



## PM4SD European Summer School | INFOPACK

Dear guests,

come with us in order to discover a land where magic still lives on, where forests still cover vast areas, where the wolves roam free. Sila National Park is a destination outside the usual international routes, but this is its strength: away from the crowd, you will be able to immerse yourselves in the ancient woods and lakes.

Sila National Park tourism is based on nature's resources. By far, most of our visitors come to us to experience nature and / or to practice some form of outdoor activity. In the winter they can go cross-country skiing, or they can choose to go downhill along one of several tracks to practice Alpine skiing, go on snowshoes, drive a sled trailed by dogs. In the months without snow, the list of activities becomes even longer: Nordic walking, hiking, mountain biking or road cycling, excursions on horseback, on quads, kayaking, all of these and many more are all very popular activities.

Our duty is to be able to reconcile tourism and preservation. The nature in our territory has suffered in the past: its forests has been cut down repeatedly since ancient times, even before the Romans, and their wood has been used in innumerable churches, ships, houses. They have always been able to bounce back, but nowadays the menace comes as well from global warming, new parasites, sometimes the sheer number of visitors.

How will we be able to keep them healthy and intact? How will we be able to reconcile the people's right to enjoy the natural habitat with the necessity of preservation? How can we stimulate economic growth for all the activities and populations still living inside the park's area? How we can make this growth sustainable? Can we keep the benefits of tourism where they originate, locally? How can we stimulate the social responsibility of the industry, the quality of services, the appropriate training and education of all the staff and the environmental responsibilities of tourism industry companies? Will we be able to reconcile the necessity of transportation, security, etc. with the flow of tourists that the development of the tourism industry will entail?

All of these are but a small selection of the challenges that a national park is called to answer every day. Even more than some other tourist destinations, we need to address them in a fashion satisfactory for both the long term preservation of our protected areas, and the medium and short term sustainable economic development of the industries and populations living inside the park's territory.

Moreover, many of these challenges are global in nature; this entails that innovative, creative solutions are more easily discovered through the exchange of ideas and experiences, not in isolation. And this is the aspect of this Summer School we are more excited about: being able to brainstorm problem solving ideas with professionals coming from all over Europe, to learn from past experiences and to innovate building from them is an incredible opportunity.

I am therefore extremely pleased to be able to welcome you to the FEST Summer School 2017, held here in South Italy in collaboration with Sila National Park and the European Tourism Commission. I am certain that the next few days will generate fruitful conversations and exchanges of ideas that will greatly enrich the background and the experience of every participant, ideas that will surely be a decisive asset in the future decision making.

Welcome to the South of Italy, and please enjoy the beautiful landscapes of Sila National Park.

**Sonia Ferrari**

*Special Commissioner, Sila National Park*

## **Welcome to the South of Italy and to Sila National Park.**

The region of Calabria lies just in the middle of the Mediterranean sea, a long and narrow stretch of land that looks almost like an island. And the Sila massif raises just in its center, geologically a piece of the Alps that in millions of years descended from the North, taking the same route that millions of emigrants took for centuries, but backward. Our mountains raise from sea level up to almost 2.000 m / 6,500 ft, occupying almost completely the inner portion of the region for a grand total of approximately 74,000 ha. And this before even taking into account the even bigger UNESCO MaB (Man and the Biosphere) Area "Sila", of which the Park represent the core and buffer areas, that extends for almost 350,000 ha.

But unlike the Alpine range, Sila is a plateau. This has important implications for tourism, because it entails that most of our trails are well suited for a large range of visitors, without the need to be particularly well trained. This also means we are a Park that can make accessibility one of its focal points, working towards the needs of visually, auditory, intellectually etc. impaired people.

Come and go bird-watching, or kayaking on the placid waters of the Lake Arvo, Cecita or Ampollino. Discover a small sliver of Switzerland on the shores of the Lake Ariamacina. Go for a run or a hike along our segment of the "Sentiero Italia", a footpath that spans the entire country North-to-South. And in all this enjoy the stunning beautiful scenery, breath our extremely clean air, relax in the shade of our ancient trees.

