



UNIVERSITY OF TRENTO - Italy



Destination Management
Sustainability, ICTs

How to make the Alps a more competitive tourist destination?

Sustainable Tourism Management: opportunities and challenges

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**Alpine Space Forum: Pooling Potentials for Competitiveness
Ljubljana, Slovenia, 27-28 September 2011**

New tourism scenarios (Dwyer et al., 2009)

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Emerging mega trends



Sustainability as an opportunity

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Approaches to tourism sustainability



Triple bottom-line approach

- Economy
- Environment
- Society



Sustainable competitive advantage



4L Tourism

- Leisure
- Landscape
- Learning
- Limit





Mountain destinations' perspectives

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- **Sustainability and tourist development in the mountains:**
 - ✓ The emerging tourism scenarios press mountain destinations to integrate the **sustainability paradigm** in the planning process

- **Innovation of destination offer**
 - ✓ Planning and offering **tourist products and services** both sustainable and able to enrich and innovate tourism experience becomes a strategic imperative, but also an opportunity and a challenge for the destination managers

- **Mountain destinations' challenges:**
 - ✓ Matching **protection and conservation** of natural/cultural heritage with the improvement of **attractive features**
 - ✓ Improving **collaboration among local stakeholders** for the use of natural resources, for marketing policies and for destination branding



Sustainability and well-being: propositions

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- Sustainability is a driver for the well-being of the surrounding environment and (host and hosted) community
- Sustainable tourism and well-being tourism are both examples of the new culture of tourist consumption, as an experience good (Pine & Gilmore, 1999)
- Well-being tourism may be a kind of 4L tourism which is motivated to seek holistic self-improvement (body, mind and soul) by experiencing nature, aesthetics, cultural values and traditions
- The new philosophy: create better places for people to live in and for people to visit, as a nice place to live is a nice place to visit



