

# The Geopark and the Geotourism as a sustainable way to the valorisation of the sicilian heritage

GAL «ROCCA DI CERERE UNESCO  
GLOBAL GEOPARKS»

«NETWORK OF THE QUALITIES AND THE RESOURCES OF THE AREA FOR THE COMPETITIVENESS AND THE SUSTAINABLE DEVELOPMENT OF THE TERRITORY»



**LEGAMBIENTE**



United Nation  
Educational, Scientific and  
Cultural Organization

Organizzazione delle  
Nazioni Unite per l'Educazione,  
le Scienze e la Cultura



**Rocca di Cerere**  
UNESCO  
Global Geopark

**Rocca di Cerere**  
Geoparco mondiale  
UNESCO



# PROGETTO ERASMUS PLUS “AGENDA 2030: THAT’S OUR CHALLENGE”

Auditorium Istituto Professionale Statale “Federico II” di Enna

1st February 2018

GAL ROCCA DI CERERE GEOPARK

SEMINAR ON «SUSTAINABLE AND RURAL DEVELOPMENT»

GOAL 15 LIFE ON LAND



  
**SUSTAINABLE  
DEVELOPMENT  
GOALS**

**1** NO  
POVERTY



**2** ZERO  
HUNGER



**3** GOOD HEALTH  
AND WELL-BEING



**4** QUALITY  
EDUCATION



**5** GENDER  
EQUALITY



**6** CLEAN WATER  
AND SANITATION



**7** AFFORDABLE AND  
CLEAN ENERGY



**8** DECENT WORK AND  
ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**10** REDUCED  
INEQUALITIES



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12**

**15** LIFE  
ON LAND



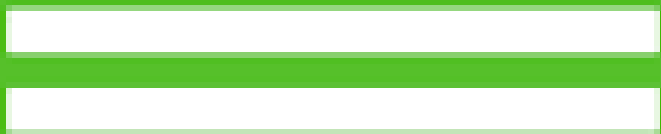
**16** PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



**17** PARTNERSHIPS  
FOR THE GOALS



# 15 LIFE ON LAND



## GOAL 15: LIFE ON LAND

BY: MARGREET DE HEER



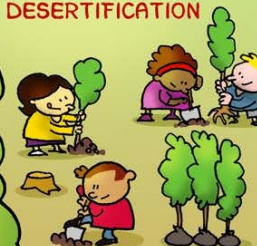
AS A PART OF THE **GLOBAL ECOSYSTEM** OURSELVES, WE NEED TO CONSERVE AND PROTECT PLANT AND ANIMAL LIFE ON LAND!



REDUCE **DEFORESTATION** AND PLANT MORE TREES



COMBAT **DESERTIFICATION**



PROTECT AND PRESERVE **ECOSYSTEMS**

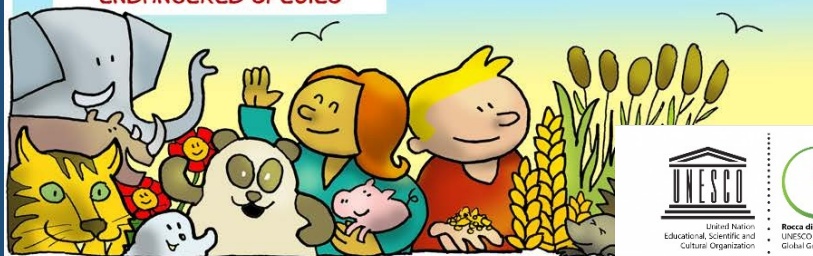


REVERSE **LAND DEGRADATION**



END THREATS TO **ENDANGERED SPECIES**

AND PROTECT **BIODIVERSITY!**



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THE GAL ROCCA DI CERERE GEOPARK HAS A LONG HISTORY DATING BACK TO 1999.

It's a COMPANY WITH PUBLIC AND PRIVATE STAKEHOLDERS.

It belongs to the European Local Action Groups (LAGs) who are the mainstay of the implementation of the LEADER-approach:

They receive funds by the EUROPEAN COMMUNITY to use for the development of rural areas all around Europe. The ACTIONS to implement are decided by different local stakeholders sharing aims and approach:  
MUNICIPALITIES, ENTREPRENEURS, ENVIRONMENTAL AND CULTURAL ASSOCIATIONS.

