

## CEETO - Teasers Parco Appennino Tosco-Emiliano - Interviews Transcripts

Pietra di Bismantova

### Questions:

- 1) What are the best highlights/services that your Park can offer to tourists?
  - 2) What are the main challenges regarding tourism (to make it more sustainable), in your Park?
  - 3) What is your future vision of sustainable tourism for the Park and/or the Region?
  - 4) What are the difficulties you encounter as a tourist (or the tourist encounter) in the use of the Pietra di Bismantova area?
  - 5) Do you think you have a good knowledge of what are the critical points of the protected area you are visiting?
  - 6) What are the improvements you would like the authorities implement to be able to fully enjoy the experience that the park can offer you (always respecting the environment and local communities)?
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Chiara Borghi (Councilor for the Environment in the Castelnovo nè Monti Municipality)

File: [Chiara Borghi Assessore Ambiente di Castelnovo ne Monti.mp4](#)

### Answer to... Question 1

This is a wonderful territory. It is a territory that offers truly everything that can be expected and needed, starting from the environment that is wonderful; from the gastronomy, which is truly of the highest level; people and the relationship between man and traditional agricultural culture and the relationship between man and nature that is still very strong. So the services are of a high standard and of great quality.

### Answer to... Question 2

Recently, the Union of Municipalities, the Park Managing Body and the Commerce Chamber, have signed an agreement in which they are committed to creating and seeking sustainable tourism; this, in my opinion, is the most important challenge: a tourism that adapts itself to the territory without having negative impacts.

### Answer to... Question 3

Sustainable tourism is the only tourism needed; it is one of the resources, indeed, perhaps the greatest resource, we have in the territory and is the one that most would represent the population and the territory itself.

### Answer to... Question 4

The main problems are essentially two: the first are the services, that are still of great quality but are still few, compared to what is, instead, the tourism development of recent years; the other is definitely traffic: a problem that is certainly to be addressed.

#### **Answer to... Question 5**

There are several critical elements and they are certainly discovered by tourists attending the area, and are sometimes also highlighted by the tourist themselves.

#### **Answer to... Question 6**

For sure should be brought improvements into the services supplied. Then possibly reflect on other critical issues like: parking, sustainable accessibility in areas most exposed to risks of environmental impacts and, finally, even those of the tourist services, that have to increase and improve one step further ahead.

### **Pietro Barigazzi - Alpine Guide**

**File:** [Pietro Barigazzi guida alpina.mp4](#)

#### **Answer to... Question 1**

The first thing, is clear, that is the nature of the whole territory, which is amazing. To be able to enjoy it, as main services we have the Environmental Guides and the Alpine Guides. Moreover we have all the structures that work to let people enjoy the nature: hotels, accommodation facilities, restaurants and so on.

#### **Answer to... Question 2**

The main challenge is to be able to have more tourist but maintain a balance and keep things as they are now, or even improve them. The challenge is this: that we want more and more people but the more people arrive the more they destroy something; so we must be able at understanding how to manage these increasing tourists flow.

#### **Answer to... Question 3**

The future vision for me is trying to understand, in 20 years, what we will be able to do. What we want to do in the next 20 or even 30 years. For me, the vision passes only through a collaboration between all those who live and work in here, because otherwise we do not go anywhere.

#### **Answer to... Question 4**

On certain days, like on Sundays, the tourists encounter a lot of traffic: practically, what they left in the city, they find it again here, and this is not good. Further, they struggle to get information on what can be done during their visit on the territory; they are really struggling: they do not find the trips and paths signs, they do not find enough paper guides, and so on. I think they struggle also on finding information even on the websites... and we are in charge to fix these problems, no others.

#### **Answer to... Question 5**

In my opinion, yes, because the place is beautiful. It is so beautiful that both them (tourists) and us, close our eyes on the critical issues and accept them, but they see them all and if you ask them, they will easily show them too.

#### **Answer to... Question 6**

The main challenge is to be able to have more tourist but maintain a balance and keep things as they are now, or even improve them. The challenge is this: that we want more and more people but the more people arrive the more they destroy something; so we must be able at understanding how to manage these increasing tourists flow.

## **Ginetto Montipo - CAI (Italian Alpine Club) Bismantova**

**File: [GinettoMontipo CAI BISMANTOVA.mp4](#)**

### **Answer to... Question 1**

I would focus on our "3 s": Health, Knowledge and Flavors (in Italian they are translated in Salute, Saperi e Sapori - n.d.t.). Knowledges of mountain people, Flavors of our cuisine and our traditions and Health, with outdoor sports and outdoor activities; for this last, our greatest asset is the trails network that we maintain and make available for our tourists.