The most famous arboreal species is the Black Pine of Calabria, which grows in these forests and in very few other places in the world; but, depending on the exposure of the various mountainous slopes, we can find also beech, white fir, oak, chestnut, maple, lime. Under the thick forest cover move furtively wolves, wild boars, foxes, badgers, otters, deer, roe deer, even wild cats; squirrels, included the black colored sub-species *Sciurus meridionalis*. climb along the many trunks, accompanied by the rhythmic hammering of the woodpeckers, avoiding buzzards, goshawks, sparrowhawks, peregrine falcons and red kites. When the night falls, make their appearance eagle-owls, tawny owls and barn owls.

Gastronomy represents a core value of our area. Its reaches are beyond what you would usually find in such a naturalistic coherent zone. Just moving a few dozen of kilometers will often let you discover completely different food and wine traditions. Strong points, but not in the least the only ones, are the I.G.P. (i.e. "Protected Geographic Denomination") potatoes, the purple potato, several kind of wines produced since ancient times, the many kind of mushrooms and the related products, dozens of different kind of soft and hard cheeses, the worldwide renowned pork based *charcuterie* products, the meats of the free range Podolica cattle.

Counting as well the UNESCO MaB Area "Sila", the total population amounts to approximately 324,000 inhabitants. If you want to take a break from natural tourism, go visit one of the many historic towns, each and every one different from the others, but prepared to be surprised. You will find medieval castles, renowned renaissance painters like Mattia Preti, museums both more traditional and in the open air, archaeological diggings that attest the presence of modern humans in these regions since at least the Neolithic.

We have the need to focus our strategies toward successful models of sustainable development. Our strongest necessity is being able to 'push' tourism in a way to render it a steadily increasing source of development, bringing job opportunities and economic benefits to the people without altering for the worse the way of life of our populations or endangering the environment.

I sincerely hope for all of you to thoroughly enjoy your visit to our beautiful Park during the next few days, and we hope to see you again in a not too distant future maybe accompanied by your friends and families.

Giuseppe Luzzi

*Acting Director, Sila National Park*

## **Why visit Sila National Park and the UNESCO MaB “Sila” Area**

Calabria is an enchanting region, and Sila National Park and the UNESCO MaB Area “Sila” both encompass some of its most beautiful parts.

You will still be able to witness traditions carried out to this day since truly ancient times, admire world-famous handcrafted products like the carpets and the goldsmithery of San Giovanni in Fiore or Longobucco. Go wine and food tasting only to discover flavors still unchanged since the times of the Ancient Romans.

Hike along rivers, lakes, and valleys, under a thick green tapestry made of interwoven leafy branches. Walk along ancient towns, negotiate the narrow passages of intact medieval castles, smell the hundreds of different flowers and admire the eons-old geology of these lands.

Opportunities for recreation, sport and adventure are only limited by your imagination and the time at your disposal. Go horseback riding along forest trails, mountain biking, cross-country skiing, on a sled trailed by dogs Alaskan-style, ride on the fat tyres of a snow-bike or just work on your tan on the shores of one of our lakes or poolside in one of the resort in the Park's area.

Enjoy *haute cuisine* or the typical dishes of our tradition while staying in one of the many resorts, discover flora and fauna in one of our museums, take a crash course in the biology and ecology of these lands hiking along the guided paths of the Visitor Centers.

And if you are overwhelmed by so much beauty, you can easily take the day off and go swimming in the sea or to the beach, that is almost never more than a single hour away, if not even closer.

Come back in autumn, and you could be excused for thinking of being in Vermont: thousands different shades of orange, yellow and red transform our woods in veritable enchanted forests, straight out of a fairy tale. Not to mention the many delicious mushrooms that you will find everywhere, and that you will be able to savor in several traditional dishes.

