



*Autorità di Bacino Distrettuale
dell'Appennino Meridionale*

PGI01975 LAND-SEA

Sustainability of the land-sea system for eco-tourism strategies

Interregional Conference

"The regional strategies on ecotourism as a driver for a successful economic activity "

SEMESTER 6 (July 2019 – December 2019)

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| Partner name | Molise Region |
| Date and Place | 20 November 2019 – Termoli (CB) / Molise Region |

1. MINUTES of the Interregional Conference

The conference begins at 09:45 am at the University of the Study of Molise - Department of Bioscience and Territory, Via Duca degli Abruzzi, 67, 86039 Termoli (CB). The first intervention is from Prof. Luciano De Bonis, President of the Degree Course in Tourism Sciences and of the Master's Degree in Tourism Management and Cultural Heritage who greets the participants and thanks Molise Region and all the partners of the LandSea project for the amazing initiative. For the Municipality of Termoli speaks Mr. Remo di Giandomenico, Director of the Termoli Autonomous Tourist Office. He brings the greetings of the Mayor, Mr. Francesco Roberti and illustrates the main activities of his office, related to the implementation and the promotion of the tourist activities, especially on the Molise Coast. Eng. Massimo Pillarella, Director of the II Department - Financial Resources - Environmental Enhancement and Natural Resources - Regional System and Local Autonomies thanks the Municipality of Termoli and the University for the hospitality and welcomed all the participants and especially the members of the partnership. He explains that the LandSea project is integrated with other initiatives of Molise Region, regarding the environment protection and above all the eco-tourism promotion. Mrs. Caterina Praticò takes the floor and explains to the participants that the event was organized in the framework of the Land Sea project, co-funded by the Interreg Europe Programme 2014-2020, leaded by the Authority of the basin of the Liri Garigliano and Volturno Rivers (Italy) and that representatives of partners coming from Spain, Bulgaria and Germany are present. She presents the project and the activities such as well the results carried out so far. She recalls the key role of the Authority as a Lead Partner and its expertise in land management, and stresses the importance of the joint work conducted by the partners with their stakeholders to simplify and make more effective the elaboration of the Action Plans and the identification of the good practices at the territorial level. In fact, thanks to this type of project, it is possible to promote the dissemination of knowledge and the exchange of competences. Clea Zurlo, project manager of the project for Molise Region takes the word and thanks all the participants introducing the different presentations.



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Mr. Contestabile, a professor coming from CONISMA organization and member of expert panel for River Basin Authority, could not attend the conference and Mrs. Federica Roscioni from University of Studies of Molise presents his contribution: ***Management of natural areas or recovered through ecotourism: moral evasion or real economic benefit?***

There are two related, but distinct, economic concepts in ecotourism: ECONOMIC VALUE and ECONOMIC IMPACT. About the economic value is represented that a common ecotourism goal is the generation of economic benefits, whether they be profits for companies, jobs for communities, or revenues for parks. Ecotourism plays a particularly important role because it can create jobs in remote regions that historically have benefited less from economic development programs. Protected areas, and nature conservation generally, provide many benefits to society, including preservation of biodiversity, maintenance of watersheds, and so on. Unfortunately, many of these benefits are intangible. However, the benefits associated with recreation and tourism in protected areas tend to be tangible. Contrary to popular belief, the presentation says that every year, 3,160,000 people in the United States spent \$222 million on observing, photographing, and feeding wildlife, that total expenditures by birdwatchers alone, usually greater than those of other ecotourists, totaled over \$20 million/year and per-capita expenditures by birdwatchers in USA have been estimated at \$1,852/year. It has been communicated also that there are several obstacles in boosting the ecotourism impact such as the identification of ecotourism expenditures, the ability to survive in a competitive market and the moral hazard. A key solution to the three questions could be the promotion of "ecotourism economic areas". Such areas, working as «economic districts» can be primarily the natural park, the environmental restored areas and, finally, areas subject to hydrogeological hazards. The purpose should be the promotion of the economic revitalization by the introduction of remunerative activities, (e.g. ecotourism, selling or transformation of regional products) giving new opportunities to young people who have left marginal areas subjected to hydrological risks. It is also important to evaluate the positive environment externalities produced by such eco-tourism activities in state-owned areas. The conclusion is that ecotourism represents a viable economic activity that can minimize negative human impacts on wildlife habitat and provide an incentive to preserve natural areas. In order to avoid inefficiencies and dispersion of energies, the creation of special economic district – coherently with Regional environmental conservation programmes – is strongly recommended to boost the economic impact of ecotourism.