# GEODIVERSITY

## Geoparks

*... A territory which includes a particular geological heritage and a sustainable territorial development strategy supported by a national program to promote development*

## Landscape Management

## Geosites

*... any place where you can define a geological and geomorphological interest for conservation ...*

## Geotourism

*... a tourism that sustains the geographical character of a place ...*

# THE «ROCCA DI CERERE GEOPARK» ENNA – UNESCO GLOBAL GEOPARKS

The name comes from the ancient people's worship to the Goddess CERERE, Démeter in Greek , tutelary deity of agriculture, idolized on the highest peak of Enna, CERERE'S ROCK

It reflects the strong relationship between the MOTHER EARTH and MAN



The territory of the GEOPARK extends along the EREI Mountains and includes 9 villages of the central area of Sicily, Enna, Aidone, Assoro, Calascibetta, Nissoria, Leonforte, Piazza Armerina, Valguarnera e Villarosa



# THE «ROCCA DI CERERE GEOPARK» – UNESCO GLOBAL GEOPARKS - ENNA

- ✓ Cultural and historical heritage to promote
- ✓ Geological unique heritage to protect
- ✓ Traditions and religious festivals to know
- ✓ The only Archeological Mining Park in Sicily – Floristella
- ✓ 4 Natural Reserves
- ✓ Medieval Castles - Museums – Priorates and Churches
  - ✓ Sport in a natural context - water ski, canoe, free climbing , mountain bike, bird watching
  - ✓ Protected typical food – the «Piacentinu» Cheese, the Extravirgin Olive Oil, the broad bean of Leonforte, the black lentil, the





# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS - ENNA

THE UNESCO SITE OF THE ROMAN VILLA OF PIAZZA ARMERINA WITH UNIQUE MOSAICS



# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS – ENNA GREEK POLIS OF MORGANTINA



# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS - ENNA

150 archeological sites among which the Byzantine site of Canalotto and the Necropolis of Malpasso and Realmese dating back to the



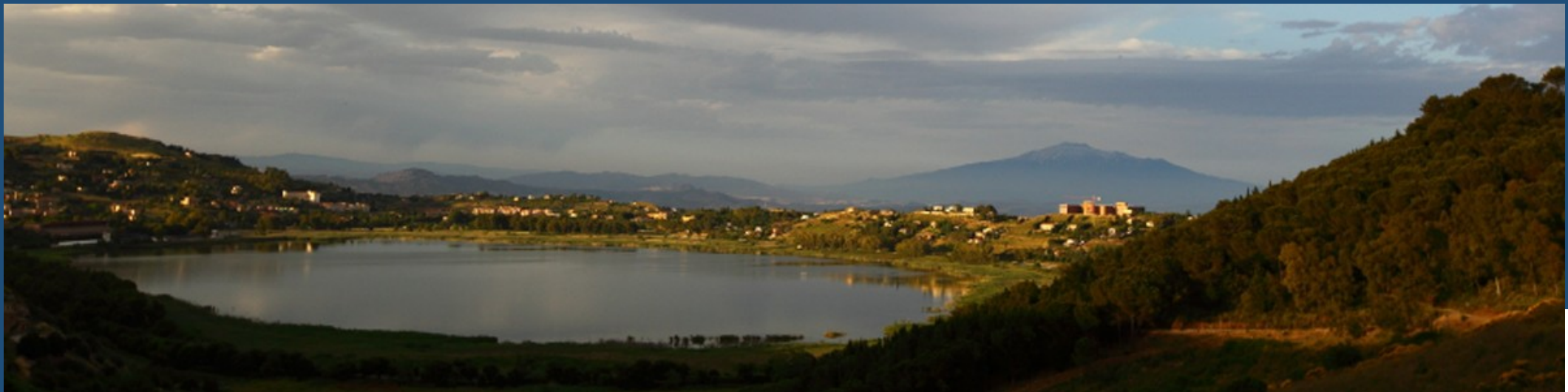
# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS – ENNA

on



# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS – ENNA

LANDSCAPES, CULTURAL HERITAGE



# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS – ENNA

OPEN AIR SPORT – NATURAL EXCURSIONS



# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS – ENNA

NATURAL RESERVES AND ASTONISHING NATURAL SITES



# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS - ENNA RELIGIOUS TRADITIONS







# THE ROCCA DI CERERE GEOPARK – UNESCO GLOBAL GEOPARKS - ENNA TYPICAL FOOD



**SAGRA DELLA CASSATELLA**  
per le vie di Agira

6 - 7 - 8 ottobre 2017

degustazioni, musica, spettacoli  
convegni, cortei storici,  
gruppi folcloristici  
e tanto altro per farvi vivere e gustare  
il nostro territorio  
e le nostre tradizioni