And for a twist on a more classic trip, why not go coast to coast, from the Tyrrhenian sea to the Ionian, crossing the entire Park in the process? Whatever your passion or the kind of journey you have in mind, Sila National Park will be the right answer.

## **Lorica**

The vacation resort of Lorica is a tranquil and pleasant town located just on the shores of Lake Arvo. It is there that we decided to build the seat of the administrative offices of Sila National Park Authority, just in the heart of the Park.

It is a town that caters mostly to tourists, in all seasons, and so most of the economic activities reflect this. Hotels, restaurants, adventure parks, kayaking centers etc. constitute the core business of this small town.

Agricultural productions, namely potatoes but also strawberries, and cattle raising and cheese making are the other main economical branches of this area. Food production and transformation is an important backbone for the community.

The town of Lorica, as well as the entire surrounding area, are popular destinations for both short and long stays, and they attract domestic and foreign visitors throughout the year.

Below you can find a list of some of the places we would recommend as being worth a visit while staying in Lorica:

- Cupone Visitor Center
- Sbanditi Arboretum
- The “Giants of Sila” at Fallistro
- The Abbey “Florense” at San Giovanni in Fiore
- Lake Arvo
- Lake Ampollino
- Lake Cecita
- Lake Ariamacina
- Lake Passante
- Follow the tracks left by Gioacchino da Fiore along all the Park's area
- Local cuisine based on produce from the surrounding countryside
- The artisanal beers in the local pubs
- The many old towns, ancient churches, castles and museums

## **How to get to Lorica?**

Given that it is a mountain resort, there are no direct transfers from Lamezia International Airport or Cosenza train station to Lorica, so you will have to either use the shuttle we will supply or rent a car.

### **By Plane**

#### **Rome International Airport of Fiumicino, Rome International Airport of Ciampino**

You can fly to Rome on either one of its airports, but then you will have to continue by bus or train to/from Cosenza. The transfer takes approximately 5 hours. More info and booking on:

Fiumicino [www.adr.it/trasporti-fco](http://www.adr.it/trasporti-fco)

Ciampino [www.adr.it/trasporti-cia](http://www.adr.it/trasporti-cia)

#### **Naples International Airport**

You can fly to Naples, but then you will have to continue by bus or train to/from Cosenza. The transfer takes approximately 3 hours. More info and booking on:

[www.aeroportodinapoli.it/info-e-servizi/trasporti](http://www.aeroportodinapoli.it/info-e-servizi/trasporti)

#### **Lamezia International Airport**

There are transfers to/from Cosenza, the nearest city (you will still have to rent a car if you decide not to use our shuttle service in order to arrive at Lorica), by bus or a privately owned shuttle service. Moreover we will supply our own shuttle service during the days of the Summer Schools. The transfer takes approximately 45 minutes / 1 hour. More info and booking on:

[lameziaairport.it/trasporti/](http://lameziaairport.it/trasporti/)

### **By Train**

#### **Cosenza train station**

There are trains that connects to the station of Cosenza from all over Italy, every day. You could decide to fly to Rome or Naples and then continue via train up to Cosenza. From there you will have to either take the shuttle we will supply or rent a car in order to arrive at Lorica. More info and booking on:

[www.trenitalia.com](http://www.trenitalia.com)

[www.italotreno.it](http://www.italotreno.it)

### **By Bus**

#### **Cosenza bus station**

There are buses that connects to Cosenza from all over Europe, every day. You could also decide to fly to Rome or Naples and then continue via bus up to Cosenza. From there you will have to either take the shuttle we will supply or rent a car in order to arrive at Lorica. More info and booking on:

[www.conorzioautolinee.it](http://www.conorzioautolinee.it)

[www.fsbusitaliafast.it/portale/](http://www.fsbusitaliafast.it/portale/)

[www.saj.it](http://www.saj.it)

[www.iasautolinee.com](http://www.iasautolinee.com)

[www.baltour.it](http://www.baltour.it)

