be organised, which shall help to " get work started ": in particular, the Park shall assume the task to move first, to make each leader start those actions for which it was singled out during Forum as an implementation subject.
- periodically (at least each month), an Open Forum shall be organised open to leaders and partners, to take stock of the state of implementation of the Programme.

6.6 IS THERE A PRIORITY ORDER FOR THE ACTIONS OF THE STRATEGY?

Considering the large number of projects emerged during the Forum (Level 1 actions) and consequently the problems to implement all of them, it was necessary to individuate a method to establish which order of priority to assign to each action. The priority order for each project was assigned taking into account the indications expressed by each Forum participant, through an appropriate assessment form, the indications expressed by the Giunta and by the Direttivo del Parco; the latter weighed 60% on the individuation of the final priority order, since each project was assessed in accordance with criteria of technical-administrative feasibility that heavily impacts on their implementation.

Three priority levels were defined:

- High priority: actions to be implemented first because deemed very important by the Forum and because technical, administrative, and economic conditions are in place for bringing them about (conditions of feasibility).
- Medium Priority: actions to be implemented after conclusion of those with High Priority, according to feasibility conditions.
- Low priority: actions whose start is not – at the moment of the approval of the strategy – deemed either strategic or feasible. These actions are put in “stand by”, waiting for a substantial modification of one or more conditions that determined the low priority (because, for instance, the financial means to bring them about have been found).

7. THE ACTION PLAN

The Action Plan is articulated in:

- 3 routes
- 8 specific objectives
- 65 actions, out of which:
 - 41 level 1 actions ¹⁴
 - 11 level 2 actions ¹⁵
 - 13 level 3 actions ³ ¹⁶

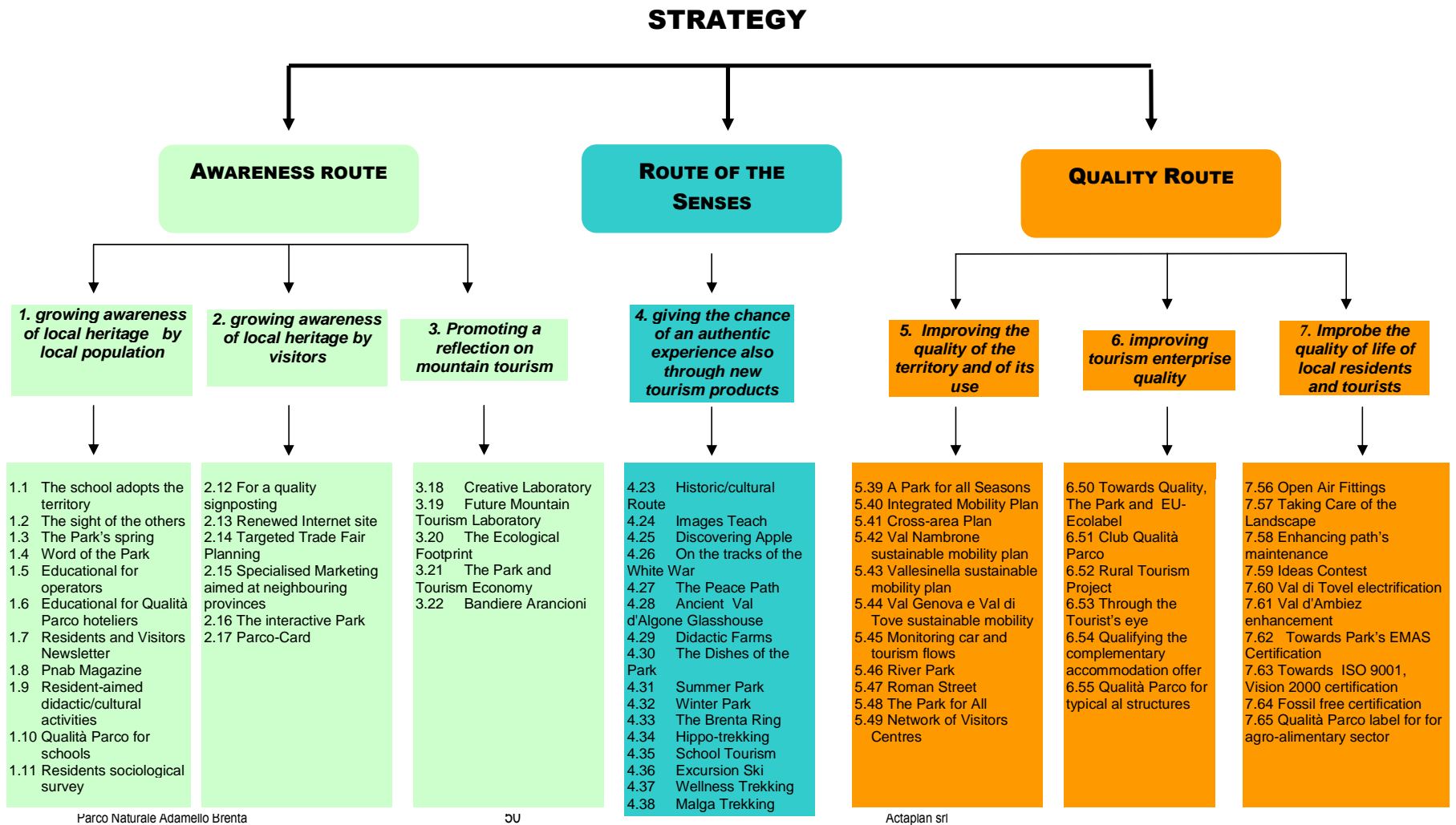
as indicated here below:

¹⁴*Level 1 actions*: shared and approved by the Forum (see par. 6.4: How did the Consultation Process Come About?) within the Charter development process

¹⁵ *Level 2 actions*: coherent with the principles of the Charter, started during the Charter adoption process, not discussed in the Forum.

¹⁶*Level 3 actions*: coherent with the principles of the Charter, already under way and/or being implemented by the Park.

Figure 2 – Strategy's structure



7.1 AWARENESS ROUTE

Raising local population awareness on the values of cultural, historic, environmental heritage of the territory

Awareness of the potential of the territory, by both residents and tourists, is the key factor for defining tourism development strategies based on conservation and enhancement of natural and cultural heritage. The route aims at favouring a strong awareness of the value of local heritage, in order to stimulate and/or recuperate the hereditary relationship of the community with the sites, to build and communicate to visitors a tourist offer with a strong territorial values.

SPECIFIC OBJECTIVES

1. *Enhancing local population's awareness of local heritage*

Enhancing means “giving value” to something or someone. Necessary condition to the enhancement process is knowing the object and the subject of which to increase the value. Natural, cultural and rural resources enhancement is feasible only if the local population is aware (and therefore has knowledge) of the role that such resources had in shaping the identity of the places. Acknowledging one's own identity implies being aware of one's own “uniqueness” and therefore understanding what differentiates the Park's territory from others.