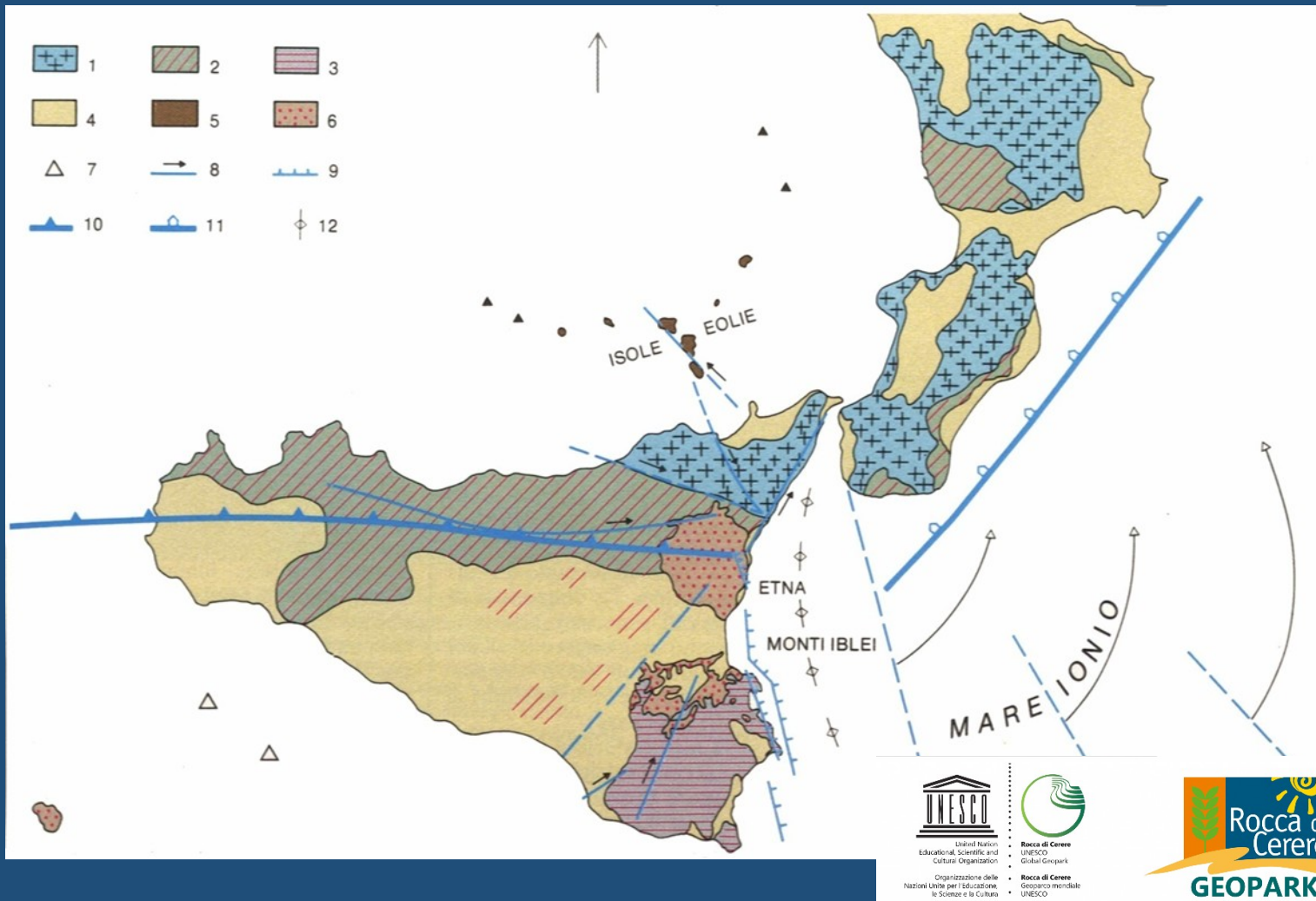
CONSORZIO DI TUTELA DELLA PESCA di Leonforte IGP

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Rocca di Cerere  
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UNESCO

Rocca di Cerere  
GEOPARK



IS SICILY READY TO EXALT ITS UNIQUENESS?