Our experience: Case study 1

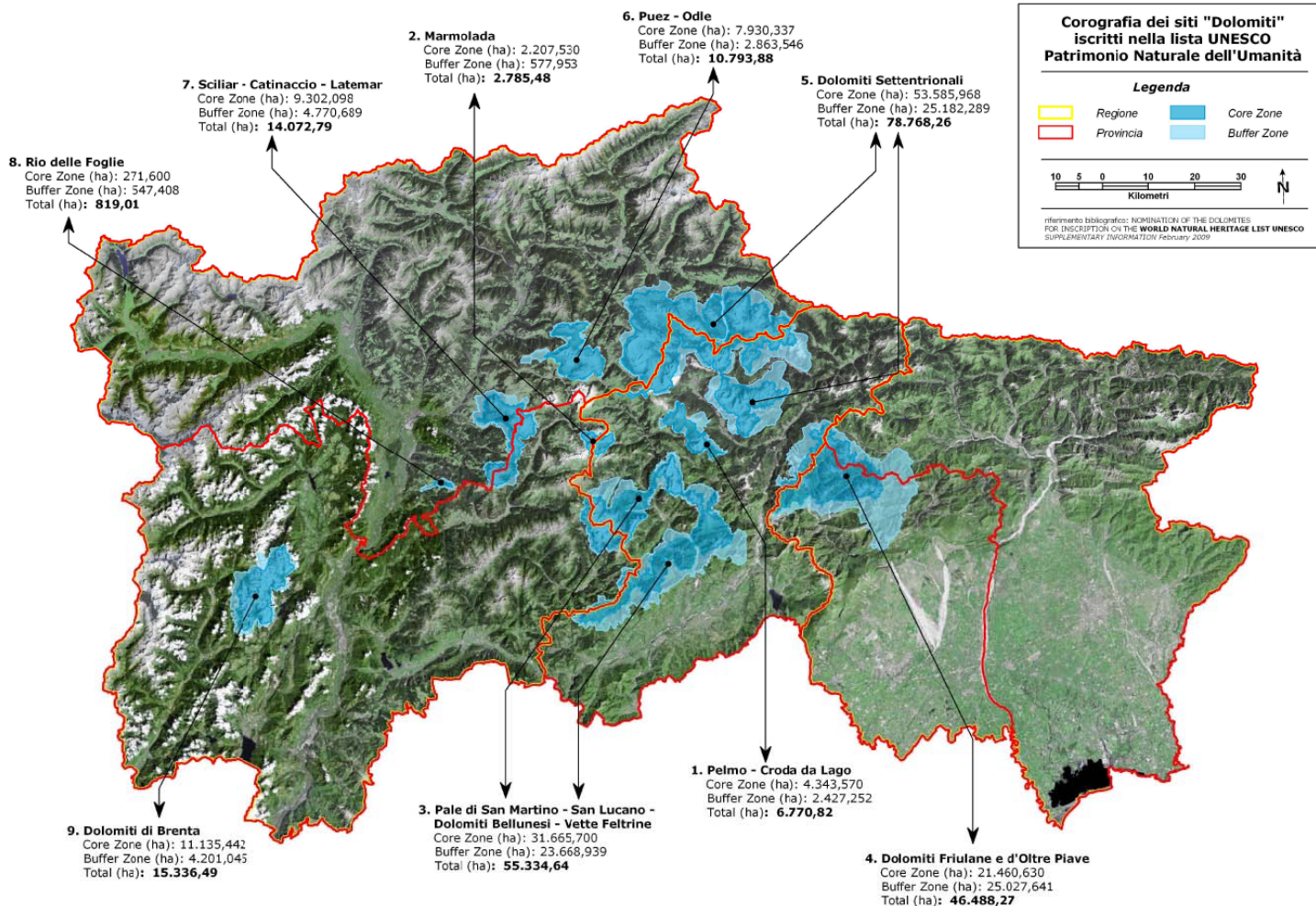


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Dolomites UNESCO World Heritage site

- Natural serial property of 9 mountain components set in the north-eastern Italian Alps
- Admission criteria
 1. Outstanding natural beauty and aesthetic importance
 2. Universal geological value
- Dolomites UNESCO Foundation is the Body in charge of the coordination of the overall management plan of the property as a whole
- ✓ Founding Members: 5 Provinces and relevant stakeholders (Panel of supporters, Panel of auditors, Scientific Committee)
- ✓ Goals
 1. Strategic assets: conservation&management, communication and improvement
 2. Harmonization of the strategies and actions

Where



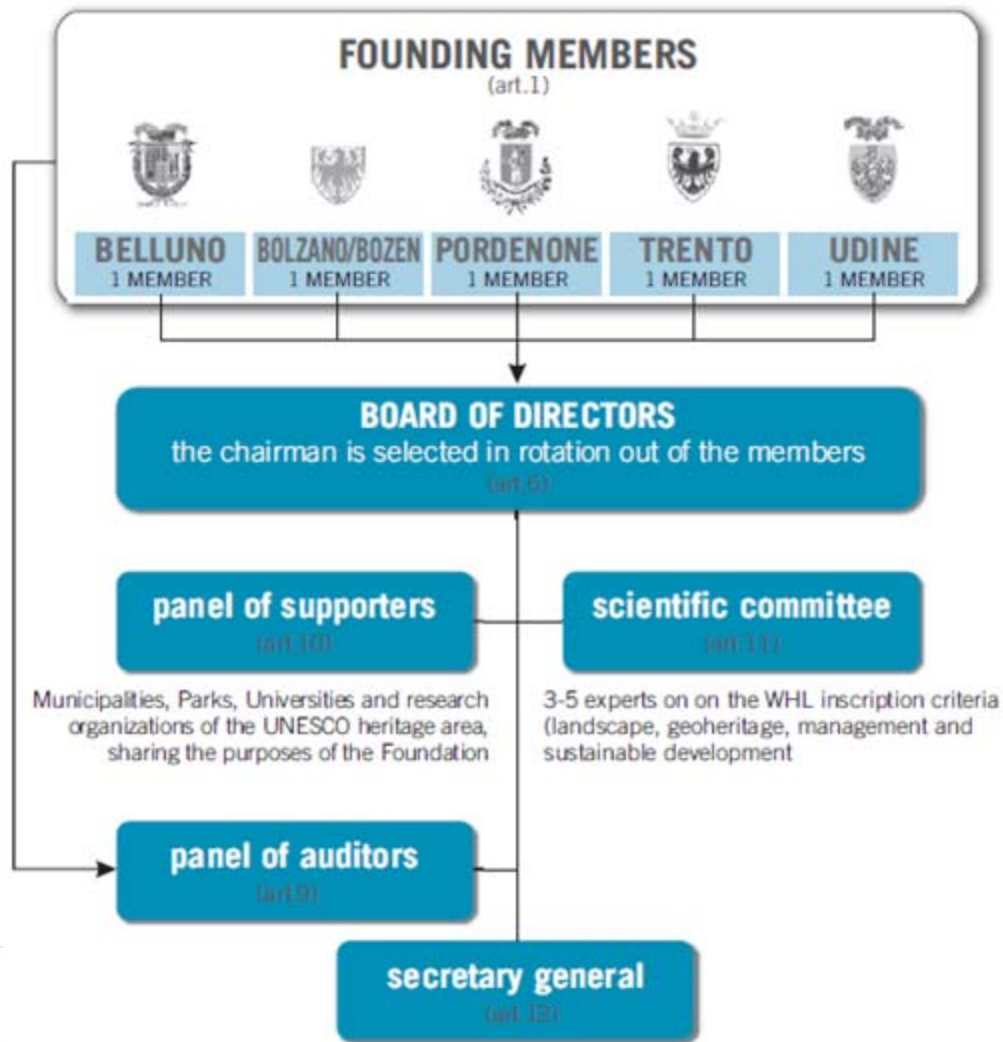
■ 3 Regions, 5 Local Administrations (Provinces) and 102 Municipalities

■ 234 thousand ha (i.e. ~ 136 th core zone; 99 th buffer zone)

✓ 99.8% of the nominated core zone and 98% of the buffer zone are protected at European, national or local level

Organization Chart of the Foundation

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Dolomites well-being domain and attributes

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- Natural monuments, Mountains, Canyons, Forests, Lakes, Streams, Flowers, Trees, Cleanliness of air, nature and water etc.

