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

- 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.
Thank you! Let’s meet in the networking area!

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