Mrs. Filiz Arifova from Regional Administration of Varna made a presentation entitled: ***“Regional ecotourism strategies in Varna and Varna region”*** talking about the connection between regional tourism development strategy and the eco-tourism development program. Mrs. Arifova explained that the 3rd action of the Varna Regional Action Plan is to propose to the National Tourism Council of Bulgaria the creation of a new strategic document, a regional tourism development strategy together with the eco-tourism development program. She underlines that after careful consideration of the legislation in her country, Varna Region concluded that there are strategy documents about tourism development on national and municipal level, but there is not such a document, which is vital for the process of execution. Thus, coordination, effectiveness and stability will be introduced in the activity of the various institutions, interested parties, business entrepreneurs and local communities in order long-term tourism development on regional level to be guaranteed. This Regional Tourism Development



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Strategy will have socio, cultural, economical, environmental and political development of the destinations and as such represents a significant development opportunity for the Varna Region. The main objectives of this Strategy will be: exposing the unique nature of the natural tourist resources of Varna region, the restoration of the attractiveness of anthropogenic resources (archaeological and architectural) in Varna region, the expansion of the product range of Varna region in order new and less know objects to be included and finally increasing the level of customer involvement in the co-creation of the value of the tourism product in the Region.

From defensive to pro-active coastal zone management: Land-Sea Lessons learnt for the Hamburg Action Plan to enhance sustainable tourism strategies is the title of the intervention of Mrs. Heike Markus-Michalczyk from the Senate of the Free and Hanseatic City of Hamburg. The discussed topic are the Land-Sea Lessons learnt for the Hamburg Action Plan to enhance Sustainable Tourism Strategies in order to boost a pro-active Coastal Zone Management. Mrs. Markus-Michalczyk illustrates the Hamburg Climate Plan explaining that in Germany, all federal states work with own tourism strategies, she talked about target agreements and measures and cross-sectoral cooperations link tourism with other economic factors (e.g. ports, water management). She added information about new ideas coming from Best Practices developed in the other Regions of the Landsea partners such as Harbour Boulevard – 2019 in Hamburg; Coastal Promenade – 2014-2018 removed (Life Pletera Project) in Spain, the Natural Parc – biodiversity hot spot Medes Islands and surrounding sea bed in Spain; “Tenuta di Bacco” Food and wine itinerary and “Locanda Alfieri” Albergo Diffuso in Termoli (Italy) and finally presenting the Hamburg HafenCity dwelling mound concept on different altitudes. She concludes her intervention talking about the preservation of valuable and protected habitats and species (EU Habitats Directive - Natura 2000) and the harmonization of ecological and economical demands in the area as a joint objective of the Federal Waterways Administration, Hamburg Port Authority and the neighbouring states of Schleswig-Holstein, Lower Saxony and Hamburg. An integrated management plan was drawn up by 2012. Goals with proposals for measures to achieve the objectives, guidance for projects and measures, additional basis for the assessment of plans or projects and improvement of planning security.

An innovative and holistic approach to strengthen economic development by enhancing natural resources from Barcelona Urban Ecology Agency with Mr. Ferran Sanchis and Mrs. Susanna García Larios.

The presentation illustrates the approach to sustainable tourism in the city of Barcelona. The speakers underline the importance of the tourism for Barcelona that has a great variety of tourist offer and demand. In order to ensure a good sustainability of the system, especially for environmental issues, Mr. Sanchis explains that is essential the organization of the transports in the city. For this reason there are a tourist mobility guidelines in Barcelona in order to:

- 1) Integrate tourism demand in mobility management and planning.
- 2) Ensure environmental sustainability.
- 3) Achieve greater equity in the distribution of direct and social costs.
- 4) Make tourism mobility compatible with daily life.
- 5) Respond to the territorial challenges of the destination.

Mrs. García Larios presents the project “Superblocks’ model: towards more sustainable cities” which is an urban cell that provides the basis for the new functional model of Barcelona. The new superblock is defined by perimeter of basic roads of 400m x 400 m. The network of these basic roads connects different points of the city. Private vehicles can circulate at limited speed (10 km/h) and it allows the population to actively use the public space of





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inner roads. The objectives of this model are: Mobility improvement, Traffic reduction, Improvement of the availability and quality of public space for pedestrians, Improvement of the urban quality, Environmental impact reduction, Reduction of parking surface for vehicles, Improvement of the life quality, Increase of social cohesion and economic activity.

The rural villages of Molise: a future model of ecotourism? The case of the widespread hotel "La Piana dei Mulini" from Communication responsible "La Piana dei Mulini", Mrs. Alessandra Capocéfalo.