Table 12 – Actions of the Awareness Route

TITLE	ACTION LEVEL	DESCRIPTION	LEADER
1.1 The school adopts the territory	1	The school may play a fundamental role in promoting “local culture”. First, because it is the most important existing educational institution, second because, through direct relationship with adolescents, also families are involved. <i>Starting from these reflections, the action aims 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.</i>	PNAB
1.2 The View of the Others	1	Analysis and interviews with privileged witnesses emphasised that, in many circumstances, the most curious tourists want to visit places to which locals do not attribute any value. In some cases it was noticed that tourism guides, particularly foreign ones, attribute significance to natural and cultural goods that are little or at all known to locals. For these reasons it was deemed fundamental to <i>understand in which way the territory of reference is transmitted and told by the national and international tourism promotion instrument; through which language, which slogans and images.</i>	Trentino Spa
1.3 The Park's Spring	1	The meeting of the Forum showed that there is no better “information office” than a resident person who knows “his Park” and the activities organised there. Following this observation, shared by all participants, <i>projects shall be started for accompanying residents to the discovery of the territory through initiatives such as seasonal excursions, aimed at promoting an active and conscious knowledge of the territory, with the help of the Park's operators.</i>	PNAB
1.4 World of the Park	1	The Park may be known through “visits” but also through reading, and using multimedia instruments. Since the Park was established, studies and information material have developed that have not been sufficiently enhanced. <i>For this reason the patrimony of studies and knowledge concerning the Park, existing in the libraries in the territory of the Pak, shall be developed through building a Library of the Park.</i>	Giudicarie Esteriori intra-communal Library

1.5 Educational for operators	1	Researches done in connection with the development of the Diagnostic Report (in particular the TSM research on the relationship between Park and Operators) stressed the need to increase the opportunities for tourism operators to know the Park. <i>For this reason, during the next years, initiatives shall be started targeted at tourism operators aimed at deepening the knowledge of the territory, and ad hoc meetings aimed at making the tourism activities organised by the Park, local tourism boards. Pro-loco etc. better known.</i>	Local tourism offices in relevant territories
1.6 Educational for Qualità Parco hoteliers	3	The information actions that accommodation operators aim at their clients are proving more an more important for a complete and widespread promotion of the activities of the Park. <i>The Park shall organise outings and excursions aimed at the operators of "Qualità Parco", to let them live the same initiatives as proposed to tourists, so that the operators, though participating personally in the initiative, are able to promote it and to inform tourists appropriately. Moreover, the Park shall organise information days on the initiatives that shall be proposed during tourism season, so that the operator be updated about what the Park organises and therefore be in the position to communicate as accurately as possible the Park's summer and winter programme to clients.</i>	PNAB
1.7 Residents and Visitors Newsletter	2	<i>Using at best the communication possibilities offered by e-mail, the electronic newsletter shall regularly and frequently inform the Park's contacts regarding activities, plans and initiatives the Park promotes.</i> The electronic newsletter shall also sensitise receivers about nature protection and safeguard. This new communication tool may be seen as an electronic evolution of the "Parco Informa" folder attached to the institutional magazine, that is still an important communication tool for the Park. The newsletter shall be modulated with different contents for visitors and residents (the Park's communities, the authorities that operate in the territory, the hoteliers, local tourism boards, teachers etc.)	PNAB
1.8 PNAB Magazine	3	The magazine "Adamello Brenta Parco" is one of the most important communication instruments of the Park. It is a means of mountain culture and, through the attached folder "Il Parco Informa" a tool of administrative transparency. <i>The action means to continue the course taken so far, offering a quality product for contents as well as for edition and print.</i>	PNAB
1.9 Resident-aimed didactic/cultural activities	3	<i>This is a series of activities with didactic-educative finalities aimed at teachers of the Park and residents, that concretize in information-training plans, carried out in cooperation with l'APPA (Provincial Agency for the protection of the environment), Natural Science Museo Tridentino, Rovereto Civic Museum and IPRASE. The meetings aim at giving participants basic elements and some keys to understanding, to explore the mountain environment, reading in the presence of animal species the signs of the man-animal relationship, measuring its quality; involve teachers of all kind of schools in participating in exploration, observation and study activities that can be transferred into the Environmental Education didactics of their schools. Together with these activities, there are initiatives aimed at the Università della Terza età e del tempo libero [Third Age and Free Time Universities]. Subjects studied concern the Park and its territory, with specific themes closely examined. The possibility is also considered to take part in half of whole day guided visits in one of the Park's sites, a Visitors Centre, the " Rio Bianco" Botanical Garden, the Museo della Malga.</i>	PNAB
1.10 Qualità Parco for schools	3	The Qualità Parco project was established aiming at involving tourism operators and their guests in the environmental quality research. The project's rationale aims at creating 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 the Istituti Comprensivi del Parco, specific school acknowledgment protocols have been passed and, in the school year 2004-05 the experimental project "Qualità Parco for Schools" was started, involving the Tione primary school and the Poieve di Bono secondary school. <i>The project shall continue next year with seven other schools of the Istituti del Parco that have proposed their candidacy for being awarded the "Scuola Qualità Parco" certification.</i>	PNAB
1.11 Residents sociological survey	3	<i>The action shall confer the Sociology Institute of the Trento University the role of consultant for conducting a survey on the image and the level of appreciation that PNAB holds with the resident population in the communities of the protected area, to integrate the previous study concerning the way tourist that spend their holidays in the Trention perceive the Park.</i> The results of the survey shall be important to understand the level of acceptance of the Park and to define better the communication strategies of the Park towards residents.	PNAB

2. Raising visitors awareness of local heritage

Growing tourist awareness of the potential of the territory through quality communication and targeted information is fundamental to promoting a correct and efficient outwards image, and most of all to guarantee that all visitors are enabled to know the opportunities of the Park and discover it with ease and awareness, taking care to transmit a unitary, not fragmented image of the territory.

TITLE	ACTION LEVEL	DESCRIPTION	LEADER
2.12 For a quality signposting	1	<p>Signposting is the first visiting card given to the visitor and it contributes in a fundamental way to the quality image of the location. If the signposting is of good quality, the tourist is able to orient himself and to better appreciate the territory's attraction system; besides, inhabitants learn and identify with the heritage they belong to. Street signposting is among the cheapest form of marketing and communication, and among the most innovative in establishing the image of a territory or of a destination, stressing the value of artistic, social and natural resources so widely spread out in our country. The territorial Forums showed a lack of signposting in tourism attraction and location approach points, and too much heterogeneity of colours, symbols, materials. In addition, the belonging to the municipalities of the Park is not adequately signalled everywhere. Finally, graphic branding and material used by municipalities have proved too diverse.</p> <p>Since the Trento Province is planning to intervene to homogenise signposting, <u>The action wants to implement 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". In order to implement the action, a regional coordination body shall be established as control room, composed by the Park, the representatives of the Tourism and Urban Planning Service and the local tourism boards. This body shall have the task to define the project's guidelines. Smaller, dedicated bodies shall be established in relation with specific themes and areas. The action also entails the organisation of a theme meeting where national and international experts shall be invited.</u></p>	Provincial Tourism Board
2.13 Renewed internet site	2	<p>The internet site is the "representative office" of the park worldwide and as such should it be conceived. The site is mainly a way to express the "values" of the Park. <u>It needs</u></p> <ol style="list-style-type: none"> <u>An editorial plan (what are the Park's values to communicate? Through what techniques? Trough what images?)</u> <u>The implementation of a platform easy to navigate</u> <u>The management of an efficient updating system</u> <p>An expert person shall be included in the communication office so that he/she can carefully study the existing internet sites of other parks, and propose an editorial plan to be discussed with the Park's personnel. The debate shall improve the initial proposal and shall choose who is to create the site, indicate the site's criteria and define the modes of management and updating. The site shall be partly available also in English.</p>	PNAB
2.14 Targeted Trade fair Planning	3	<p>Some of the proposed projects (in first place the Brenta Ring) aim at attracting new visitors. They are specific products to be promoted through own channels. If the Park does not have specific competence in promotion, it would be useful that whoever does the promotion at provincial level (Trentino SPA) and at local level (APT d'Ambito) takes charge of promoting the products in specialised trade fairs, in dedicated magazines, and, in general, through specialised channels <u>The Park shall suggest the most appropriate places (fairs, guides, magazines).</u> Also in this case the persons responsible of the communication and marketing office shall "individuate" and "test" what are the most appropriate channels and places.</p>	PNAB