The geological complexity of Sicily, represented by a multitude of landscapes

, still represents, not a positive **value** but a **difficulty** in the capability of selling this island on the tourist

**GEODIVERSITY**

# Why?

Doing a simple research on Google, the term «Sicily» is linked to hundreds of stereotyped images like this, linking it to the sea surrounding it .



# STEREOTYPED IMAGE



The landscape is still not an important characteristic .

Unique exception is

The ETNA VOLCAN

Sicily, on the contrary, is something else...

To a person able to observe the landscape with different eyes than the coastal tourist, Sicily appears like the smallest of the continents more than the biggest of the Italian islands.

It is , in a small surface, a summary of what the Earth can do with all its force and its work.



# ETNA



Sicily is ...

**THE  
ENCHANTED  
STONES  
near  
Piazza  
Armerina**



Sicily is...

**MUSSOMELI**  
with its  
wonderful  
medieval  
Castle



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Cerere  
GEOPARK



Sicily is ...

**GRESTI  
with its  
fascinati  
ng  
Castle  
remains**



Sicily is ...

**ROCCA**

**BUSAMBRA**



Sicily is...

**ARGIMUSCO**



Sicily is...

**SCALA DEI  
TURCHI**  
The white  
astonishing  
stairs on  
the sea



Sicily is...

**SUTERA**  
**A small**  
**village**  
**rich in history**  
**as there are a**  
**lot in our**  
**territory**



Sicily is...

**Natural  
reserves  
like the one  
of  
CAMPANITO**





BUT ...Having this kind of heritage is not enough to create a stable flow of tourism .

Along the centuries places of very high level for their landscapes and «heritage» have been ignored or underestimated for several reasons: WAR, fir

