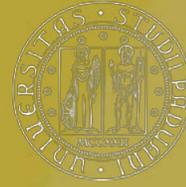




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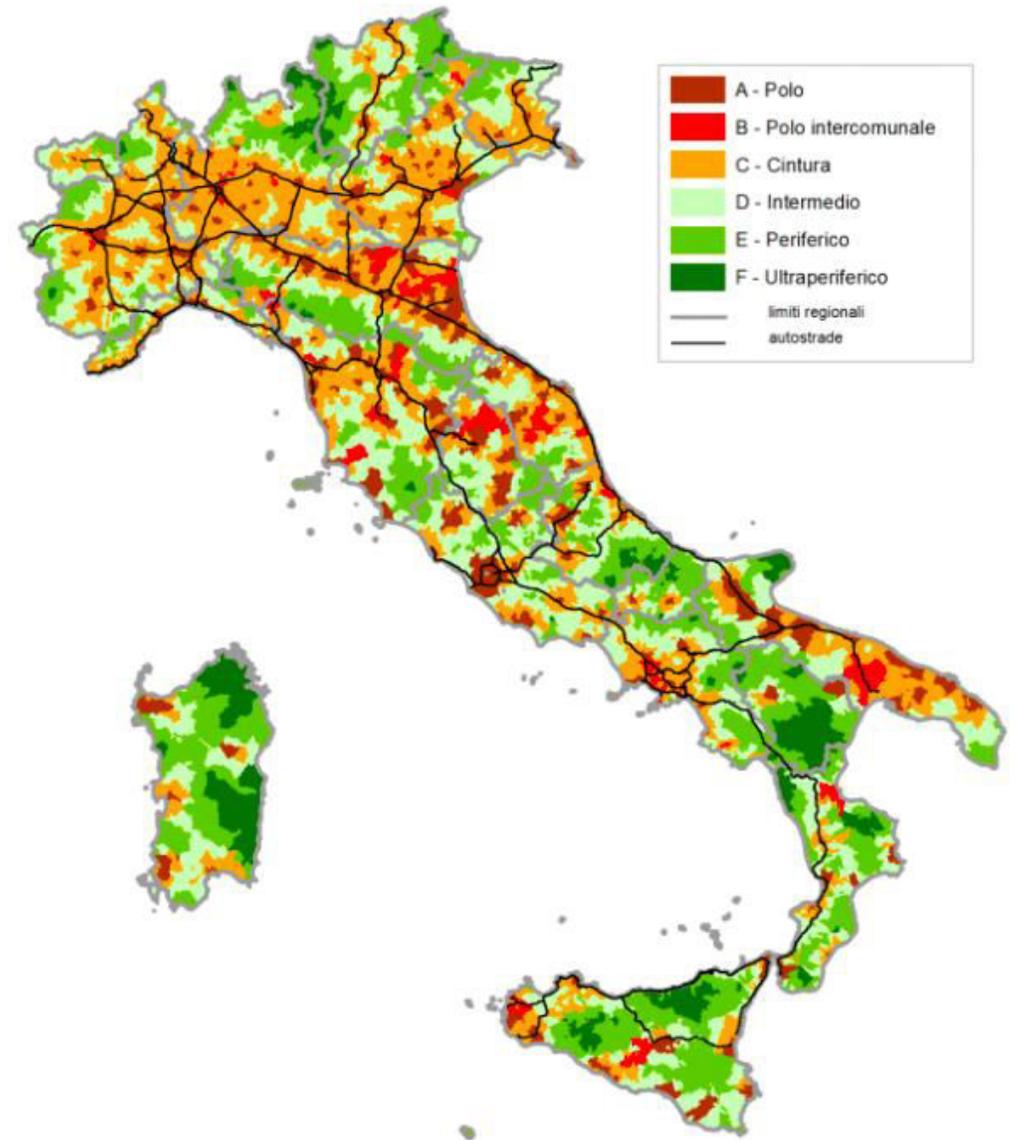
Sustainable Rural Tourism Practices from Italian Destinations

Panel on Sustainable Rural Tourism

#GSTC23 - Antalya

Problems faced by rural communities in Italy

- Declining and ageing population: **abandonment** of grazing lands and forests
- High exposure to the effects of the **climate crisis**
- Lack of **public transportation** and other essential services
- Poor **innovation** and digital infrastructure



What is the *key* so that tourism can serve local communities and the environment, while minimizing negative impacts?



Alpine Heritage Conservation: Adopt a Cow



- Decline of alpine pastures
- Crowdfunding project
- A new gastronomic experience

Stefano Ravelli
Director of the Valsugana Tourism Board



Reconnecting with nature through Forest Bathing



- 24.000 hectares of forest
- Sustainable Forest Management
- Forest Bathing experiences

Claudia Gioitti
Sustainability Manager for Consorzio Il Tarvisiano



From devastation to restoration: the Food Forest



- Vaia Storm, 2018
- Reforestation project
- A new experience: the Food Forest

Max Nagler
President of the Alta Badia Tourism Association



Tackling mobility in alpine areas: Alpine Pearls



- Traffic congestion in high season
- Alpine Pearls application
- Different sustainable mobility initiatives

Daniela Vecchiato
Director of the Alpe Cimbra Tourism Board



Slow tourism for sustainable mobility



by **visitsiena**



- Lack of connection between the city and the countryside
- Standard for slow tourism operators
- Slow Tourism Experiences

Paolo Bonari
Strade di Siena Project Manager



What is the *key* so that tourism can serve local communities and the environment, while minimizing negative impacts?



Destination stewardship is the key

Destination Stewardship by a **solid** tourism organisation is needed to bring **value** to both guests and the local system





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Thank you! Let's meet in the networking area!

For more info: federica.bosco@etifor.com