2.15 Specialised Marketing Aimed at Neighbouring Provinces	2	<p>In summer 2005 the “invitations to Tovel.” were very successful. The invitations were an instrument useful to better manage tourism flows (in time and space), and to make nearby visitors “live” the Park better. Many visitors (mainly weekend visitors) reside in places within a few kilometres radius (nearby provinces). '80% travel by car and visit the park regularly. It may be presumed that for many of them the park is an habit rather that a discovery.</p> <p><i>“invitations” shall be organised for neighbouring provinces in cooperation with local branches of environmentalist, cultural and recreation associations.</i> In other words, the invitations shall be proposed to the association of other neighbouring provinces also through meetings held in their locations.</p>	PNAB
2.16 The Interactive park	1	<p>New technologies are changing the information management system. In short it shall be possible to visualise in mobile phones information nowadays available in computers and multimedia devices. <i>It shall therefore be possible to update visitors in real time without having to invest in hardware. These technologies shall be monitored in order to study the feasibility of a mobile phone based information service</i></p>	PNAB
2.17 Parco Card	3	<p><i>The Parco Card is a pre-paid service card that enables visitors to use a range of services at a discount.</i> The Parco Card aims at becoming 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, that already exist for a distinctive holiday (that the Park on its side is progressively widening)</p> <p>Within the Parco Card, rationale “Park” is not to be understood only as 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 and to know. Under this profile, the park becomes a “super-area” to which each tourism, to which each tourism area should refer to enrich and widen its offer, also better characterising it.</p>	PNAB

3. Promoting a reflection on the future of tourism

The Park, in accordance with its mission of laboratory for experimenting innovative ideas in compatible economic practices, shall promote initiatives aimed at stimulating reflections on the future of tourism with particular reference to the dynamics of “man-environment” interaction.

TITLE	ACTION LEVEL	DESCRIPTION	LEADER
3.18 Creative laboratory	1	<p>The changes in tourism demand necessarily imply changes in the offer structure. Social science analysis, research and instruments lead to understanding the expectations of the “new tourists”. How to respond to these expectations? Which are the services and products to offer? How to be different from other contexts and become “unique”? In order to answer these questions , besides study and analysis, creativity is needed. <i>For this reason it was deemed proper to propose an initiative that enhances the production of creative ideas. Coherently with the context, the laboratory’s creativity area shall be oriented towards various themes in accordance with the peculiarities of each sector. On the basis of needs emerged during the Forum, in Val Rendena the laboratory shall focus on the theme of “re-discovery of ancient crafts”, and in Val di Non on the theme “Landscape and its Enhancement”. The laboratory is mainly aimed at young people..</i></p>	PNAB
3.19 Future Mountain Tourism Laboratory	1	<p>Tourism is an economic activity in continuous evolution. Social changes, climate variations and geopolitical issues determine its trends. Recently frequent changes and sharper competition among tourism destinations made a pro-active attitude necessary. In the future it shall not be sufficient to “adapt ” to changes, but it shall be necessary to “anticipate” them through a careful study of the present. For this reason it is necessary to prepare places, tools and methods that permit operators and administrators to confront themselves with other contests and other opinions. <i>The action aims at deepening the study of future possible mountain tourism scenarios through the creation of a permanent innovation laboratory.</i> The Laboratory shall use different instruments: round tables, researches, seminars, studies, study tours, newsletters etc. .</p>	Provincial Tourism Board

3.20 The Ecological Footprint	2	Environmental effects are well known at local tourism level in their "conceptual" dimension but less so in the quantitative level. <u>The quest for ecological footprint in the Park aims at understanding what are the "dimensions" of the impacts and what are the benefits generated by the projects of sustainable tourism that the Park has started. Hence, the Park shall make use the concept of ecological footprint for environmental education aimed at tourists and residents, through ad hoc meetings and multimedia tools (web, etc).</u> Cooperation shall be started with Universities to start research graduation thesis.	PNAB
3.21 The Park and Tourism Economy	2	The economic impact generated by tourism is not measured only as a function of the amount of money spent by tourists, but also of the quality of the expense. In other terms, it should be understood what share of tourism expense is in local product and services. <u>The Park, in cooperation with the Universities and the specialised research centres, shall start researches aimed at understanding what "real" benefits are generated by tourism in favour of the local population.</u> To this end the method LM3 shall be experimented, expressly created by the London New Economics Foundation for rural and mountain areas. .	PNAB
3.22 Bandiere Arancioni	1	"Bandiere Arancioni" is the tourism-environment quality label awarded by the Italian Touring Club to the small tourism destinations with accommodation and complementary services and factors of tourism attractiveness, that are mindful of sustainability and environmental quality issues. <u>Through this action local administrations should be sensitised to participate in the award and help its development, in order to reach a general and diffuse improvement of the quality of the territory (concerning urban planning, environment, tourism, services etc.)</u> <u>The action shall experiment the project on the Park area; following an information meeting held by TCI with the Provincial Tourism Board, 17 municipalities in the Park e 2 local tourism boards have started a certification candidacy process.</u>	Provincial Tourism Board

7.2 ROUTE OF THE SENSES

Promoting an emotive, discovering and authentic tourism aimed at special targets and mindful of everybody's needs.

The route aims at building a sustainable and deliberate use of the territory, which, focusing on naturalistic, cultural, gastronomic and social local aspects, is able to make tourists live an emotional experience, and is authentic and mindful of the environment and of local culture.

SPECIFIC OBJECTIVES

4. *Make visitors live an authentic experience also through new tourism products*

Make visitors live an authentic experience means let them establish a relationship with all elements which convey the local identity. To this end, it is possible to offer visitors activities and proposals that stimulate the re-discovery of traditions and of local culture and that enhance their elements of uniqueness, or downright tourism products based on authenticity and discovery criteria, educational and at the same time compatible with the objectives of environment protection; therefore develop form of tourism that are complementary to the traditional ones, such as hippo-trekking, school tourism, mountain bike, etc.