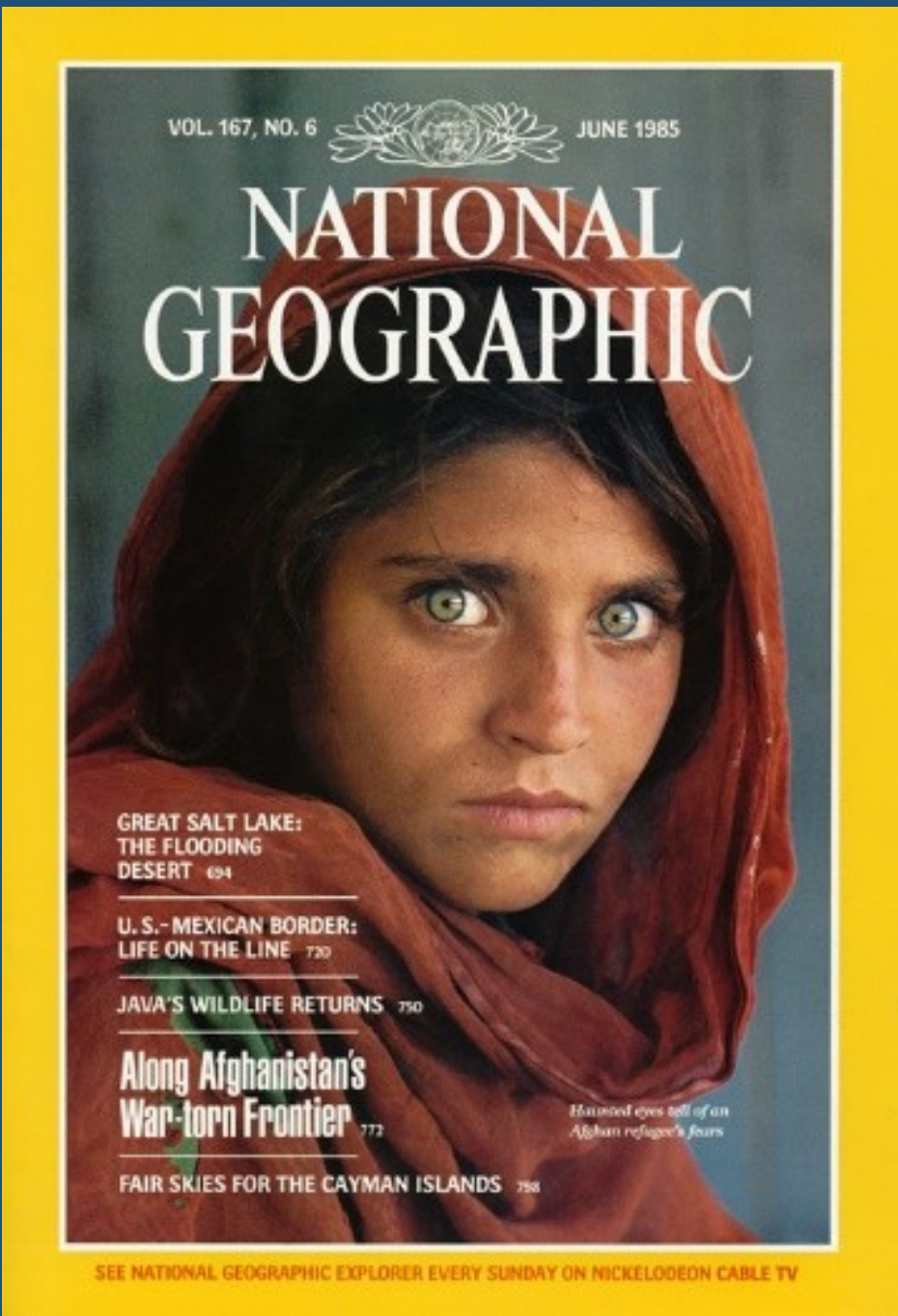


**The heritage can't work alone**

An example is  
**QESHM ISLAND**  
in IRAN , which has  
been forbidden to  
visitors for several  
years because of WAR







The presence of a Geopark belonging to the network of the **Global Geoparks of UNESCO, like ours**, is an important step towards the VALORISATION OF THE TERRITORY.

It is a guarantee of sustainability .

But let's see **what geotourism is...**

For the National Geographic:

**NATIONAL GEOGRAPHIC**

**Geo•tour•ism (n.)**

Tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents.



# What Is Geotourism?

Geotourism adds to sustainability principles by building on a destination's geographical character, its "sense of place," to emphasize the distinctiveness of its locale and benefit visitor and resident alike.

**Geotourism is synergistic:** All the elements of geographical character work together to create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests.

**It involves the community.** Local businesses and civic groups join to provide a distinctive, authentic visitor experience.

**It informs both visitors and hosts.** Residents discover their own heritage by learning that things they take for granted may be interesting to outsiders. As local people develop pride and skill in showing off their locale, tourists get more out of their visit.

**It benefits residents economically.** Travel businesses hire local workers, and use local services, products, and supplies. When community members understand the benefits of geotourism, they take responsibility for destination stewardship.

**It supports integrity of place.** Destination-savvy travelers seek out businesses that emphasize the character of the locale. In return, local stakeholders who receive economic benefits appreciate and protect the value of those assets.

**It means great trips.** Enthusiastic visitors bring home new knowledge. Their stories encourage friends and relatives to experience the same thing, which brings continuing business for the destination.

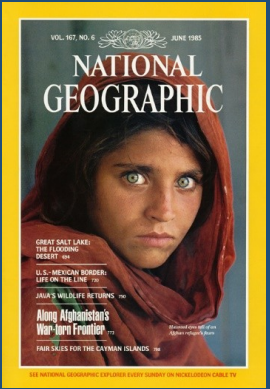
# OLISTIC

# What's GEOTOURISM?

The Geotourism uses the principles of the sustainability to build the «geographical character» of a place, its

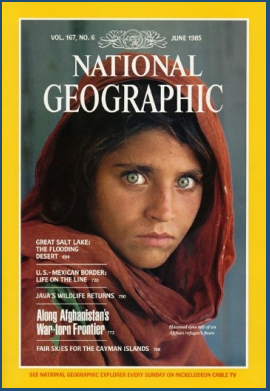
**«sense of the place»,**

to emphasize the distinctiveness of the local to benefit both the visitors and the residents



# What's Geotourism?


The Geotourism è «synergistic»: all the elements of the geographical features of the destination INTERACT together to create a tourist experience which is richer than the simple sum of its parts, fascinating visitors with different interests.



**NATIONAL GEOGRAPHIC**

# Geoturismo Para Su Comunidad

QUÉ ES...CÓMO AYUDA...  
MODOS DE LLEVARLO A CABO...  
QUIÉN NECESITA ESTAR INVOLUCRADO.

