



Sustainable summer tourism in the Italian Alps

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The Italian View on Tourism, Mountain, Sustainability

Our country cannot afford the lack of an environmental policy for mountain development. Our action must be addressed not only to the exploitation and conservation of mountain areas, but to a complete relaunch of the mountain economy and development of its infrastructures and services. The mountain areas must become a priority in our government policies.

Enrico La Loggia
Ministry of Regional Affairs and Mountain development



Some numbers on the Alps

The Italian Alps

46.900 square km

3.770.000 inhabitants

80 people/square km

The Italian Appennini (islands included)

77.200 square km

4.650.000 inhabitants

60 people/square km



The situation in Italy

What is sustainability in Italy?

The conference of Rimini – 2001

An environmental policy for tourism – the hotel classification

Where is it applied?

Sea side destinations?

The role of the mountain areas in tourism

Mature Product

Arrival and nights

Need to rejuvenate the product: can environment help?

The local system of tourism supply

The role of National and Regional parks in Italy

The first to adopt sustainable policies in tourism development



Some numbers on the Alps Tourist Supply

The Italian Alps

350.000 beds in hotels

3.000.000 beds in houses and flats for holiday purposes

38.000.000 nights in hotels

120.000.000 nights in houses and flats

The Italian Appennini (islands included)

80.000 beds in hotels

2.300.000 beds in houses and flats for holiday purposes

6.000.000 nights in hotels

85.000.000 nights in houses and flats

Total: 250.000.000 nights

Mainly in the summer

Concentration of foreign tourists in the winter



Some numbers on the Alps

Official statistics

In 1999: 308 million nights in Italy

Sea side destination: 34%

Mountain destinations: 12,4% (63% from national tourism)

Under estimation of tourism nights in secondary homes



The economic role of tourism in the Alps

Tourism receipts (direct impact)

8,5 billion Euro of which

- 3,3 billion in the summer
- 5,2 billion in the winter

Equal to **11,8%** of tourism receipts in Italy (72 billion Euro)

Average tourism spending – summer

Hotels 45€/day

Average tourism spending – winter

Hotels 120€/day



The problems of mountain areas

- Competition from other destinations
 - Increase of temperature and reduction of snow
 - Reduced attractiveness of summer alpine destinations
 - The summer season needs to produce cash for the disastrous winter season
 - Change in tourism demand: look for nature, authenticity, relax, experience
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- **SUSTAINABILITY TODAY IS NOT A THREAT BUT AN OPPORTUNITY FOR MOUNTAIN DESTINATIONS**



A policy for sustainable development in the Alps

presented at Bit-February 2002

- Continue with the new classification of mountain areas, in accordance with the EU, leading the new Law for the Mountain in Italy and for a EU policy
- Define, in the national, european, and regional policies measure for sustainable tourism development, considering also the possibility to adopt different laws related to competition as applied in general to other economic sectors
- Build a positive image of summer tourism in the Alps, working on products, promoting light sport activities, events, entertainment, attracting especially young tourists
- Exploit the quality of the landscape and the image of mountain resorts, by new initiatives on the urban environment, on natural tracks and paths
- Incentivate the return to the agriculture in the Alps by promoting its integration with tourism, either for accommodation (farm tourism), and for the supply of local produce at hotels and restaurants
- Make winter destination appealing also to non-skiers
- Increase the quality of the accommodation supply, by promoting the development of small business, family run, at low price



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- Promote a destination system, by aggregating public and tourism bodies in the promotion and delivery of the product
- Organise the supply in terms of “experiences” at destination levels and sell “destinations” in product lines by giving different (qualitative) motivations to travel
- Improve the information network at destination level

- **Invest in the “culture” and the “quality” of the tourist who visit the destination**



1991 Alpine Declaration

Contents of sustainable tourism development plans:

- regional economic development
- Development of rural areas
- Development of urban areas
- Landscape and environment protection
- Transport



Who is working on sustainability?

Alpine national and national parks (5% of alpine areas)

The programme developed by the Italian Federation of Alpine Parks for the future of sustainable tourism in the Alps include the following actions:

- creation of a permanent observatory on mountain tourism
- a plan for the creation of forestal reserves
- production of eco-certified wood
- promotion of "fossil free" areas and use of alternative energy
- application of the eco-sustainable tourism declaration
- creation of "cammina-alpi" (Trans-Alpi of the protected alpine areas)
- consolidation of predators after their return
- protection of mountain prairies
- exploitation of bio-diversity



Alpine Parks working on sustainability

Several pilot projects on sustainable tourism development in the parks

- Parco Naturale Adamello Brenta - Claudio Ferrari - "Le sfide del Parco per le sue montagne:direzione qualità"
- Nationalpark Hohe Tauern Wasserschule - Angelika Staats - "La scuola dell'acqua"
- Parco Naturale Paneveggio / Pale di San Martino - Mauro Cecco/Ettore Sartori - "Il sentiero etnografico e l'Ecomuseo del Vanoi: una proposta di fruizione turistico- culturale diversificata"
- Parco Nazionale dello Stelvio - Comitato trentino - Franca Penasa - "Organizzazione dell'attività di visita con le Guide Parco"
- Parco Nazionale Dolomiti Bellunesi - Enrico Vettorazzo - "La carta qualità"
- Parco delle Alpi Marittime - Patrizia Rossi -"La carta del turismo"
- Parco dell'Adamello - Guido Calvi - "Il progetto speciale agricoltura"
- Parc National des Ecrins - "Il progetto Bocage di montagna"
- Amt für Naturparke Südtirol- Artur Kammerer - "Un'idea per il Parco Naturale"
- Park Skocjanske Jame - Albin Debevec - "Il parco Skocjanske Jame"