

TRANSNATIONAL MEETING N°1

13, 14, 15 & 16th JUNE 2017 – LAG Gran Sasso - Assergi- Italy

D321 Thematic Workshop MINUTES Part 1/3

WP3-Studying- Activity 3.2. Organisation of thematic workshops

TW Part one: 14th June 2017 – 14h00-18h00

TW Part two 15th June 2017 – 09h00-19h00 (see another document)

TW Part three: 16th June 2017 – 09h00-13h00 (see another document)

Introduction

The thematic workshop was organized by PP3 with the supervision and collaboration of the LP and the external expert, Séverine Bressaud. The themes to be presented during the meeting were carefully evaluated during the preparation of the thematic workshop, focusing on some of the emblematic features of the territory of Gran Sasso. The workshop started with an "experimental" part, through a tasting of typical products. Subsequently, in a more traditional way, the strategy of the Lag Gran Sasso and the projects supported during the last programming were presented. Finally, the focus has shifted to the two topics selected, namely Slow food and Green activities.

This first part of the thematic workshop consisted of four sections:

1. An experimental tasting training
2. The presentation of Gran Sasso Lag Strategy
3. Topic 1: Slow food,
short supply chain as a red thread of tourism development
 - 3.1 Introduction with a presentation on a Gran Sasso project
"Abruzzo nel mondo", by Niva Florio, expert of food, guide of taste
 - 3.2 Subgroup work on this topic
4. Topic 2: Green leisure, activities in nature: Focus on a Gran Sasso project "Green leisure and nature preservation"
 - 4.1 Introduction with a presentation by Marta Picella,
cooperative "Il bosso" working on sustainable tourism/outdoor sports
 - 4.2 Subgroup work on this topic



Author(s):

Partner and name of the authors:

- PP3 Maria Sulpizio – Project Coordinator E-mail: maria.sulpizio@gmail.com
- PP3 Giovanni Hausmann – Project Financial responsible E-mail:
- PP3 Francesca Ardizzola external expert
- PP3 Niva Florio – external expert
- PP3 Marta Picella – external expert
- Eurêka 21, moderator of the thematic workshop

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1. An experimental tasting training

In order to live a directly sensory experience, the study session started with a tasting led by the Gusto Guide, Francesca Ardizzola. Around the table, all together, Francesca illustrated the main products of the Gran Sasso area tradition. We discovered, together with Francesca, how to distinguish a good olive oil where the precious Saffron is cultivated, known as "red gold". We discovered the dairy products and all the varieties of legumes that belong to Gran Sasso's agricultural heritage.



Among the most famous land products, Gran Sasso area has particular legumes such as Cicerchia; Spices such as the Saffron of the Eagle, truffles among which always the Aquila is an important collection area. Abruzzo region and the area around Gran Sasso also produces extra-virgin oils, among which there are three DOP varieties. Dairy produce includes numerous sheep's cheese, Caciocavallo and Scamorza, even in seasoned versions. Among the cured meats is also the Ventricina, so called because the meat is stuffed in the stomach and not in the pork gut; Renowned for that of Teramo. They also produce suppressed and mortadelle. Among the wines of Abruzzo production stands the Montepulciano d'Abruzzo and Trebbiano.



See in dropbox: [TNM1-TWS-Part 1-PWT1-Francesca-Ardizzola-170614](#)

This session allowed pointing out the mission of a "tasting guide" and her role in the tourism attractiveness. Indeed, local products are considered as a prime element of identity, of local development strategy and are a key criteria of the emblematic dimension of the area.

2. Presentation of Gran Sasso tourism strategy

The second presentation was about the Lag Gran Sasso Strategy.

Giovanni Hausmann, the financial director of the Lag Gran Sasso presented in details the Gran Sasso area and its strategy:

- to promote a sustainable socio-economic growth
- to communicate cultural and historical heritage
- to encourage the development of the rural areas
- to propose a new development model to give a chance to the new generations
- to invest in innovation to increase the quality of life of the local communities
- to preserve and improve the environment
- to help biodiversity conservation

The Great Horn (2912 m asl) is the highest peak of the mountain massive of the Gran Sasso d'Italia and of the continental Apennines: it is an emblematic point of reference for the people of the Abruzzo Region. There is a sort of identification of the people for its mountain.

The tourism strategy of Gran Sasso main objective is the diversification of its tourism attractiveness: to provide a tourism offer not focused only on the peak of the Gran Sasso but also on the surrounding areas (balcony, piedmont, massif...), to manage the flow linked to the peak attractiveness, to extend the length of stay.



The Abruzzo Mountains and Gran Sasso are a fascinating destination for everyone. The part of the regional territory which, because of its history, has its cultural, artistic, archaeological and environmental resources more strongly characterized by this region. Visitors of all ages will find opportunities to actively engage their leisure time and recover a state of tranquility and psycho-physical well-being, to make the "full" of energy and good humor. A superb nature protected by a continuity of parks, nature reserves, oasis. The mountain loves one who knows how to live it with emotion, respect, freedom.