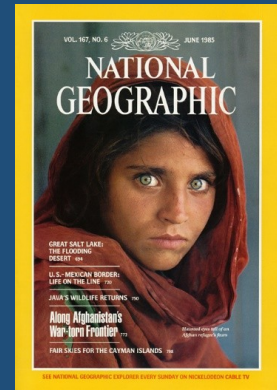


FISHING BOAT, TELA ATLANTIDA, HONDURAS © JEFFREY BICOM / LONELY PLANET IMAGES

The image displays three logos. On the left is the UNESCO logo, which includes the text "United Nations Educational, Scientific and Cultural Organization" and "Organizzazione delle Nazioni Unite per l'Educazione, le Scienze e la Cultura". In the middle is the Rocca di Cerere logo, which includes the text "Rocca di Cerere UNESCO Global Geopark" and "Rocca di Cerere Geoparco mondiale UNESCO". On the right is the Geopark logo, which includes the text "Rocca di Cerere" and "GEOPARK".

# What's Geotourism?

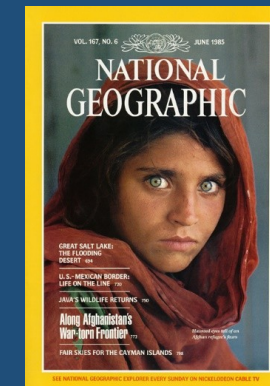
Geotourism involves the Community. Local actors, both commercial and sociocultural will be involved in the creation of an authentic and distinguishable visit.



What's Geotourism?

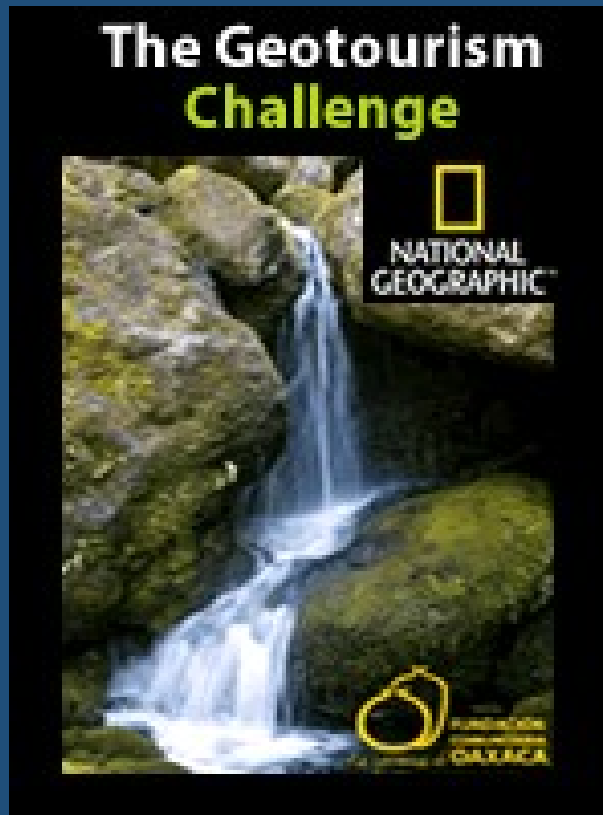
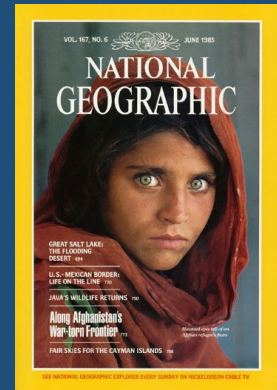
It informs visitors and lets hosts find out its heritage and identity.

# The pride of «local» becomes value. The red devils at EASTER in Prizzi (Palermo)



# What's Geotourism?

It benefits residents economically, involving in the process local workers, local services, local facilities.



