



Verifier's Report to the Evaluation Committee

Name of protected area: PARCO NATURALE PANEVEGGIO-PALE DI SAN MARTINO

Name of verifier: Josep M. Prats

Date of submission of application by protected area:

Date of verification visit: 17-20 June 2015

Date of completion of this report: 24 July 2015

Programme of visit, key sites and partners visited:

Please attach a full list of people interviewed and job titles as an appendix

Wednesday 17 June

13.00 – 14.30 Arrival. Lunch and accommodation in Hotel Tressane a Tonadico.

15.30 – 18.00 Park's headquarters in Villa Welsperg, Val Canali. Meeting-presentation of the Paneveggio-Pale ECST Action Plan, the Provincial Tourism Strategy "TurNat" and the verification visit programme. Presence of the President of the Park, the Director and representatives of Servizio Provinciale, AAPP, Consulting CETS and TSM – Trento. (see appendix for detailed list).

Thursday 18 June

08.45 – 9.30 *Departure to Visitors Centre of Paneveggio.*

9.30 – 11.00 Meeting with APT di Primiero, Fiemme e Fassa (actions T12, T13, T14, T15, C1, C4).

11.00 – 12.15 Meeting with Museo di Predazzo, Strada dei Formaggi e Caseificio di Primiero (Schede T3, T5, T6, T7, T16).

12.15 – 13.00 meeting with Magnifica Comunità di Fiemme (Scheda T18).

13.15 – 14.50: lunch in Malga Rolle and departure to Villa Welsperg.

15.00 – 16.30 Meeting in Villa Welsperg with Aziende Agricole (Agriculture farms) and presentation of the Project "trekking someggiato" (action T10) and other projects developed in partnership.

16.30 – 18.00 Meeting with Local section of SAT (Action T8) and Cesare Cerchio (Action T2).

18.00 – 19.20 visit to the path "Le Muse Fedaiè" example of a park's didactic activity open to the public.

Friday 19 June

9.00 – 9.30 Departure to Ecomuseo del Vanoi in Canal San Bovo.

9.30 – 10.30 Meeting with Associazione Ecomuseo (Action T17)

10.30 – 12.00 Visit to Sentiero Etnografico del Vanoi (Ethnographic Path) and presentation of “Associazione Ecomuseo” activities in partnership with the Park.

12.00 – 12.30 Visit to “Casa del Sentiero Etnografico” Meeting with Associazione B-MOB (Action T12).

13.00 – 14.30 Lunch “Ristorante del Vanoi” and departure to Villa Welspeg.

15.00 – 16.30 Meeting in Villa Welsperg with representatives of hotel owners: Nicola Cemin (Primiero Iniziative) e Carla Scalet.

16.30 – 18.00 Meeting with representatives of Local councils of Imer, Mezzano and Comunità di Primiero (Actions T11, C12 e C13).

18.10 – 19.20 Final meeting and conclusions.

19.30 Diner in Malga Canali with the President and the Director of the Park.

Saturday 20 June

10:00 Departure to Treviso Airport.

Overall Impressions

Comments on the application from the protected area and evaluation visit:

The “Parco Naturale Paneveggio-Pale di San Martino” (PNPPSM) has an extension of 19.717,46 Ha and includes territory of 10 municipalities. The total extension of the ECST area amounts 60.609 Ha because the whole territory of each of them has been included in the Charter Area. Most of the protected area is public property (17.654,54 Ha) without inhabitants inside. The population of the 10 municipalities was of 17.253 in 2013. PNPPSM is one of the parks in Provincia Autonoma of Trento and the management body is of public status attached to the Province government.

It's a typically alpine territory with a rich and varied geology, the East part dolomitic and the West porphyry and crystalline. The dolomitic section has been recognised as World Natural Heritage Site by the UNESCO. In addition of the natural, geologic and landscape values, the park has a very important cultural and historic heritage linked with World War I, as a section of the war front between Italians and Austrians was established there.

The park is managed by a team of 16 people and in addition there are 16 staff attending the Visitor Centres and 20 more to maintenance works. In 2014 the overall budget for park's management has been of 2.259.240€, 85% coming from the Provincia Autonoma di Trento and 15% self-financing.

The main aim of the park is the preservation of alpine environment, specially those areas included in Natura 2000 network as well as traditional activities related to the territory such cattle breeding, forestry and tourism. This last activity is very important in the management because it's related to large ski stations inside de park that oblige it to seek a counter-balance stressing sustainability.

Tough there is no record of the total amount of visitors, the number of overnight stays was 422.296 in 2013, slightly more than half in winter (211.626). The tourism activity is very old in the park, in some places started in the XVIII Century and we can consider that tourism was born here. In the park's municipalities there are 169 hotels and 75 complementary businesses.

The park's management is relatively simple and the territory quite homogeneous, with a good extension of public land that allows a good control over the territory.

Verifier's assessment

Overall comment on the sustainable tourism strategy and action of the protected area and how it relates to the European Charter:

The park has made a good effort to plan the tourism development based on Charter principles and inside the PAT strategy TurNat. I was able to see the good commitment of park's director and president. They accompanied me all during my visit and showed a very good relationship with all the stakeholders we meet with. The Park is well equipped for an excellent management of sustainable tourism and this is good as tourism is a very important activity in the territory. The ECST provides a good occasion to strengthen the relationship between the park and the tourism sector.

Maybe the process for the Charter was too quick and that's why some of the Charter requirements are misrepresented in the action plan, but nevertheless none of the essential aspects are missed.

Main strengths:

- The existence of a very complete assessment document "Raporto Diagnostico" that is the main document in the ECST dossier and constitutes a very exhaustible analysis of the park and extended Charter area. This allowed the park to base the Strategy and action plan in a solid base.
- The TurNat provincial Strategy for sustainable tourism development is an appropriated framework reinforcing and sustaining the PNPPSM own strategy for the ECST.
- A complete and diversified development of tourism involving the discovery and interpretation of natural and cultural heritage. At least 14 of the actions are related to tourism offer development, several of them has been mentioned in previous points. I do consider that this is the best of the Action Plan.
- The support of Provincia Autonoma del Trentino to the park and the ECST programme that is a good indicator of its continuity.

Main weaknesses:

- Lack of planned surveys to measure visitor satisfaction and keeping an accurate record of visitor flows. Though in the past has been some good surveys, the lack of planned actions in this field must be addressed for the next period.
- Lack of training programmes for staff of the protected area in sustainable tourism. No action has been planned in this field-

Conclusions and recommendations for the protected area:

1. To add a specific action to the action plan in order to organize surveys to measure visitor satisfaction and keeping an accurate record of visitor flows.
2. To include in the action plan the implementation of training programmes for staff of the protected area in sustainable tourism.

3. Try to better organize the tourism enterprises favouring the setting up of a tourism association grouping the sector.

Recommendation on award of the Charter:

Please check one box

I recommend that the protected area receive the award of the Charter.

I do not recommend that the protected area receive the award of the Charter.

In order to put a cross in the relevant box, please double click on the box you want to mark. A dialogue box "Check Box Form Field Option" should open. Click under "Default Value" where it says "Checked", then OK, and the proper box should have a cross in it.