Table 13 – Actions of the Route of the Senses

TITLE	ACTION LEVEL	DESCRIPTION	LEADER
4.23 Historic Cultural route	1	The territory of the Park entails a remarkable historic-cultural heritage, tangible elements of local identity. The visitors survey and the operator's impressions show that the guests interest for this heritage is growing, and often it does not find an answer adequate to the expectations (closed sites, little information). <i>For this reason in the near future the Park, in cooperation with local cultural associations, shall launch cultural heritage enhancement projects, inserting guided visits in its summer/winter programme and supporting plans aimed at circulating information.</i> Projects shall at first focus on Val di Non castles and the Baschenis frescoes.	Ecomuseum (Comano); tourism consortium pro loco Tovel (Val di Non); Centro Studi Val Rendena and Judicaia (Val Rendena)
4.24 Images teach	1	As witness of the traditional mountain economy, the "malga" permitted the collective use of high mountain pastures of cows. Many of these structures are no longer used for this scope, yet represent important constitutive landscape elements, and are protected in their architectural and environmental entity. For some years the Park has engaged in improvement projects (some malga are used as accommodation structures). Following these initiatives the Park supports the Eco-museum project that aims <i>at enhancing the heritage of the malga that already exist in the territory, through the establishment, in cooperation with MART, of painting and sculpture internships inspired to the Segantini paintings, inviting artists to cooperate, with local youth, in decorating the malga facades thus building an "art trekking".</i>	Eco-museum of Dolomiti al Garda
4.25 Discovering Apples	1	The culture of the apple characterises the landscape of the Val di Non. Each and every street or path touches apple orchards. <i>The project aims at improving the apple culture and cultivation through the diffusion of knowledge of the evolutionary process, of its working techniques, and of the fruit's use (as food but also as basis of dermatological products), through the cycle track that is being designed (Mostizzolo-Spormaggiore). To this end explicative signposting shall be studied, as well as folders to be distributed with guidebooks.</i>	Consortium Melinda
4.26 On the Tracks of the White War	1	The Adamello massif is rich in innumerable traces of the White War, fought in ice and snow at 3000m. <i>The action aims at enhancing war memories and improve old communication trenches and main Italian and Austrian sites, that were the scene of World War I in the Adamello, creating historic-cultural paths that follow their route.</i> At present, Provincial Arhitectural Heritage board, supported by the above organizations, joined in a team, in cooperation with SAT in Trento, is implementing a feasibility study for the project. The continuation of the project will be bound to the finding of financing.	Servizio beni Architettonici of PAT
4.27 The Peace Path	1	The " Peace Path" is a route marked by signs featuring a yellow dove, that winds for more than 450 Km. of paths, forest sentries, trenches and communication trenches that connect the Stelvio to the Marmolada, following the World War I frontline, and in part cutting across the territory of the Parco Naturale Adamello Brenta. It is an itinerary rich in environmental emotions, but even more in cultural and historic significance: a memory route to reflect and meditate. <i>The action wants to improve this route where necessary.</i>	Provincial Tourism Board
4.28 Ancient Val D'Algone Glasshouse	1	There are many disappeared crafts and forgotten economic activities. Some important traces still remain, such as the ruins of the great Val d'Algone glasshouse, which is the most important example of industrial archaeology in the Park. <i>The action, initiated by the Dolomiti al Garda Eco-museum, is a awareness action for the owners of Val d'Algone glasshouse. so that they transfer the building for its enhancement. Successively, Park and Ecomuseum will undertake to find resources for its renovation in function of a preparation of a Museum of glass. .</i>	PNAB

4.29 Didactic farms	1	<p>Didactic Farms are agricultural enterprises that receive schools and groups of interest, with the scope of actively involving young people through laboratories and practical experiences. They arise from the need of diversifying agricultural revenues and of establishing direct communication between farmers and citizens.</p> <p>In the territory there are many farms, but only few carry out didactic activity, in spite of the fact that agricultural entrepreneurs are under heavy pressure to diversify their income sources, and there is a strong interest of tourists and school classes in living authentic experiences. <u>Considering the Park's experience in environmental didactic and education, the action aims at sensitising as many farmers as possible also through the contribution of the Agrario San Michele Agriculture School.</u></p>	PNAB
4.30 The Dishes of the Park	1	<p>The 2001 survey done by the Servizio Statistica della Provincia Autonoma di Trento on the "Trentino gastronomy" demonstrated that 50,7% of tourists wish to taste the typical regional cuisine and that 74,3% deems rather of very useful the introduction of the product mark. The need of niche products is therefore very strong with the tourists.</p> <p>The Park prides itself of many typical products and therefore it approved a list of 14 typical and traditional products to be provisionally considered the "Products of the Parco Naturale Adamello Brenta". This list shall only be used for promotions such as trade fairs and participation in specialised events. The list includes the typical, traditional products with high environmental value, that are part of the Official List, produced only or prevalently within the boundaries of the Park and that contain in their name a clear reference to the Park's area. This way they become clear expression of ties with the territory of the protected area and show unequivocally their provenance from the Parco Naturale Adamello Brenta. <u>The action shall improve the local gastronomic typicality through the establishment of "Dishes of the Park" which shall be proposed to the accommodation and catering structures of the territory.</u></p>	Dolomiti al Garda Apple and Flavour Route, Wine and Flavour route, In relevant areas
4.31 Summer Park	3	<p>The first activities targeted to tourists and residents (naturalistic evenings, guided excursions etc.) aimed at improving the awareness of the protected area, started in Summer 1996; later, the initiatives have been increased and integrated with new elements. From 2001 they have been illustrated in a specific booklet called "Summer Park", where they are promoted and publicised. <u>The action shall continue in this direction and aims at making the Park's territory better known through proposals directly involving tourists and residents, offering them live experiences of contact with nature.</u> 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.</p> <p>From Summer 2005 the local tourism boards have accepted to co-finance the initiatives, as testimony of the important role the Park is acknowledged to have.</p>	PNAB
4.32 Winter Park	3	<p>The philosophy of the "Summer Park" is also at the basis of the "Winter Park". Through this initiative the Park promotes and publicises its winter activities. <u>Also in this case they are initiatives run by the environmental operators of the Park, promoted by the Consorzi Turistici, the local tourism boards and the Pro Loco that operate in the territory of the Park. The action concretises in extending the plan in the future.</u></p>	PNAB
4.33 The Brenta Ring	1	<p>The project aims 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 shall become a "holiday product" of strong attractiveness at international level, able to respond to the quest for "emotions" by the large public of excursionists, cycle tourists, and mountain bikers that loves nature and is a keen mountain and environment explorer. <u>The action shall develop 2 excursion routes: the former of approx. 133 Km - "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, the second "the Bear Ring" for trekking or mountain biking, targeted to more expert people, is approx. 120 km. long and enters the very heart of the protected area.</u></p>	PNAB e local tourism board (as coordinator)
4.34 Hippo-trekking	1	<p>Hippo-trekking is a conscious and sustainable way of using the open-air territory, that recently has developed mainly through nature and animal lovers. Considering that in the territory there are already actors that operate and propose horse riding routes, <u>the action shall propose these initiatives as alternative ways of discovering the Park's territory, individuating horse itineraries in the whole Park area and, if the case, publishing a hippo-tourism guide.</u></p>	PNAB

4.35 School Tourism	1	<p>School outings in Italian Parks are a growing phenomenon since many years. Nowadays two trends are emerging:</p> <ul style="list-style-type: none"> • The need to improve young people's visit experience involving them in an active and conscious way, letting them live in close contact with the natural and cultural environment of the territory. • The schools' demand of offers at medium-high level quality that guarantee professionalism and organisation. <p>The Park, besides priding itself of a rich and articulated programme of environmental education, also has a high level professional staff, that woks permanently in the environmental education field. Besides, it has two guest room establishments used for both class activities and for accommodating school classes. These are the reasons why <u>the action shall organise school tourism packages aimed also at non Trentino schools, that shall focus on environmental education activities and at the same time, include visits at didactic farms, or overnight stays in rural structures (agritourisms).</u></p>	PNAB
4.36 Excursion Ski	1	<p>The number of skiers that do cross-country skiing is very high and, considering the market trend, it seems to be bound to increase steadily. Where this practice should take place outside trails and off-piste, the need arises of authorisations and of a compatibility assessment with the Piano del Parco, to be preceded by the definition of regulations developed by the Province. <u>Once the appropriate assessments have been carried out, the actions shall individuate specific cross-mountain ski routes, usable with or without guides, in order to limit a disorderly use of the territory. The Park has started a study for individuating the most sensitive areas under fauna and forest related profile in order to identify off-limits areas and update the Piano del Parco accordingly.</u></p>	Campiglio Pinzolo Reneda tourism board
4.37 Wellness Trekking	1	<p>The territory of the Park is also famous for the Comano thermae, characterised by its specific indication for skin diseases and respiratory affections. The thermae are also an occasion to regain one's forces and to recover from the daily stress. <u>For these reasons the action shall join the thermal healing aspect with the natural environment that surrounds the thermae, to offer opportunities of open air relax through trekking routes, along which excursionists find relax and wellness in "stations" aimed at maximising the beneficial effect of the officinal herbs.</u></p>	Comano tourism board
4.38 Malga Trekking	3	<p><u>The initiative consists in a two days excursion in the mountain pastures of the Park with overnight stay in a "malga", accompanied by an operator of the Park and a guide.</u> The initiative aims at enhancing the mountain pastures and at re-discovering the old practices of mountain life.</p>	PNAB

7.3 QUALITY ROUTE

Promoting a holistic approach to the quality of the territory and of the operators.