# GEOTURISMO

*Un paso para el crecimiento turístico*

XXI CONGRESO INTERAMERICANO DE MINISTROS Y ALTAS AUTORIDADES DE TURISMO - OEA

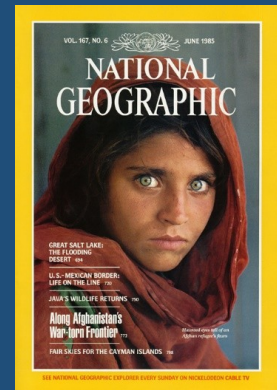
2013<sup>5-6</sup> DE SEPTIEMBRE

SAN PEDRO SULA - HONDURAS



# Cosa è il Geoturismo?

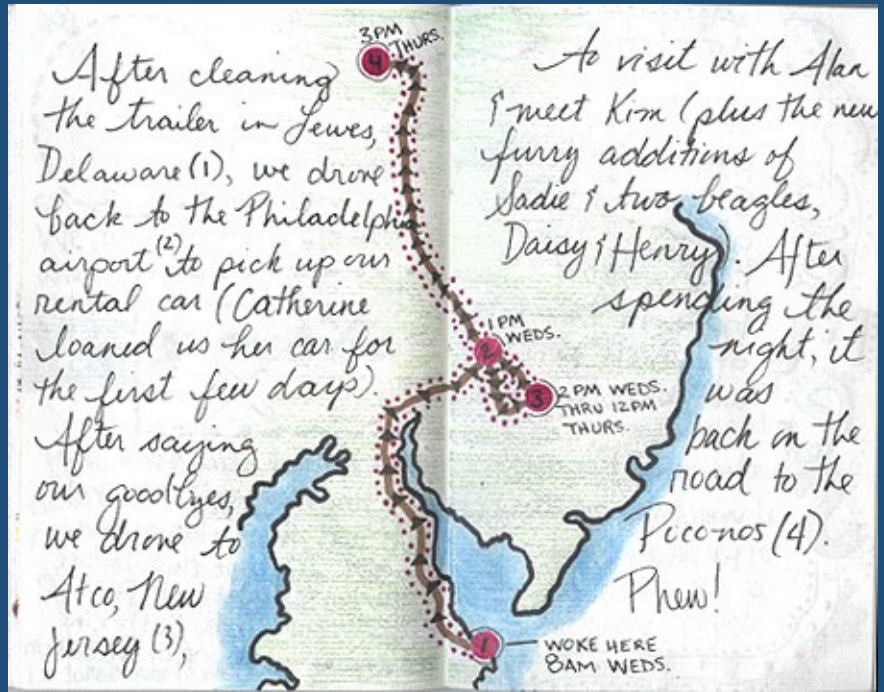
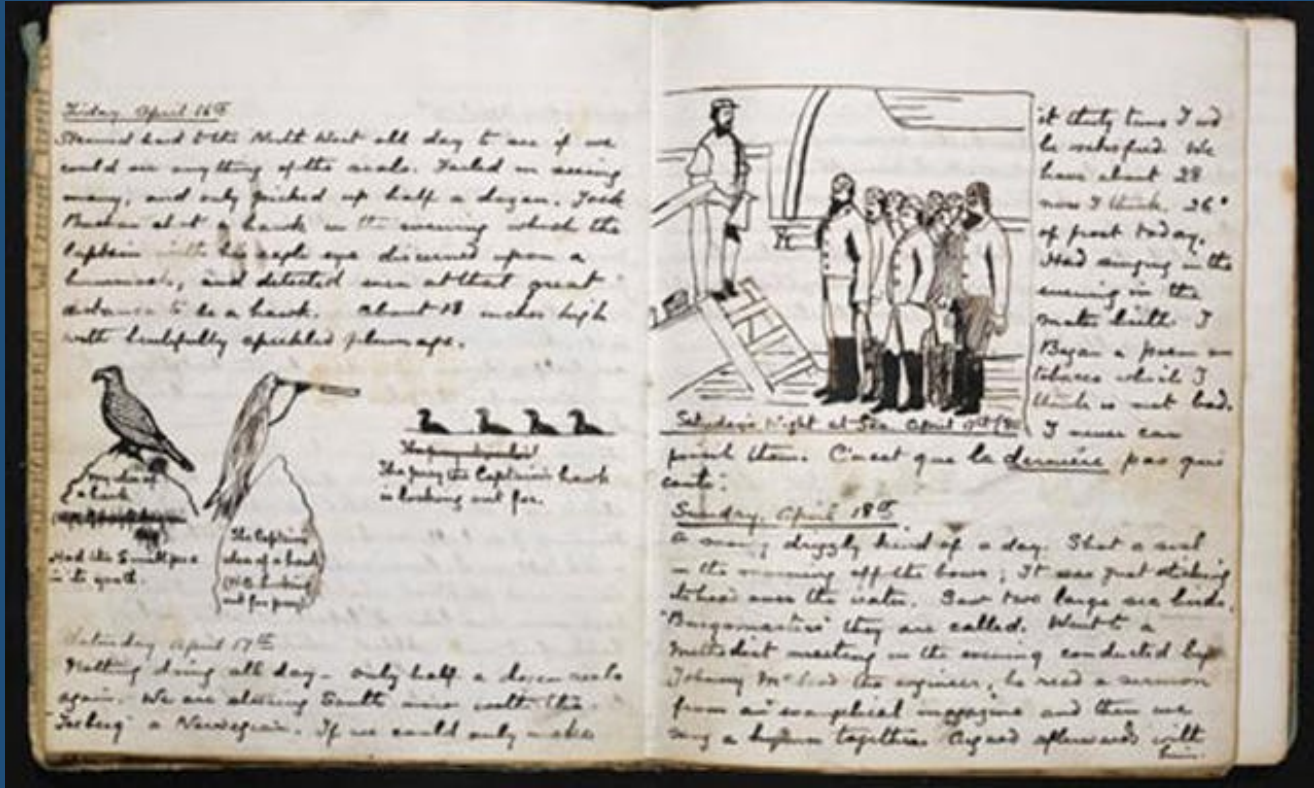
It supports the integrity of places and makes of their original state, included the immaterial one, value and guarantee of authenticity