Mrs. Capocéfalo presents the Molise best practice of La Piana dei Mulini which is a "Albergo Diffuso" in the heart of Molise. The rural village, abandoned for decades, has been transformed, thanks to the visionary tenacity of Molisani dreamers, into a period residence with 13 expertly renovated and furnished rooms, in which the classic charm of the wood and wrought iron furnishings and the warm notes exposed beams immerse the guest in a timeless atmosphere.

La Piana dei Mulini is also a refined restaurant that uses carefully selected local products for contemporary dishes with a typically Italian taste in which a unique territorial identity is recognized.

The splendid landscape of the Biferno valley, the beauty of the stone architecture, the attention to detail and the care for the guest make La Piana dei Mulini an ideal place for small and large events, celebrations, weddings and civil rites.

A mill rises on the river, where for centuries the voices of water and those of men chase each other. Stone after stone, there are other buildings used for the wool processing of the transhumant flocks that crossed the nearby sheep tracks, the Pescasseroli - Candela and the Castel di Sangro - Lucera.

The practice of transhumance, an economic engine of the Region until the mid-1800s, fell into disuse, part of the complex was early converted into a hydroelectric power plant that supplied energy to the nearby municipalities of Colle d'Anchise and Baranello until the 1960s, when the power plant it was abandoned and the complex abandoned.

In 2000, this bend of the Biferno river was an impenetrable forest and of the ancient buildings only the ruined roofs could be seen. In just over a year, thanks to the efforts of the Municipality of Colle d'Anchise and the Molise Region, with the cleaning of the supply channel of the old mill and the reclamation of the river banks, this green place has turned into a magnificent park, guardian of rare and precious species of local flora and fauna. The Park, due to its natural specificities, is part of a larger area declared a Site of Community Interest (SIC).

The walk in the park begins with a visit to the old mill and the disused hydroelectric plant, protected by the Ministry of Heritage and Cultural Activities. From there, following the canal, with its bridges, locks and sluice gates, you get to a placid bend of the Biferno river from where you can admire all the majesty of a millennial ancient river. Further ahead, following the embankment, rest the stone arches of the old bridge that connected Campobasso with Bojano, Colle d'Anchise and Baranello.

The park is the main attraction of la Piana dei Mulini.

There are countless activities that animate it at any time of the year. However, the most popular are those related to outdoor sports, from running (sports and competitive), to environment fishing, canoeing (including rafting).

Our park is so important that in 2019 we started the project "Memory Park" thanks to which we offer the newlyweds who will join the opportunity to plant a tree in our park on their wedding day.

The future of La Piana dei Mulini and Molise is in its territory. It is for this reason that by 2020, thanks to the collaboration of the Municipality of Colle d'Anchise, a cereal museum will be set up in the former mill and former power plant premises, in which an ancient stone mill with water wheel and a museum will be put back into operation dedicated to the hydroelectric plants of the Biferno river.

Finally, by the end of 2019, a close agreement with Slow Food's Molise pipelines will bring the farmer and





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craftsman market to the heart of Molise.

After the lunch break, Mrs. Clea Zurlo introduced the presentations of each LandSea partner about their Action Plans.

Presentation of the Action Plan of Molise Region for Land-Sea project made by Mrs. Federica Roscioni of University of the Studies of Molise. Mrs. Roscioni describes the main objectives of the Molise Region Action Plan:

1. Develop a sustainable ecotourism strategy;
2. Promote an internationalisation of the tourism policy of the Region;
3. Enhance the economic growth of the Region through a touristic development based on the naturalistic value of its coast offering a sustainable tourism in wild and protected coastal areas.

The foreseen action are 6 but Mrs. Roscioni clarifies that the elaboration of the Action Plan is still in progress and that some actions could be changed or even be removed. She illustrated the following Actions:

ACTION 1 - Identification and planning of training and promotion of ecotourism in the Molise coast. The planned activities will be the organization of training and updating courses for tourism operators, economic operators, SMEs and all the beneficiaries belonging to the tourism sector and its industries, the scheduling of formation calendars for existing companies and the scheduling of formation calendars for start-ups.

ACTION 2 - Qualification of the tourist offer in the territory of the Termoli Urban Area. This action will be implemented through the publication of call for proposals that incentive the qualification of the tourist offer in the territory of the Termoli Urban Area which includes the coastal area of Molise, e.g. "Dynamic packaging" interventions, online interface used for bookings of tourist packages that allow consumers to create customized packages, "Marketing networking" of products or services from producer directly to the final consumer through a network of independent distributors, interventions of "tourism information system" system;

ACTION 3 - Catalogue of eco-touristic packages for low and high season. In the framework of the Urban Strategy of Termoli in order to enhance the competitiveness of the ecotouristic companies identified by Action 2, eco-touristic packages based on international experiences will be developed and located in at least two important areas for the conservation of Molise coast.