The route aims at improving environmental performance and services offered by accommodation enterprises and the quality of life of tourists and locals through interventions on image and architectural, environmental and urban quality.

SPECIFIC OBJECTIVES

5. Improving the quality of the territory and of its use

The quality of the experience depends also on the possibility to visit the Park through easy, efficient and sustainable transport. "To observe" and "silence" are

recurrent terms in the visitor's expectations survey¹⁷. Improving use means letting visitors walk and observe without having to worry about artificial noise and passing cars. At the same time everybody, but most of all disabled people, must be guaranteed of fair visiting conditions, focusing on the accessibility of paths and pedestrian routes.

Table 14 – Actions of the Quality Route

TITLE	ACTION LEVEL	DESCRIPTION	LEADER
5.39 A Park for all Seasons	1	Visitor centres and info-points are the main access doors to the Park, scattered overall in the territory. Their opening follows the tourism season patterns; in periods out of season they are closed. Considering that there is a considerable number of people that are interested in visiting the Park also before the seasonal opening, and that tourism operators have stressed the problem, <u>The action will promote early opening of visitor centres and info-points, and widening the activity programme. This might contribute to lessen the seasonality of tourism flows, favouring low season clientele, generally more regular and faithful, that would spur medium/small accommodation structures of the territory to stay open longer. The activity calendar, that recently saw a concentration of proposal in the months of July and August, shall be modified reducing the initiative programme during these months, when the offer of the territory is very rich, and strengthening it in low season periods.</u>	PNAB
5.40 Integrated Mobility Plan	1	The Trento-Malè railway that connects the trentino chief city to the Val di Sole makes the Park's territory accessible and reachable by rail. <u>Using also this opportunity, the action shall establish an integrated territorial mobility circuit in the Park's territory that permits to move in the protected area, once it has been reached, by public transport.</u> This initiative would support the Anello del Brenta project, enabling the transport of bikes in the most critical points of the route, thus offering the opportunity of alternative transport. Besides, this system, together with the railway link, offers the real opportunity to promote a car-free holiday from the starting point.	PNAB
5.41 Cross-Area Plan	1	At present, Rendena, Comano and Paganella tourism areas include during summer season articulated mobility projects, although often limited only to their specific area of competence, or only in minimal part extended also to other territories. This is the case of the Comano "mobilità vacanza" project, that includes some lines to Andalo and Molveno. The connection with the other side of the territory is instead totally lacking, including the Giudicarie Centrali (with Tione) and bassa Val Rendena area. <u>The action shall connect the holiday mobility services organised in different areas that nowadays are "closed circuits" in order to help tourists to move via public transportation.</u>	Terme di Comano Dolomiti di Brenta tourism agency
5.42 Val Nambrone Sustainable Mobility Plan	1	The Adamello Brenta Natural park and nearby areas are visited every year by approx. 6 millions of people. A fact that generates on the environment an unsustainable human stress in more than one area. Beginning Summer 2003, though precise agreements established with the local municipalities, the Park has actively managed, through an innovative project, the Val Genova mobility. The success reached through the implementation of the summer 2003 project convinced the administrations to renew the initiative in Summer 2004. Afterwards the initiative was experimented in Val di Tovel. <u>The project consists in overall management of these valleys, taking into account both the control of private car circulation and the establishment of an alternative public transport service through shuttle buses; all this is accompanied by a range of recreational-cultural initiatives. The aim is to invert the trend, changing the hasty approach (with thousand motorists that every day siege the valleys with quick car visits) to a more nature respectful approach, more in line with a "Park-like" holiday. Starting 2004, the project shall be extended with same modalities to the Val Nambrone, thanks to precise agreements with the local municipalities and with their cooperation.</u>	PNAB

¹⁷ Pnab visitors survey done by the Osservatorio provinciale del Turismo in Summer 2004: respondents were asked to associate the Park to one of the following words: Silence, Respect, Quality, Liberty -; silence ranked highest (il 50%); and one of the following 4 verbs - Resting, Observing, Knowing, Being moved, Walking - Observing ranked highest (35%).

5.43 Vallesinella Sustainable Mobility Plan	1	<u>The action shall widen the sustainable mobility projects already successfully experimented as mentioned above in Val Genova and Val di Tovel, also to the Vallesinella, that, as main gateway to the Brenta massif, bears in summer periods the highest number of excursionists.</u>	PNAB
5.44 Val Genova e Val di Tovel sustainable mobility plan	3	<u>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 buses¹⁸</u>	PNAB
5.45 Monitoring car and tourism flows	2	In 2004, in the three main summer car traffic gateways of the Park, some automatic stations that count car inflow numbers have been established, in order to guarantee a more orderly and less congested, therefore more environment friendly use of the territory. These stations are located in Val di Tovel, Val Genova and Vallesinella. Being aware of the car flow data for the whole day permitted the elaboration of more accurate statistics and the development of forecasts with planning goals. <u>In order to check the traffic also in the other valleys of the Park, the idea is to continue using mobile local survey plants to be placed temporarily during Summer season along the other streets of access to the Park.</u> Besides monitoring the car traffic through appropriate plants positioned in Val di Tovel, Val Genova and Vallesinella, from 2006 it shall be possible to monitor also pedestrian flows in some paths. <u>The action shall continue managing and monitoring car and pedestrian flows seeking better action modes.</u>	PNAB
5.46 River park	1	River Sarca rises in the largest Italian Alps glacier, the l'Adamello, and feeds the largest lake in Italy, the Garda lake. Along its course there are canyons (Limarò is one of the largest in the Alps, protected as environmental heritage of European interest). The eco-museum of Giudicarie is planning to establish there an open-air museum that shall propose guided itineraries. Another open-air museum with water as theme shall be developed at Ponte Arche along the riverbank. <u>The objective of the action is enhancing the Sarca river route, through the implementation of a river park in the Giudicarie Esteriori, with the involvement of BIM.</u>	BIM
5.47 Roman Street	1	The Roman street is a road layout running along the route under definition with the name of "Anello del Brenta", located in the right side of the Val di Non. The route runs along the Brenta Orientale side, from the Andalo village to the Terres village, and enters the Val di Tovel. This route, using part of forest paths, country lanes and other sentries, develops almost flat in the immediate surroundings of the Park. <u>The action shall recuperate and enhance this excursion route through path improvement works. Besides the action shall focus on the development of signposting both for approaching and for interpreting.</u>	PNAB
5.48 The Park for All	2	In recent years a stable workgroup was established dedicated to the management and implementation of school environmental education activities, of permanent residents education, of summer visitors activities and to the coordination, organisation and development of activities at visitors centres and guest room establishment of the Park. Moreover, since many years the Park cooperates and organizes initiatives with some associations and cultural groups of the park, such as SAT, Handicap Community and The Third Age and Free Time University. <u>In order to widen the range of proposed activities, mainly those aimed at disabled persons, there are projects being planned for pedestrian paths " accessible to all", aiming at making the protected area as accessible and usable as possible to everybody. More specifically they are 4 pedestrian equipped routes accessible to all, along the Diga Bissina, at Daone, from the botanical garden to Stenico and along the Tovel lake..</u>	PNAB
5.49 Network of Visitors Centres	2	Visitor Centres are, for the Park, a fundamental vehicle of culture and an opportunity of deeper knowledge of environmental reality. They are an economic driver also for areas decentralised from more tourism-developed areas. The territory has 9 structures, some already active, and others under construction; this network of centres deserves an important organisational reflection, taking into account that large financial resources are needed both for maintenance and continuous renewal, and for management. <u>The action shall feature, through the development of a Naturalistic Interpretation Plan, the planning of all operations and measures that concern the development and the management of the reception of the public, from the use of information, to the communication and the promotion of the territory from the tourism-recreational and didactic point of view.</u>	PNAB