Finally, enthusiastic visitors bring home new knowledge. Their stories encourage friends and relatives to live the same experiences creating a continuity and a

«**destination reputation**», which no advertisement would be able to build.



http://travel.nationalgeographic.com/travel/sustainable/about\_geotourism.html

This is **Your Shot** [JOIN NOW](#) NATIONAL GEOGRAPHIC



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National Geographic

# Center for Sustainable Destinations

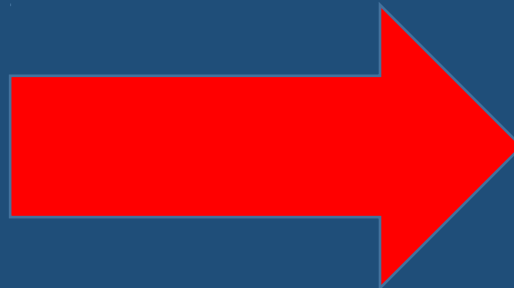
Working to protect the world's distinctive places through wisely managed tourism and enlightened destination stewardship.

[MAIN](#) [GEOTOURISM](#) [FOR PLACES](#) [TRAVELERS](#) [PROFESSIONALS](#) [GEOTOURISM MAP](#) [CSD NEWS](#) [RESOURCES](#) [ABOUT CSD](#)

## About Geotourism



This kind of tourism “moves” millions of travellers interested in a new and sustainable tourist approach, respectful and able to INTERACT with the territory. This is the path that the Network of the UNESCO GLOBAL GEOPARKS intend to follow to guarantee the development of the territories .



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Global  
Geoparks



## The GEOTRAVELLER

- ✓ prefers to interact with local guides
- ✓ buys local handicraft
- ✓ eats regional dishes at local restaurants

We can conclude stating that the Geotourism is a partnership between the traveller and the host and that the **“geotraveller is the type of tourist you would like to have around ”**

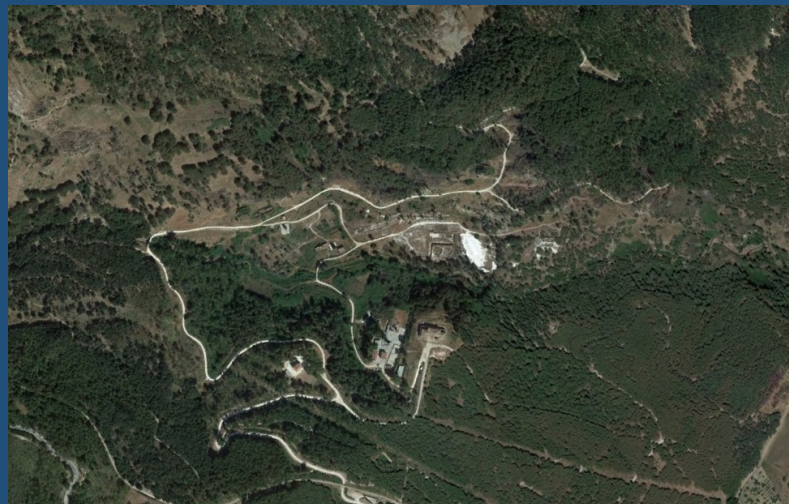


# OTHER SITES OF OUR GEOPARK

## The Palace of Floristella



# The SULPHUR MINING PARK of Floristella



# Gresti and its oceanic fossil remains







To conclude,  
**THE MEANING OF SUSTAINABILITY IS THE INTEGRATION**  
 OF



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# GAL ROCCA DI CERERE GEOPARK ENNA

# IPS FEDERICO II ENNA