- Outstanding, Unique, Beautiful, Spectacular, Dramatic, Mystical, Scenic values, Richness of colours (specific mineralogical structure)

- Sustainable, Aesthetic importance, Scientific relevance, Cultural importance

NATURE CULTURE

Dolomites well-being domain

- Forts, Trenchers, mule tracks, Mines, Museum/ Archaeology museum, Glacier mummies (Ötzi), Castles, Manors, Churches, Traditional estates/buildings, Ladin communities, Belle Époque buildings, Thermal baths, Officinal herbs, Food
- Legends and sagas (King Laurino and his rose garden), traditional events, local spa treatments, local hospitality etc.

Typical facilities/activities/products

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■ Spa & Accommodation

- ✓ Renowned well-being centres and thermal baths visited since Belle Époque and Roman times
- ✓ Respiration Health Hotels. i.e. allergy-sufferer-friendly hotels
- ✓ Vita Nova Club. i.e. Wellness Hotel & Resort
- ✓ Targeted Clubs which combine well-being, traditions and nature
 - Country heart, Dolomiti walking hotels, Trentino Charme, Mountain Refuges, Farm houses



■ Local/Rural spa treatments

- ✓ Speleotherapy, with the air of ancient mine galleries
- ✓ Treatments using mugo pine, grapes (used in making wine), apples (apple-growing area)
- ✓ Hay bath, Milk and milk by-product baths
- ✓ Warm&cold Kneipp Hydrotherapy

Typical facilities/activities/products

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■ Products

- ✓ **Locally-grown health food products** (mountain cheese, speck, schüttelbrot - crunchy flat bread, etc)
- ✓ **Typical cuisine** based on natural farm-produced ingredients
- ✓ **Natural cosmetics and medicines/treatments** based on mountain hay, herbs and flowers

■ Activities

- ✓ **Spa and health activities**
- ✓ **Walking, thematic trekking, climbing and hiking** (e.g., First World War trekking, apple/chestnut experience trail, Alpine farm trail, caste trail, etc.)
- ✓ **Cycling and mountain biking**
- ✓ **Rural educational experience** in traditional estates
- ✓ **Ladin/Typical cookery lessons** with local housewives



Our experience: Case study 2

Listen to the voice of villages

<http://www.listentothevoiceofvillages.org/>



- ❑ Many rural areas of Central Europe regions suffer marginality problems (geographical, economical, social and cultural)
- ❑ These marginal rural areas are often characterised by wide natural, landscape, historical, cultural, handicraft heritage not fully exploited (for example for tourist purposes): these areas have unexpressed tourist potential



foster tourism development in these territories in order to increase their competitiveness and attractiveness



Aims

- Increase the competitiveness and attractiveness of rural marginal territories, characterized by unexpressed tourist potential, through:
 - ✓ Settlement and implementation of new territorial governance tools
 - ✓ Drawing up pilot projects inside sustainable tourism sector
 - ✓ Settlement of a transnational network, the Vital Village Association, for the capitalization of project results and internationalization of project territories



Umberto Martini
Alpine Space Forum Ljubljana – 27/09/2011



Where



- PP1: Provincia Autonoma di Trento (Italy)
- PP2: University of Trento: eTourism Research group (Italy)
- PP3: Development centre Litjia (Slovenia)
- PP4: Bohemian Switzerland, public benefit organization (Czech Republic)
- PP5: Marshal's Office of Opolskie Voivodeship (Poland)
- PP6: Regional Authority of Ustì Region (Czech Republic)
- PP7: Local Development Agency of Langhe Monferrato Roero (Italy)
- PP8: District Office Forchheim (Germany)
- PP9: University of Natural Resources and Applied Life Science (Austria)





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**THANK YOU VERY MUCH FOR YOUR
ATTENTION**

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- Main motivations of an innovative and emerging tourist demand which has ethical behaviour of holiday choice and experience:
 1. Leisure
 - ✓ Evolved leisure time in tourist experience
 - ✓ Self-improvement becomes part of the tourist experience with an emphasis on health, well-being, education, skill development and cultural appreciation
 2. Landscape
 - ✓ Admiring and moving in nature and landscape
 3. Learning
 - ✓ Discovering, experiencing, participating in, learning about and more intimately being included in the everyday life of the destinations (tradition, history and culture in all its expressions)
 4. Limit
 - ✓ Limited use of resources/places as a result of an increased social and environmental consciousness