### **By Car**

Renting a car and/or driving yourself is another possibility. Lorica is approximately 62Km away from Cosenza. Follow the "A2 Mediterranean Highway" (former "A3") southward up to "Cosenza", then take the SS107 in the direction of "Crotone"; take the exit "Lorica" and take the SP211 up to its end, then turn right on the SS108bis and continue up to the town center. More info and booking on:

• [www.maggiore.it](http://www.maggiore.it)

• [www.avisautonoleggio.it](http://www.avisautonoleggio.it)

• [www.hertz.it](http://www.hertz.it)

• [www.kayak.it](http://www.kayak.it)

• [www.autonoleggiocampobasso.it](http://www.autonoleggiocampobasso.it)

• [www.winrent.it](http://www.winrent.it)

## **Recommended hotels**

You will be able to find all the hotels, b&b etc. listed in a dedicated section of the Park's website, "Where to sleep": <http://parcosila.it/en/?Itemid=449>

## **Practical information**

### **Important telephone numbers**

Contact number of Sila National Park **+39 537109**  
(everyday 8-14, Mondays and Wednesdays 8-14 / 14.30-17.30)

Contents of the Summer School and Conference:  
Silvia Barbone - [silvia@ilageurope.com](mailto:silvia@ilageurope.com)

Emergency Number for ambulance: **118**

Emergency Number for police: **113**

Emergency Number for fire brigade: **115**

### **Useful websites**

[www.summerschool.festfoundation.eu](http://www.summerschool.festfoundation.eu)  
[www.parcosila.it](http://www.parcosila.it)

### **Visa arrangements**

Italy is a member of the EU, so it takes part in the Schengen Agreement, which exempts travellers from personal border controls between 22 EU countries. Note that for residents outside the Schengen area, a valid passport is required for the duration of your stay. For information on passport and visa requirements, as well as the Schengen area regulations, visit the website of the [vistoperitalia.esteri.it/home/en](http://vistoperitalia.esteri.it/home/en)

### **Currency and Credit Cards**

The Italian currency is the Euro (€). You can buy currency when you land in Italy, at the airport or at any bank. There is an ATM machine in Camigliatello Silano, at approximately 30Km from Lorica, and several establishments accept the major credit cards. But it is advisable to carry with you some cash, considering this is still the main mean of transaction in Italy. Usually accepted debit or credit cards include Visa, MasterCard, Maestro.

### **Time zone**

Italy lays on a +1 UTC (Coordinated Universal Time) time zone. In October we will still be observing the summer (daylight-saving) time of +1 hour (so a total of +2 hours UTC).

### **Weather**

Usually in October you must be prepared for any kind of weather, even if it is generally mild, with temperatures between a minimum of 16° C and 21° C. But being a mountain area the climate can get much colder pretty easily, and even go down to a maximum of 7° C and a minimum of 5° C, not considering wind chill. So make sure to pack warm, wind proof clothes, a beanie and gloves and bring proper shoes. And wear several layers so you will be able to adapt to the actual temperatures.

### **Language**

Italian is the national language. English is in various degrees spoken in most tourism establishments, with a very limited presence of French and Spanish speakers.

### **Phones and Mobile service**

The code into Italy from overseas is +39 (or 0039). Long-distance calls can be made to Europe and the USA by dialing 00 plus the country code and the telephone number you wish to reach.

Several GSM service providers operate in Italy: for example 3, Tim, Vodafone, Wind. The coverage is pretty extensive, with all but the more secluded locations covered. All these companies sell pre-paid GSM phone cards and offer GSM / GPRS service. You can also purchase credit refill cards at most gas stations, supermarkets, tobacconist's shops etc. in Italy. As of June 15<sup>th</sup> in the EU there are no more roaming fees, so if you already have a SIM card from an EU company you will be likely able to use it like you were at home (but check for restrictions and read the fine prints of your offer).

### **Health care**

Emergency Number for ambulance: 118.

At Lorica there is a service of emergency doctor. The nearest hospitals are: San Giovanni in Fiore (35Km - 0984 9790) and Cosenza (62Km - 0984 26055).