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General Assembly **2023**

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Cervia



COMUNE
DI CERVIA

LOCAL GREEN DEALS
SUSTANABILITY IN TOURISM

***Sustainable tourism: projects
and involvement of the
community***

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Sustainable tourism – fundamental principles



Sustainable tourism – advantages



- 1. Promotes knowledge and protection of the territory
- 1. Supports and value local cultures, communities and traditions
- 1. Spreads sustainable lifestyles
- 1. Develops long-term projects
- 1. Offers quality services
- 1. European funding for sustainable tourism activities



Central Eco Tourism

2017-2020

OBJECTIVE: to protect and enhance the natural heritage of protected areas, promoting an innovative model of sustainable tourism planning, based on a participatory planning approach inspired by the criteria contained in the **European Charter for Sustainable Tourism (ECST)**.



The participatory approach aims to:

- reduce land use conflicts
- support social and territorial cohesion
- improve the quality of life of local communities
- encourage the tourism sector to actively contribute to nature conservation



Nr. 3 out of 8 pilot actions in protected natural parks whose common element was the presence of a diversified tourist flow which is not always aware of the value and fragility of the protected areas themselves

ECST - European Charter for Sustainable Tourism



It is a voluntary methodological tool allowing sustainable tourism management in protected areas. The European Charter for Sustainable Tourism is awarded to Protected Areas by the EUROPARC Federation through an independent verification process

The recognition, which has international value, is not only a commitment to improve sustainable tourism, but also the implementation of concrete actions carried out by public and private entities

- brings measurable economic, social and environmental benefits from well-managed sustainable tourism
- strengthens relationships with local tourism operators and the wider tourism industry
- provides access to and membership of an extensive and dynamic European network

Cervia Salt pan

It is included in Po Delta Park of Emilia-Romagna Region, is considered as Site of community importance (D.M. 65/00), Ramsar zone for the protection of wild birds (D.M. 13/7/81) and Natural reserve for animals (D.M. 31/1/79)

- 827 hectares of extension
- It counts more than 310 species of birds, 100 out of which are protected like flamingos
- Since 1979 it has been a State Nature Reserve of animal populations
- Presence of a Visitor Center providing support and information to visitors, promoting dissemination and educational activities, organizing and managing excursions and guided tours



Fruition plan of Cerva Salt pan

Objectives for a sustainable tourist-recreational use

Development of **quality environmental tourism** for the **seasonal adjustment** of tourism in Cervia based on areas of naturalistic value e landscape such as that of the Salt pan

Further development of the tourist activity needs to be planned and developed in balance with ecosystem dynamics e **minimizing human impact**

Increase in visits linked to **diversification of the offer** in terms of itineraries, accommodation facilities and dedicated activities, needs **specific regulations** according to criteria and methods defined on the basis of estimation of the load capacity, in order **not to negatively affect the state of conservation of habitats and target species**

Access gates and Signs



2 projects carried out in collaboration with the Local Action Group Delta 2000, both financed under the Area Leader Rural Development Plan:

1. construction of 11 access gates to the Delta Park which, given the absence of borders that delimit the territory, materially identify where the regional protected area begins.
1. improvement of the existing signs by replacing the old or no longer current ones and the installation of additional signs identifying the areas of greatest interest from an environmental point of view

[video Porte del delta](#)

Environmental education and educational tours

Sustainable tourism also develops through knowledge and awareness of the environmental value of protected areas.

2 important projects in collaboration with Delta 2000
Local Action Group

**Toward the recognition of
UNESCO MAB reserve**