¹⁸ See explanation Action 4.23: Val Nambrone Mobility Plan

6. Improving the quality of tourism enterprises

The quality of tourism enterprises is the by now indispensable goal to compete with other tourism resorts, to attract new tourism demand and to build customer loyalty. Quality may be seen under at least two approaches:

- As tourist trend, i.e. measure of quality perceived by tourists, made through surveys with tourism operators, in order to become aware of the needs of the guests and in consequence to revise one's policies and ways of acting (in receiving, in guest relationship, in atmosphere)
- As improvement of environmental and service performance, as well as sensitising and informing on these themes. (e.g. ISO, EMAS, EU-Ecolabel, Marchio Qualità Parco, Club di prodotto ...)

TITLE	ACTION LEVEL	DESCRIPTION	LEADER
6.50 Towards Quality, The Park and Ecolabel	1	In Summer 2003 the "Qualità Parco" project was started. This is the quality label awarded, for the moment being, to accommodation structures such as hotels, garni, campsites (but soon appropriate draft agreements shall be developed for typical structures and for the agrolimentary sector). The Park believes that the project is an important chance of local economy growth and of stimulus to the diffusion of a new environmental awareness. For these reasons it wants to use its label as territorial marketing tool, able to help a sustainable tourism and enhance local identity. As the Forum showed that the knowledge of the park as an instrument, is incomplete and scant, <u>the action shall sensitise, train and inform accommodation structures in the territory about taking part in the Qualità Parco label, i.e. criteria to abide by, procedures to follow, benefits to be gained.</u> Besides, in accordance with a rationale of continuous quality increase, the action shall encourage enterprises to apply for the EU Ecolabel. Hence, the action includes also a study for comparing these two instruments and to find synergies between them.	PNAB
6.51 Club Qualità Parco	3	Some hoteliers, members of the Qualità Parco label, initiated the "Club Qualità Parco" association. <u>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, an easier contact between members and the market of reference.</u>	PNAB
6.52 Rural Tourism Project	1	The "Turismo Rurale" project is an initiative of the Provincia di Trento territorial marketing company: Trentino Spa. It aims at establishing, within the Trentino accommodation system, a rural accommodation shared benchmark characterised by its offer of an authentic experience of contact with nature and with the local community. Members must guarantee a superior quality offer and actively enhance natural environment, and local culture, also in its material aspects. Since a part of the Park's territory is a destination that meets this type of tourism demand, <u>the action shall encourage typical and rural accommodation structures (B&B, agritourisms, refuges, small family hotels, malga...) to participate in the Trentino Spa "Turismo Rurale" project, in order to qualify their offer. In particular Trentino Spa is available to experiment the project in the Park's territory organising a training course for 15 accommodation entrepreneurs.</u>	Trentino Spa
6.53 Through the Tourist's eye	1	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. Territorial Forums showed the need to understand who is the tourist and what are his satisfaction and dissatisfaction reasons. Through the technical help of the Osservatorio del Turismo della Provincia and the cooperation of the Park, <u>the action shall assess the tourist satisfaction and investigate his holiday motivations through appropriate questionnaires, at accommodation structures, APTs, and pro-loco consortiums. At data elaboration and interpretation process end, all stakeholders shall be informed, through workgroups that shall reflect on the ways structures and territory management policies could possibly be redirected.</u>	Provincial Tourism Board

6.54 Qualifying the complementary accommodation offer	1	<p>The Park's territory is rich in underused homes, that could be used as alternative structures, such as B&B, that meet the demand of many visitors. At the same time the territory offers the possibility of stays in different accommodation structures, such as campsites, agritourism in flats, residences, that, although in the imaginary do not satisfy the typical structure criteria, are mostly family run and meet the requisites of the "Turismo Rurale" project. <u>To this end the action shall pursue the two following objectives:</u></p> <ul style="list-style-type: none"> - <u>Encourage the opening of new accommodation forms, giving adequate visibility and precise information on the financial instruments made available by the Province for new entrepreneurship forms. The Park is willing to publish periodically in its magazine a section dedicated to these themes.</u> - <u>Encourage a management that is authentic and respectful of local typicality, sensitising the province to value the possibility of a project similar to "Turismo Rurale" for other accommodation structures such as agritourisms in flats and campsites that at present are not part of the project.</u> 	Provincial Tourism Board
6.55 Qualità Parco for typical structures	2	<p><u>The action wants to extent the "Qualità Parco "project - as in 6.48 action: Towards Qualità Parco and Ecolabel- also to other typical structures that favour direct contact with the client and enhance local identity. The agreement drafts have already been prepared and approx. in 2006 interested structures shall be able to apply.</u></p>	PNAB

7. Improving the life quality of tourists and local population

Residents and tourists live in the same context, sharing spaces, places and infrastructure. Thus, natural heritage conservation, local architecture enhancement and care for the territory are useful both for improving the life quality of inhabitants and the attractiveness of the territory.

TITLE	ACTION LEVEL	DESCRIPTION	LEADER
7.56 Open Air Fittings	1	<p>In 2002, the Park adopted the Typological Manual of Open Air Fittings, useful to choose tables, rest areas, benches, with homogeneous design and material typologies. So far the manual has been used only for intervention managed directly by the Park in some areas, but in others adopted solutions are generally dissimilar. <u>Through this action the Park shall sensitise local administrations to adopt the manual for their interventions in the territory of the Park.</u></p>	Municipalities
7.57 Taking Care of the Landscape	1	<p>The issue of landscape care emerged dramatically during the territorial Forums. The life quality of inhabitants and the quality of experience of visitors depends also on particular care and respect for the environment, its integrity and cleanness. The Park is the subject that more than others bears the responsibility of defending and monitoring the territory. Therefore, through ISO 14001 Certification (first European Park to be awarded with it), the Park systematised a range of environmental management procedures that demand ongoing monitoring of all operators that interact with the Park and are involved in these issues. <u>This action shall sensitise municipalities to take into account the Park's indication concerning obstacles to be removed ;on its side the Park shall continue its monitoring and signposting activity - as included in its Environmental Management System.</u></p>	Municipalities
7.58 Enhancing Paths' maintenance	1	<p>The Forums demonstrated that the maintenance of paths is a priority and an issue deeply felt by the whole territory. Considering the importance of the issue <u>the Park has been asked to become spokesperson and sensitise PAT on this issue, so that the Province takes upon itself the issue of entering non SAT paths in the land register.</u> Since always the Park takes upon itself the maintenance of paths, but, considering its lack of staff that limits its intervention capacity, this year the Park asked municipalities to share this responsibility.</p>	PNAB