### **Answer to... Question 2**

Now there are various types of tourism and calling tourism a single phenomenon of movement of people is perhaps improper. I think that, regarding our area, the main challenge is to know how to combine Identity and Relationship. That is to promote a strong identity of the territory (which can promote itself through the skills, knowledge and experience of the people), but also have the ability to put it on the network, to relate with the remaining part of humanity.

### **Answer to... Question 3**

Well, I'm convinced that it is necessary to conserve and promote the territory but absolutely, let's say, "guarantee the presence of men" on this territory, through the services development and with an accompaniment towards the formation of that identity which was once much stronger than now, but that we have to propose again.

### **Answer to... Question 4**

Meanwhile I have to say that, as a group "Friends of Bismantova" before and after as "Italian Alpine Club" - Section of Bismantova, it is almost 50 years since we're promoting the Pietra di Bismantova as a climbing gym and as an extraordinary place, let's say, from a hiking point of view. And so far we have achieved extraordinary results.

Today there is a problem, perhaps, of excessive anthropic pressure and, therefore, today the challenge is to be able to regulate this large influx of visitors and educate them to a more sustainable frequentation of the area, in a wider territorial sense, that is not only on the "rocky cliffs" (Pietra of Bismantova - ndt) itself.

That said, much has already been done by the Park Managing Authority (for instance, the accesses developed from the villages surrounding the Pietra di Bismantova). Further, the Italian Alpine Club (with our section), properly maintains a trails network of, in my opinion, European level.

It will also be necessary to insist on educating people to proper attending and also, if necessary, also to arrange forms of regulation that the interested parties will have to give themselves.

### **Answer to... Question 5**

I already said that there are different types of tourism. In general, tourism, let's say, more skilled, is that which enjoy the natural environment, that is the frequentation of hiking paths, climbing, etc. So it is also a little dutiful, by these people, to be a little more "documented and educated" towards the environmental issues.

The Pietra di Bismantova is a meeting place not only for these, let's call them: "skilled tourists", but also for people who have little idea of what surrounds them. This is a challenge that the Park alone probably can not win.

However, in short, the community as a whole must be able to give ... let's say ... more critical tools to the area visitors. By doing so, tourists will probably also be more aware of the critical issues that they may find in their frequentation. Today I also find it hard to answer this

question because I'm convinced that a large part of users are not aware about the critical issues and most of them have a conception of the "environment consumption" instead of the "environment sustainable use".

#### **Answer to... Question 6**

Many things have already been done: the trail network, the international promotion, the development of a culture of the Pietra di Bismantova (we often call it "the pain of the stone"). In short, I think we have allowed a frequent attendance for most of this extraordinary place. Now we should think about some light infrastructure interventions: we have problem access and parking, or regulation of access to the square (parking of Piazzale Dante - n.d.t.). We also need to manage and operate on the forest surrounding the Stone. I understand that I tackle a very delicate subject but today the forest has excessively grown and is covering the Pietra di Bismantova. It is called "Stone Cliffs of Bismantova" and not "Woods of Bismantova". If we let nature go its own way, we risk losing the aesthetic and historical aspect of the Stone, that is, the cliffs and the stones that surround it ... so we need great maintenance of the wood.

Then there is a problem in general, which is linked to a previous question, and is related with the territorial services, to keep people in the area (from health to urban aspects), but these are issues that fall outside the specific competences of the Italian Alpine Club.

#### **Tourist at the Pietra di Bismantova**

**File:** [Turista\\_Pietra\\_di\\_Bismantova.mp4](#)

#### **Answer to... Question 4**

Probabilmente la questione parcheggio, nel senso che ce ne sono pochi. L'accessibilità alle diverse aree della Pietra, che sono poco accessibili per sentieri.

Probably the parking issue, in the sense that they are few. And accessibility to the different areas of the Stone, which are poorly accessible by trails.

#### **Answer to... Question 5**

I don't think so. I believe that most are climber or hikers, who know the Stone only as a natural climbing gym or a hiking destination, but they do not know very much the geological and historical features that characterize it and that probably make it a unique object.

#### **Answer to... Question 6**

Renew the posters, because they are a bit 'dated, and maybe add some activities in "augmented reality" or forms of audiovisual support, so as to make the path to the top of the Stone more engaging, especially for those who make non-climbing excursions. (App for Smartphones ??? n.d.t.).