

Cittadella Declaration

In the framework of the Interreg IVC Interregional Programme and of the “*CHARTS - Culture and Heritage Added value to Regional policies for Tourism Sustainability*” project, of which the Veneto Region, with the Tourism Department is partner, we have touched upon the most sensitive point of tourism development, following an ideal of **sustainable and innovative tourism**, where the tourist is the centre of all actions, active and passive.

In respect of the EC Communication (2010) n. 352 “*Europe, the world’s No 1 tourist destination – a new political framework for tourism in Europe*” and of the “**Europe 2020 strategy** for Smart, Sustainable and Inclusive growth”,

Following the Study Tour and the Consultative Board organized by the Veneto Region – Tourism Department on May 2013, that also involved the town of Cittadella,

Referring to the requests coming from the territory and, above all, the one less known by the global tourism, which are represented and highlighted by the present Declaration,

Provided that:

- A vacation could be a great **experience of contact with the territory** and must be considered as a right for everyone;
- Tourism Flows has to be addressed to **minor destinations**;
- There is the need to homogenize the **touristic seasonal flows**;
- It is important to support **sustainable tourist policies** at the local level.
Tourism has to coexist with local activities with the aim to improve its value and to dialogue with the local community, the environment and the economy;
- **Cooperation with local communities** is fundamental.
The mutual respect between locals and tourism is fundamental to guarantee the development of resources and benefits for both parts and to minimize negative impacts. It has to be considered facing the social, economical, cultural and environmental aspects. The objective is to make locals feel involved in tourism activities;
- **We must conserve natural, cultural and intangible heritage.**
Create a clear plan of conservation and valorization of local heritage permits to improve its importance among tourists, guaranteeing its respectable fruition;
- The **accessibility**, that is the usability of the tourist attractions by the wider tourist audience, should be source of pride for the hosting populations and it is a fundamental condition to make the cultural and environmental goods increasing the revenue-generating, all to the good of the local populations, families and SMEs active in the touristic field, especially for those which produce local products;
- Revenue arising from the touristic sector allow to safeguard the local products in **respect of future generations**, to improve their usability and appreciation, making the regional tourist offer sustainable;
- The tourism is sustainable when it considers the **touristic carrying capacity** as an insurmountable limit beyond which any additional increase of flows of tourism could cause conflicts between local population and tourists. Thus people should value and enhance the touristic offer, building a relationship characterized by cooperation and mutual respect, since they live, although for different reasons, in the same area.

Considered the abovementioned premises, the European regions must make the vacation a pleasant experience, valuing the cultural heritage as an extraordinary chance of economic and social growth.

Considering the actual problems that affected the tourism of the Veneto Region (i.e. the high concentration of the touristic flows in time and space which creates many inconvenience to citizens and local service) and acting as elected representatives of our territories and as technicians who work in the touristic, cultural and environmental fields with this Declaration

We wish to work in our Regions to promote a new tourism that:

- Promotes “niche” and less known destinations;
- Collaborates with smaller cities and less developed touristic destinations;
- Prolongs the tourist season flows, diversifying the touristic flow covering all seasons;
- Promotes tourist destination located in the whole regional territory;
- Improves different and innovative types of tourism (i.e. cycling for tourists, tourism by boats, eco-friendly means of transportation, slow food, traditional skills and the local Products & Gastronomy etc...);
- Is sustainable, from the economic (improving its revenue generating all to the good of the local economy), social and environmental points of view.