7.59 Ideas Contest	1	Architectural style of residential homes and public buildings tells more than any other element about the respect that local population has for its cultural heritage. Often the prevalent attitude is to adopt standardised or innovative models that do not integrate with and do not tell about the surrounding cultural and natural landscape. Trentino landscape is famous also for the architectural style of its huts, refuges etc., but recently, atypical buildings have appeared that contrast with local culture. For this reason <u>the action shall reward the development of typical architecture, promoting a competition for tourism architectural works ranging from new buildings to renewal of existing buildings and to tourism infrastructure, that respect specific local typicality criteria.</u>	Provinciale Urban Planning Service
7.60 Val di Tovel Electrification	1	At present Val di Tovel does not have electric power and this implies heavy structure management problems for refuges and hotels <u>The action shall study operative modes to bring electric power to the valley.</u>	Tuenno municipality
7.61 Val d'Ambiez Enhancement	1	The val d'Ambiez is the gateway to the east part of the Brenta, which is tourist and excursionist destination. At present the route that crosses the valley is heavily deteriorated and this compromises its stability and safety. There are problems of surface subsiding, road damages, and localised landslides, with consequent danger caused by rock falls. <u>In accordance with the agreements reached with the Comune di San Lorenzo, the action materialises in the Municipality taking upon itself the task of planning all consolidation works of the slopes, and the Technical Office of the Park taking upon itself the planning task of road improvement (propping up walls, road surfacing and water control). In order to implement these interventions the province shall be asked for adequate funds that finance specific sector laws, to be allocated in 2006.</u>	San Lorenzo in Banale municipality
7.62 Towards Park's EMAS Certification	3	In 2001 the Park was awarded the environmental quality certification, in accordance with the UNI EN ISO 14001 international norm, of the Det Norske Veritas (DNV) international organism that in September 2004 confirmed once again the good implementation of the Environmental Management System. Seen the very good results attained with ISO 14001 certification, in 2006 <u>the Park aims at taking a further step forward adhering to the EMAS (acronym of Eco-Management and Audit Scheme) regulation, which represents an eco-management and audit system promoted by the European Community (reg. CE 761/2001) in which any organisation can participate that aims at assessing and improving its environmental performance, providing the public and all stakeholders with appropriate and consolidated information. To this end the implementation work of the new certification started in 2005 shall continue, drawing up the "Environmental Declaration" to be assessed by a recognised certification body.</u>	PNAB
7.63 Towards ISO 9001 Vision 2000 certification,	2	Within the framework of the quality route, it is deemed indispensable to develop and implement a quality system that abides by the ISO 9001 Vision 2000 norm, that represents the world acknowledged certification reference of the Organisation Quality System.	PNAB
7.64 Fossil Free	1	In 2005 the park, in cooperation with BIM, ASUC di Stenico and CEIS, carried out an in principle study on the Val d'Algone reality, conducting a census on the energy need of local buildings and a verification of the possibility of developing a small power station that shall function using renewable sources, alternative to the generators now used. <u>The action shall study operational modes that can provide Val d'Algone with electric power through renewable power sources</u>	CEIS
7.65 Qualità Parco for agro-alimentary sector	2	<u>The action aims at extending the "Qualità Parco project" – quoted in action 6.48: Towards Qualità Parco and Ecolabel – also the agro-alimentary sector. Protocols and guidelines are being defined for obtaining the mark.</u>	PNAB

7.4 ACTION PLAN

Legend:

Level of Level of cots:	
1	< 20.000
2	20.000 - 50.000
3	> 50.000
Level of Man - days	
1	< 50 gg
2	50 - 100 gg
3	> 100 gg

AWARENESS ROUTE

ACTION	ACTION LEVEL	AREA	LEADER	PARTNER	PARK'S ROLE	PRIORITY	COST	PARK'S OWN HUMAN RESOURCES	MAN-DAYS	2006	2007	2008	2009	2010	2011	
1.1 Schools adopt the territory	1	N, R, A, P	PNAB	School, APPA (Provincial Agency for the Environmental Protection)	Leader	Medium	1	Didactic Office	2		x	x	x	x	x	x
1.2 The sight of the others	1	PNAB	Provincial marketing company (Trentino spa)	Local tourism boards, Trentino School of Management	Mediator	High	1	Charter Office	1		x	x	x	x		
1.3 The Park's spring	1	PNAB	PNAB	Local tourism boards, Consortium Pro loco, Municipalities	Leader	Medium	1	Communication Office; Didactic Office	1	x		x		x		x
1.4 Word of Park	1	PNAB	Giudicarie esteriori inter-communal library	Local libraries, PNAB	Partner	High	1	Didactic Office	1		x	x	x			
1.5 Educational for operators	1	PNAB	Local tourism boards	PNAB, local cultural associations	Partner	High	1	Charter Office	1	x		x		x		x

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1.6 Educational for tourist accommodations certified Qualità Parco	3	PNAB	PNAB	Club QP	Leader	* ¹⁹	1	Communication Office	1	x	x	x	x	x	x	x	x	x	x	x
1.7 Residents and visitors newsletter	2	PNAB	PNAB		Leader	Midium	1	Communication Office	2		x	x	x	x	x	x	x	x	x	x
1.8 Park magazine	3	PNAB	PNAB		Leader	*	3	Communication Office	3	x	x	x	x	x	x	x	x	x	x	x
1.9 Resident-aimed didactic/cultural activities	3	PNAB	PNAB		Leader	High	1	Didactic Office; Ufficio Fauna	2	x	x	x	x	x	x	x	x	x	x	x
1.10 Qualità Parco for schools	3	PNAB	PNAB		Leader	High	1	Didactic Office	1	x	x	x	x	x	x	x	x	x	x	x
1.11 Residents sociological survey	3	PNAB	PNAB	Sociology Faculty of Trento	Leader	Medium	1	Communication Office	1		x	x								
2.12 For a quality signposting	1	PNAB	Provincial Tourism Board	Provincial Planning Service, PNAB, Municipalities, competent Provincial Service	Awareness riser	High	3	Tecnic Office	3		x	x	x	x						
2.13 Renewed Internet site	2	PNAB	PNAB		Leader	*	2	Communication Office	1	x										
2.14 Target trade fair planned	3	PNAB	PNAB	Local tourism boards, Provincial marketing company (Trentino spa)	Leader	*	1	Communication Office	1	x	x	x	x	x	x	x	x	x	x	x

¹⁹ * = Action in progress

ROUTE OF THE SENSES

Legend:

Level of Level of cots:	
1	< 20.000
2	20.000 - 50.000
3	> 50.000
Level of Man - days	
1	< 50 gg
2	50 - 100 gg
3	> 100 gg

ACTION	ACTION LEVEL	AREA	LEADER	PARTNER	PARK'S ROLE	PRIORITY	COST	PARK'S OWN HUMAN RESOURCES	MAN-DAYS							
										2006	2007	2008	2009	2010	2011	
4.23 Historic/cultural route	1	PNAB	Eco-museum (Comano); Tovel Consortium pro loco Tovel; Val Rendena e Judicaria Study Center (Val Rendena)	PNAB, Local tourism boards	Awareness riser	High	1	Charter Office	1		x	x	x		x	
4.24 Images teach	1	C	Ecomuseo	Municipalities, Comano tourism board	Partner	High	1	Charter Office	1		x	x	x			
4.25 Discovering Apple	1	N	Melinda Consortium	Valle di Non tourism board, Tovel consortium pro loco, interested municipalities, Strada della mela e dei sapori	Mediator	Low	2	Charter Office	2							x
4.26 On the tracks of the white war	1	R	Provincial Arhitectural Heritage board	Sat Centrale, Sat del territorio di riferimento, Municipalities, War museums, PNAB, Adamello Park in Lombardy Region	Awareness riser	High	3	Environment Office; Tecnic Office	3	x	x	x	x	x	x	x

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4.36 Excursion ski	1	P	Campiglio tourism board	Provincial Tourism Board, local cableway society	Analysers	Low	1	Environment Office; Communication Office	1				x	x					
4.37 Wellness trekking	1	C	Comano tourism board	Terme di Comano Society, PNAB	Partner	High	1	Communication Office; Didactic Office	1							x		x	
4.38 Malga trekking	3	PNAB	PNAB	Local tourism board	Leader	*	1	Communication Office; Didactic Office	1	x		x		x		x		x	