ACTION 4 - The districting of SMEs in the tourism sector and interconnection to the international eco-tourism market;

ACTION 5 - Marketing actions for the integrated use of cultural and natural resources and the promotion of tourist destinations;

ACTION 6 - Extension of the seafront and restoration of the coastal Pinewood in Campomarino Lido. Concluding her intervention, Mrs. Roscioni underlines that the Land-sea ecotourism planning and management have to take into account biodiversity key resources. These resources are important in terms of aesthetic value, functional values and not least in terms of economic value (e.g., ecosystem services). Important actions on the coast had been carried out in Molise Region with the implementation of LIFE/NAT/10/000262 Maestrone and other important regional actions which acted to make the life actions be effective on the long term .

Presentation of the Action Plan of Regional Administration Varna

Mrs. Velina Georgieva speaks and explains that their Action Plan is a detailed set of instruction, which we have to follow to solve problems in region Varna for development and promotion of sustainable ecotourism, the conservation, restoration and sustainable management of coastal marine areas. The proposal actions are 5. The first one is the proposal for amendment of operational program "Regions in Growth" by decision of the regional development Council of Varna Region and the Regional Council for





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development of Northeast Region level 2. The proposal will be tabled first for a meeting of the Regional Development Council of Varna Region and then for a meeting of the Regional Development Council of the Northeast Region, as this issue is of strategic importance for the district and the region in terms of economy, transport, preservation and safety of the coastal areas. The Action 2 is planning and programming 2021-2027 - in developing strategic and planning documents at district and regional level for the programming period 2021-2027, the Regional Governor of Varna will be planned activities related to the management of the coastline including rebuilding activities to provide safety in landslide areas and sustainable eco-tourism development such as cleaning of Pasha dere area /protected zone/ Cleaning of Longoza Protected Area around Kamchia Reserve and Organizing a tourism forum called Ecotourism - Our Green Future. The Action 3 is the proposal to the national tourism council the creation of a new strategic document - a regional tourism development strategy. The Action 4 is to request to the leading partner on the land-sea project to provide us with a support letter for the establishment of "the executive agency for integrated coastal zone management. This action has the aim to institutionalize cross-sectoral coordination at each level of governance with a view to fully implementing the principles of integrated coastal zone management on the black sea coast. Finally the Action 5 is promoting cooperation and exchange of good practices between all of the stakeholders. The aim is to seek comprehensive, effective and efficient regional governance that is able to preserve natural habitats and contextually support the development of ecotourism through open dialogue.

The Hamburg Action Plan: Integrating sustainable coastal management into climate planning

Mrs. Stefanie Wodrig from the Senate of the Free and Hanseatic City of Hamburg illustrates their Action Plan. She points out that the the Senate started a process to achieve a sustainability Strategy by Hamburg Tourism on July 2014 with the Senate Response to the Parliamentarian Request ("Ersuchen") "Strengthening tourism – stimulating sustainability". After the Coalition Agreement of 2015 that increases sustainable city tourism & sustainable event management, in December 2018 arrived the Sustainability Strategy by Hamburg Tourism GmbH for strengthening decentralized tourism & guideline for green events. She underlines that the Sustainability Strategy by Hamburg Tourism is focused on city tourism, not at the urban coast. Starting from the point of view of the Government of Barcelona / Barcelona Urban Ecology Agency which have Integrated wellbeing at the seafront into climate planning, Mrs. Wodrig explains that the Spanish best practice Pletera wetland restoration in Catalonia inspired the Shallow water area Kreesand in Hamburg. The main action of their Action plan is integrating a broader understanding of coastal zone management into climate planning "Hamburg Climate Plan of 2015" which is focused on flood protection and authorization of Hamburg's districts to become active in climate planning.

Presentation of the Action Plan of General Government of Catalonia for Land-Sea project

The last intervention was up to the General Government of Catalonia with Mr. Xavier Cazorla Clarisó and Barcelona Urban Ecology Agency with Mr. Guillem Mas.