The tourism strategy of Gran Sasso can be summarized as follow:

- ✓ Involve all those involved in tourism in the protected area, for its development and management.
- ✓ Establish and make effective a sustainable tourism strategy and action plan for the protected area.
- ✓ Protect and improve the natural and cultural heritage of the area, but at the same time Protect the area from a deliberate tourist development.
- ✓ Ensure visitors a high level of quality at all stages of their visit.
- ✓ Communicate effectively the unique and unique features of the area.
- ✓ Encourage tourism related to specific products that help to recognize and discover local territory.
- ✓ Improve the knowledge of the protected area and the sustainability aspects of all those related to tourism.
- ✓ Ensure that tourism support does not incur costs for the quality of life of resident local communities.
- ✓ Increase the benefits of tourism in favor of the local economy.
- ✓ Monitor and influence the flow of visitors and reduce negative impacts.

See in dropbox: TNM1-TWS-Part 1-PWT2-PP3-Giovanni-Hausmann-170614

3. Presentation of Topic 1: Slow food, short supply chain as a red thread of tourism development

3.1 Introduction with a presentation on a Gran Sasso project “Abruzzo nel mondo”, by Niva Florio, expert of food, guide of taste

With Niva Florio, food blogger and tasting guide of Lag Gran Sasso, invited by PP3 to share with us her experience;

Niva presented the philosophy that guides the idea of a food product, slow food and how to taste products to understand a territory, its culture and tradition: we explored Gran Sasso’s fascinating history and culture through food. Among the regions of Italy, Abruzzo is probably the one that keeps alive a culinary art that resembles its past free from domination and that best preserves traditions, rituals, mysteries and magic of its culture even in its most characteristic products.

Food and wine tourism can become an opportunity

- ✓ to live a story
- ✓ to explore a specific territory
- ✓ to taste the spirit of a place in genuine and traditional dishes.

Agro-food biodiversity of the Gran Sasso area is based on a millennial culture, on extreme environmental and climatic diversity, on an extraordinary richness of raw materials and processing techniques.

Food and wine tourism is the main way to test the spirit of the place. That’s why the area has created a “tasting road” and a network of “tasting schools” (scuole del gusto).

See in dropbox: TNM1-TWS-Part 1-PWT3-PP3-Niva-Florio-170614

3.2 3.2 Sub-group work on this topic

3.3



A) WEAKNESSES Local food Slow food - Short Supply chain as red threat of tourism development

PP16 Absence of integrated network/information toolbox

PP9 Xavier : 15 years of experience in several parks with than 300 actors

Reaching coherence and integrated network communication among tourism actors

- Too many tourist: balance between quantity and quality
- Loosing local actors if turning to attraction park
- Loosing your chore identity/resource/landscape
- Challenge of reaching coherence and clear communication between too many actors:

the public and private professionals of tourism form a complex system with poor communication among themselves.

PP3

- Too much insular Mediterranean pride
- To organize integrated offers (Torino’s fair bringing all actors together)

- Poor professional training: only 10% of guides speaks English; it is not enough
- PP1 - The new actors are losing the old technicians
- Improving the quantity of visitors to the hinterland areas
- PP5 Raising awareness on quality rather than engaging on war on price
- Absence of price competitiveness of local pro (Water bottle: local 40c foreign 20c)
- Be aware that a war based on price will end with the death of most producers
- PP7 Carrying capacity (local people bearing capacity)
- Be aware of local capacity (the offer is not unlimited)
- PP6 How to bring together:
the "needs" of the visitor & the "needs" of the suppliers / producers
- PP16 How to not become a "soul-less museum"

B) STRENGTHS Local food Slow food - Short Supply chain as red threat of tourism development

PP1 Coherence of slow food movement:

- Brings people "back" to their territories to produce (Northern Albania: green valleys)
- Attracts national visitors (from Tirana)
- PP7 The network of 3rd sector services was created 6 years ago

Virtuous triangle: Landscape & Services for visitors & Local Production development

PP16 They drafted a forestry charter bringing together:

- Biodiversity expert creating an agricultural observatory
- Farmers in charge on monitoring set indicators

Leading to new initiatives: new wheel chairs itinerary, reintroduction of bushes

Virtuous triangle:

Landscape (reintroducing agriculture/almond trees in forest)

Biodiversity (change of habitats)

Local development (switching from imported almonds to local ones)

These three things stimulate a SENSE OF BELONGING TO THE TERRITORY

Structure ETHICAL TOURISM SYSTEM in respect of landscape and people

PP12 Virtuous triangle:

- Raising awareness / raising quality local products market/local show rooms (diversity, telling a story, wine advice)

PP3 zero kilometers FARMERS MARKET bringing together 30 producers

GAL project of 400K funding IT, truck, showroom-info point, training

Confersercenti provided to producers: integrated info, legal and technical advice

- Local quality preserves the landscape

The "slow food" brand saves under threats local products: "presidia slow food"

150 in Italy 16 in Abruzzo, 6 of them supported by GAL (15K each)

PP6 Draft implementation plan: certification of productions, promotional tools (websites, fairs, markets) Quality products to target local people and visitors

Combine Sea and mountain activities with Cultural Heritage and Gastronomy

C) RECOMMENDATIONS TO BETTER INTEGRATE LOCAL PRODUCTS IN TOURISM OFFER

PP9 Reaching coherence and integrated network communication among tourism actors & producers:

PP16 Stimulate a SENSE OF BELONGING TO THE TERRITORY

- Educ tours for local people of visitors' greatness

- Taking local decision makers and inhabitants outside of territory to open their eyes on alternative initiatives.

