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Certification as a driver for destination stewardship

Valsugana: where tourism is sustainable

The first destination certified solely according to the  GSTC criteria

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E T I F O R
v a l u i n g n a t u r e

VALSUGANA
♥ LAGORAI



ETIFOR

Improves the value of nature through applied science, innovation and good governance

Valsugana is located in northeastern Italy

54 shareholders in the DMO

62.000 inhabitants in 24 municipalities

70% average **recycling** (over 80% in the larger municipalities)

Higher **renewable energy** production (hydroelectric) than local needs

2.2 million yearly **stays**
15.000 beds



Etifor's role in supporting the certification of the DMO Valsugana Lagorai



Research and presentation of benefits of the GSTC destination certification to the Board

Contact with certification body Vireo srl


Technical and strategic support for the audit:

- Development of participatory methodology
- Facilitation of community meetings
- Data collection, analysis and report writing

An aerial photograph of a large, multi-story stone castle with several towers and battlements, situated in a lush green valley. The castle is surrounded by dense forests and rolling hills. In the background, there are more hills and a small town. The sky is blue with scattered white clouds. The right side of the image is overlaid with a semi-transparent dark blue rectangle containing white text.

Through the certification process, the DMO engaged the community to share goals, experiences and best practices, raise awareness and encourage improvement.

Supported sustainability as good for the community first, and then for tourists.



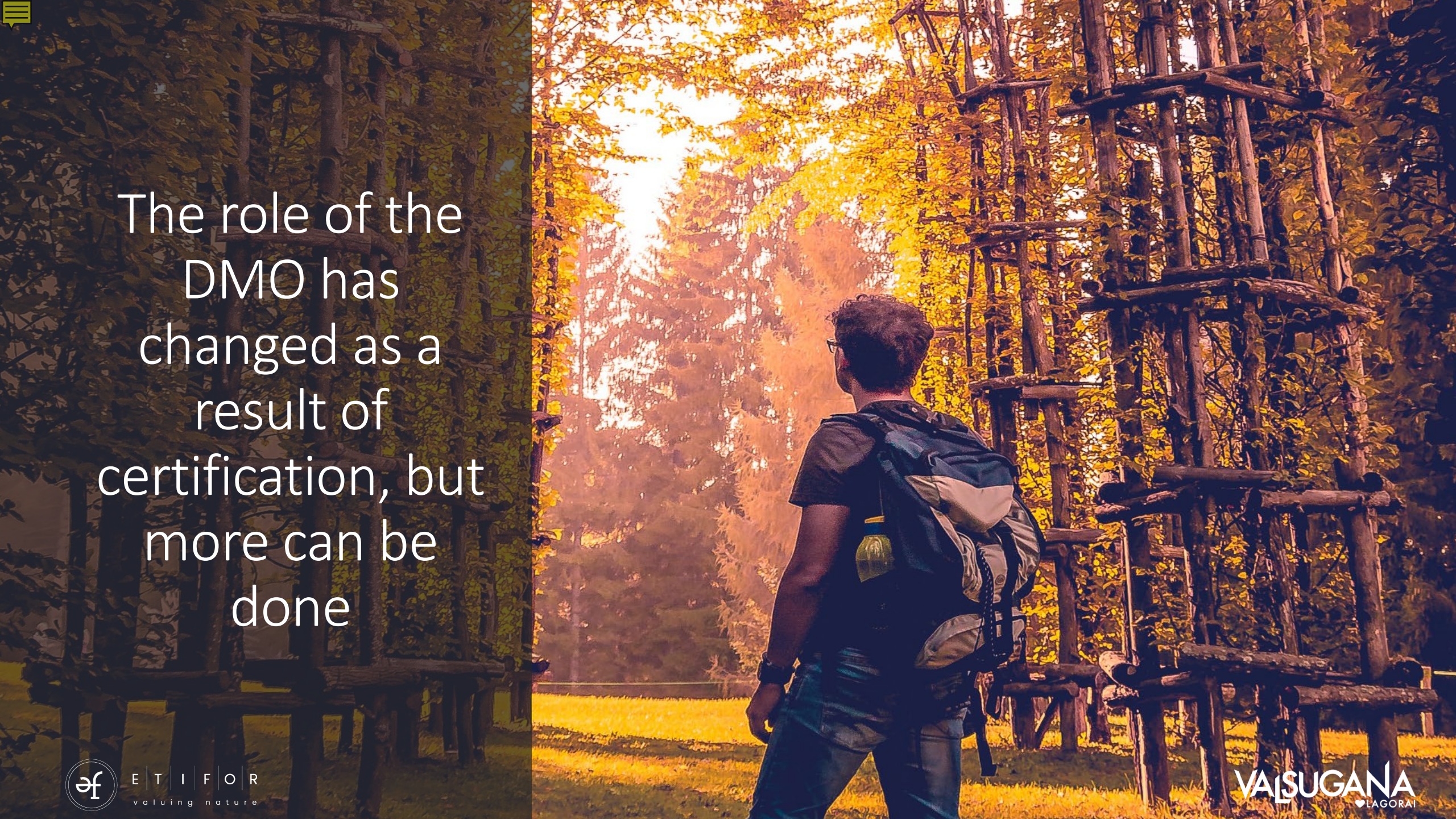
The DMO has made local companies more aware of sustainability issues...

as well as the agricultural sector...

An aerial photograph of a medieval castle complex situated in a lush green valley. The castle features several stone buildings with crenellated roofs and a prominent white tower with a conical roof. The surrounding landscape is filled with dense forests and rolling hills. In the background, a large lake is visible, surrounded by more greenery and small settlements. The sky is filled with large, white, fluffy clouds, and the overall scene is bathed in bright, natural light.

...public
administrations...

... and future generations

A person with a backpack is seen from behind, looking towards a tall, rustic wooden tower in a forest. The scene is bathed in warm, golden light, suggesting autumn. The tower is constructed from many vertical wooden poles and horizontal beams, resembling a spiral staircase or a watchtower. The forest floor is covered in grass and fallen leaves.

The role of the
DMO has
changed as a
result of
certification, but
more can be
done



ETIFOR
valuing nature

VALSUGANA
LAGORAI

An aerial photograph of a mountain valley. In the foreground, there is a dense green forest. The middle ground shows a patchwork of green agricultural fields and a small town. A large, clear blue lake is situated in the valley. In the background, there are rugged mountains, some with patches of snow, under a blue sky with scattered clouds.

The GSTC can:

Support international visibility
and recognition of certified
destinations

Share their good practices

Encourage on-the-ground
technical and strategic
support (e.g. FSC in Italy)

Thank you!

For more information:
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