Mr. Guillem Mas illustrates the Ecotourism In The Ebro Delta 2019-2021 Action Plan starting from the context that gives the initial ideas. The 2019-2021 Action Plan for the Ebro Delta within the framework of





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the Land-Sea Interreg Europe project is associated with the European Charter for Sustainable Tourism in Protected Areas (ECST) of the Ebro Delta. The objectives of this Action Plan are 5:

Objective 1. Improve the coordination and participation of the agents involved in the planning and management of ecotourism in the Ebro Delta, especially in the scope of the Natural Park.

Objective 2. Preserve and recover the heritage of the delta, paying special attention to resources with ecotourism value.

Objective 3. Improve the quality and sustainability of the Ebro Delta's facilities, particularly ecotourism facilities.

Objective 4. Adopt an innovative approach to the creation of ecotourism experiences and their promotion.

Objective 5. Improve the training and awareness of professionals related to the ecotourism sector in order to favour the sustainability and competitiveness of the tourism sector.

Many examples of Best Practices were described such as The Campaign «ON THE MOUNTAIN LET BE GUIDED!», the Forest Baths and the Ornithological Reserves. A specific focus of discussion was related to the planning of tourist activities on the beaches, justified from the fact that more than 630.000 visitors/year visited the Delta Ebro which is known for its wide and extensive beaches, which have generated problems concerning motorised access, overnight stays and illegal campsites. These activities, along with new leisure activities, like kitesurfing, boogie, and recreational fishing, has increased. That the reason why is very important for the Regional Government of Catalonia ensuring some activities such as the conservation of the natural values of beaches in coexistence with recreational uses and users, inform caravanners of the existing regulations, to create areas of overnight caravan stays in the urban periphery and install areas to collect waste and recycle glass in bins.

Mr. Xavier Cazorla Clarisó talks about the importance of the ecotourism in Catalonia since 25 years ago. In the Catalan Strategy of Ecotourism an innovative and holistic approach to boost economic development valuing nature is present. He mentions also which is the roadmap to strength ecotourism in Catalonia, particularly in natural protected areas by 2020. Very important in Catalonia is also the Public-private Governance that is represented in the CATALAN BOARD ON ECOTOURISM who works also with a participative platform (think tank) integrated by professionals and experts from public and private sector related to ecotourism in Catalonia. A great focus is on the importance of the communication of the Ecotourism. In Catalonia there is an ECOTOURISM BRAND that involves more than 40 companies, entities & destinations associated. The conclusion of Mr. Cazorla Clarisó are that the Catalan Ecotourism Model is based on an holistic approach (engaging nature & tourism & local development) that is a key aspect for ecotourism, a cross-sectoral approach with Public-private, different levels of governance (local, regional, national, international) and a strategic approach: planning, facilities, companies, communication, etc.

The conference ends at 16.00.



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PICTURES



SPECIAL SECTION

Local News Broadcast from Molise Region

Appearances in the media? And/or post on websites? (local level communication is required to be brought to the wider networks)

Please remember to attach copies of articles and/or links to website

NEWSPAPER:

Primo Piano Molise - Il quotidiano del Molise;

ONLINE NEWS:

<http://www3.regione.molise.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/16807>



European Union
European Regional
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<http://www.altomolise.net/notizie/attualita/26066/ecoturismo--a-termoli-si-parla-di-sviluppo-sostenibile-con-l-assessore-cavaliere->

<http://247.libero.it/lfocus/40294302/0/termoli-meeting-land-sea/>

<https://www.cblive.it/news-dal-molise/ecoturismo-a-termoli-esperti-da-tutta-europa-per-discutere-di-sviluppo-e-futuro.html>

<https://www.termolionline.it/news/attualita/890940/land-sea-ecoturismo-e-sistemi-di-sviluppo-misti>

<https://moliseprotagonista.it/unimol-conferenza-interregionale-le-strategie-regionali-sullecoturismo-come-acceleratore-per-unattivita-economica-di-successo/>

<https://www.molisetabloid.it/2019/11/19/ecoturismo-occasione-per-uneconomia-di-successo-in-molise-la-conferenza-interregionale/>

<https://www.primonumero.it/2019/11/ecoturismo-a-termoli-esperti-da-tutta-europa-per-discutere-di-sviluppo-e-futuro-delle-zone-costiere/1530584752/>

SOCIAL NETWORK - FACEBOOK:

<https://www.facebook.com/search/posts/?q=land%20sea&epa=FILTERS&filters=eyJpbmRlcmFjdGVkX3Bvc3RzIjoie1wibmFtZVwiOlwiaW50ZXJhY3RlZF9wb3N0c1wiLFwiYXJnc1wiOlwiXCJ9In0%3D>

ANNEXES:

1. Agenda of the Interregional Conference
2. Signature sheets
3. PPT presentations
4. Press review