QUALITY ROUTE

Legend:

Level of Level of cots:	
1	< 20.000
2	20.000 - 50.000
3	> 50.000
Level of Man - days	
1	< 50 gg
2	50 - 100 gg
3	> 100 gg

ACTION	ACTION LEVEL	AREA	LEADER	PARTNER	PARK'S ROLE	PRIORITY	COST	PARK'S OWN HUMAN RESOURCES	MAN-DAYS									
										2006	2007	2008	2009	2010	2011			
5.39 A park for all season	1	PNAB	PNAB	Local tourism boards	Leader	High	2	Didactic Office	2	x		x		x		x		

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6.50 Towards Qualità Parco and Ecolabel	1	PNAB	PNAB	Provincial Agency for the protection of environment (APPA), Club Qualità Parco	Leader	Medium	1	Communication Office	1	x	x	x	x	x	x	x	x	x	x
6.51 Club Qualità Parco	3	PNAB	PNAB		Leader	*	1	Communication Office	1	x	x	x	x	x	x	x	x	x	x
6.52 Rural tourism project	1	N, R, P	Provincial marketing company (Trentino spa)	Local tourism boards; tourism consorziums, Provinciale Tourism Board	Awareness riser	High	1	Charter Office	1		x	x	x	x					
6.53 Through the tourist's eyes	1	N	Provincial Tourism Board	Valle di Non Tourism board, Tovel tourism consorzium, Provinciale marketing company (Trentino spa)	Partner	High	1	Charter Office	1			x	x		x				
6.54 Qualifying the complementary accommodation offer	1	N, R	Provincial Tourism Board	Valle di Non tourism board, Campiglio tourism board, Tovel tourism consortium, Giudicarie Centrali tourism consortium, Provinciale marketing company (Trentino spa)	Portavoce	High	1	Charter Office	1				x	x	x	x			
6.55 Qualità Parco for the typical accommodation structures	2	PNAB	PNAB	Club Qualità Parco	Leader	Medium	1	Communication Office	1		x	x	x	x	x	x	x	x	x
7.56 Open air fittings	1	PNAB	Municipalities	PNAB	Coordinator	Medium	2	Tecnic Office	1	x	x	x	x	x	x	x	x	x	x
7.57 Taking care of the landscape	1	PNAB	Municipalities	PNAB	Coordinator	Medium	2	Environment Office; Tecnic Office	2		x	x	x	x	x	x	x	x	x

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7.58 Enhancing path's maintenaince	1	PNAB	PNAB	Sat Centrale; Sat del territorio, Municipalities	Leader	High	3	Tecnic Office	3	x	x	x	x	x	x	x	x	x	x	x
7.59 Ideas contests	1	PNAB	Provincial Planning Board	Provincial Tourism Board, PNAB, Municipalities, Valley Communities	Partner	High	2	Tecnic Office; Charter Office	1									x	x	x
7.60 Val di Tovel elettrification	1	N	Tuenno municipality	Provincial Energy Board, Trento University	Spokesmen	Low	3	Tecnic Office	1		x	x								
7.61 Val d'Ambiez enhancement	1	C	San Lorenzo in Banale municipality	Provincial board competent, PNAB	Partner	High	3	Tecnic Office	3		x	x								
7.62 Towards Emas certification for the Park	3	PNAB	PNAB	Consulting firm DNV	Leader	*	2	Environment Office	2	x										
7.63 Towards ISO 9001 and Vision 2001 for the Park	2	PNAB	PNAB		Leader	Medium	1	Environment Office	2			x	x							
7.64 Fossil free	1	C	CEIS	PNAB, Provincial energy board, Bleggio Inferiore and Stenico municipalities, BIM (Authority Bacin), ASUC di Stenico, Trento University	Partner	*	3	Environment Office	2	x	x	x	x	x						
7.65 Qualità Parco for agro-alimentary sector	2	PNAB	PNAB		Leader	High	1	Environment Office	2	x	x	x	x	x	x	x	x	x	x	x

8. MONITORING AND ASSESSMENT

The European Charter of Sustainable Tourism strongly underlines the importance of monitoring actions, in order to evaluate the contribution of the Action Plan to tourism sustainable development. Therefore the monitoring programme is integral part of the Strategy.

It is articulated in 3 levels:

1. Monitoring the implementation stage of the Action Plan.
2. Assessing the contribution of the Action Plan to sustainable tourism in the Parco Naturale Adamello Brenta.
3. Assessing the state of tourism in the territory of the Naturale Adamello Brenta.

8.1 MONITORING THE IMPLEMENTATION STAGE OF THE ACTION PLAN

The European Charter for Sustainable Tourism Office shall open a file for each Action of the Programme. Every six months it shall compile an implementation stage report, stressing possible problems. The report shall be sent to all partners. Main information shall be communicated through the official magazine of the Park and during the Forum.

8.2 ASSESSING THE CONTRIBUTION OF THE ACTION PLAN TO SUSTAINABLE TOURISM IN THE PARCO NATURALE ADAMELLO BRENTA.

Park Visitor Survey. It should be carried out every two/three years. Before 2011 a research shall be carried out, structured in similar way to the 2004 one. Issues to take into account are:

- Visitor profile (to check market changes)
- Service satisfaction level
- Feedback on perceived environment quality and possible arisen problems; on places visited in the park (to control the flow distribution in space); and on activities carried out.

Feedback from tourism enterprises. Considering that many objectives of the actions relate to quality improvement and more direct relationship with tourism enterprises, enterprise assessment shall have to be taken into account. .

In part, this can be attained, in qualitative terms, through the Forum. In addition, after 5 years a questionnaire survey shall be carried out, including following subjects:

- comparative assessment of results in comparison to previous years;
- booking seasonality (to check season widening);
- nature of promotions carried out, including references to the Park;
- type of information given to visitors;
- participation in training initiatives;
- rate of local employment in enterprises;
- active pursue of waste and energy consumption reduction;
- larger use of local products;
- general points of view and general problems.

Quantification of visitor flows. Periodic update of visitor flow data (though traffic meters in the main valleys of the Park); yearly statistic of contacts at Visitors Centres, events, activities etc.

Assessment on environmental impact due to tourism use of natural areas: in order to monitor the areas under heavier stress, every year, based on the Park Guards' reports, synthetic assessment shall be done (in scales) on following issues:

- Considerations of Park management data concerning endangered species, habitat loss etc.
- Considerations of quantity of abandoned waste;
- Considerations of path use level.

Assessment of environmental impact due by tourism activities in the Park's (and neighbouring) communities: cooperation with the University shall be started to study the ecological print of tourism activities, and assess the potential contribution of the activities driven by the adoption of the Charter (*see action 2.10: The ecological print*)

Assessment of socio-economic impact due to tourism activities in Park's (and neighbouring) communities. cooperation with the University and study centres shall be started to assess the contribution of the Park to tourism socio-economic benefits, in particular the assessment shall focus on the possible improvement of local economic activities driven by the actions of the Strategy. (*see action 2.11: The Park and tourism economy*)

8.3 ASSESSING THE STATE OF TOURISM IN THE TERRITORY OF THE PARCO NATURALE ADAMELLO BRENTA.

The European Charter of Sustainable Tourism Office shall update every year the indicators prepared in the Diagnostic Report (tourism impacts in the Park's territory, chapter XII of the Diagnostic Report). Indicators consider the impacts on environment, economic system and social system.

Il Presidente

Dott. Antonello Zulberti

Il Direttore

Dott Claudio Ferrari

06 marzo 2006