Valsugana: where tourism is sustainable

The first destination certified solely according to the GSTC criteria

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GSTC Global Conference, Azores, 5 December 2019
Certification as a driver for destination stewardship
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
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...
...public administrations...
... and future generations
The role of the DMO has changed as a result of certification, but more can be done.
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!

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