PP5 Raising awareness on quality of products rather than engaging on war on price (it would lead to the death of most producers)

PP7 Keep sight of limits of local bearing capacity (visitors) & producing capacity (products)

PP3 Local quality (slow food products) preserves the landscape

Most partners agreed on setting up a virtuous circle between three main elements

Preserved landscape & Services for visitors & Local Production development

PP9 Adapting to new inclusive approach

Managing the living landscape in an inclusive and moving manner addressing people emotions and health expectations.

Understanding landscape through "Mixed" arts and "languages"

- modern art in parks

- artistic gastronomic transformation of local specific products
- appealing to all senses (view, smell, taste, feel: walk without shoes)
- PP3 PP9 Create farmers markets for win-win situation
- creation of a common platform & show room (low cost & short supply distribution chains)
- mutualisation of resources & reduction of costs (it trucks showroom for sale, tasting, advice)
- assist the development (business/English training, legal advice)
- greater commercial representation in fairs...

4. Presentation of Topic 2: Green leisure and activities in nature

4.1 Focus on a Gran Sasso project “Green leisure and nature preservation”, by Marta Picella, employee of the cooperative “Il bosso” working on tourism/sustainable tourism/outdoor sports



Marta reminded us that L'Aquila's area is one hour drive from the sea and from Rome. That's why the area is strategically located and offers a lot of opportunity for green leisure.

She has presented us a list of possibilities for spending a nice day outdoors, practicing horseback riding, mountain biking, walking, hiking, canoeing. She also talked about the river, which represents a link between sea and Gran Sasso and about the flora and fauna in our territories, illustrating the main animals that represent an important element for the conservation of biodiversity.

According to a recent survey, the main interest that the visitors show in their stay in the area are:

Sport with experiential activity

- ✓ Relax
- ✓ Wine and gastronomy
- ✓ Revival of traditions
- ✓ Other preferences

The objective of the Gran Sasso Lag is to:

- systematize all the possibilities that the territory offers
- to create sustainable tourism networks, respecting the environment and biodiversity
- to raise the awareness of people regarding environmental issues

See in dropbox: TNM1-TWS-Part 1-PWT4-PP3-Marta Picella-170614

4.2 Sub-group work on this topic

After this presentation, a working group “Green activities, green leisure” has been organized in order to exchange about the experience, the challenges, the concrete projects on this issue for each partner. The discussion points out that the level of development for green activities depends on the tourism strategy that each partner decided to implement.

The discussion leads to the following findings:

A) Different situations among partners regarding green activities:

- Partners, who already promote green activities (especially hiking activities) and have developed a network of walking trail for several years. This is the case of LP1 (Canigó), PP2 (Pedraforca), PP4 (Olympus), PP6 (Serra de Tramuntana). Their challenge is to continue this work in this regard, to extend the network of paths. The final aim is to better split tourism flows throughout the whole area and not only to reach the summit. These partners have developed green activities: hiking, riding, canyoning, canoeing...

- Partners, who have not begun yet to develop walking trails, considering that the seaside is still the more attractive area for visitors and for inhabitants. This is the case of PP1 (Himara). This area just begins to think about a mountainous tourism and launches first initiatives notably regarding hiking walks. But the at the moment, the lack of refuges slows the development of walking paths.
- Partners, who are faced with a strong problem of vehicle access. This is the case of PP5 (Etna). Bus and vehicles can go almost until the Etna summit. The creation of alternative walking paths is then an important challenge but not easy to overcome because it implies to change the people habits and behaviors. The change of Etna tourism strategy is based on a conversion of the Etna mountain approach from the visitors, the tourists, the tourism operator and the local authorities. The first hiking paths have been developed and this trend should be now reinforced.



2) A potential added value of cooperation

The exchanges between partners enhance the potential of thematic common tourism supply among the 9 partners:

- Almost each partner has a marathon for example. The EMbleMatiC project could be an opportunity to supply a "European Marathon challenge" with common communication and promotion
- Different thematic tourism offers could be imagined among the 9 partners: "9 EMbleMatiC summits", "9 EMbleMatiC marathons", "9 EMbleMatiC hiking festival"...

As conclusion, partners agreed that green leisure and green activities offer a potential of tourism development and represents an important element for tourism diversification. It should be supported by a tourism strategy and accompanied by hiking path planning, catering and accommodation investments (altitude refuges...), strategic reflection regarding vehicle access and parks...