

ITALIA

TRENTINO

Live, love **VALSUGANA**
LAGORAI

GSTC2024 Sweden
Global Sustainable Tourism Conference
23 -26 April 2024

Stefano.Ravelli@visitvalsugana.it

A new awareness for tourism management

DMMB as a Steward of the territory



Vaia Storm, the Italian Alps 2018

41.000 hectares of forests lost
€2,8 billions in damages



Synergies for landscape restoration

Reviving natural landscapes

Adopt a cow



A project to promote and support the mountain and its traditions by engaging the visitors, tourists and residents and creates awareness on nature and its landscapes.



A new cultural approach

Arte Sella: the contemporary mountain

Never-ending regeneration: nature meets art, nature modifies the landscape.



Italy Working Group

growing together

A working group was set up in Italy with the GSTC standard as a common value.

We realized the importance of networking to arrive at a common destination. We meet to talk about sustainability, share best practices and bring together all our skills as destinations, hotels and experts.



Pilot Action on Nature Positive Tourism



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Thank you!



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