

Tourism through Europe

CD
n. 1

Scuole che aderiscono:

-I.I.S.S. "L. da Vinci"
FASANO – ITALY


-OPUS - Vadsø videregående
skole
VADSØ
NORWAY

-Tellus Group Ltd. - Work
Experience UK
Plymouth
UNITED KINGDOM



I.I.S.
"L. da VINCI"

Il progetto è stato realizzato grazie al contributo della Comunità Europea

A wide-angle photograph of a mountain range. The central peak is the most prominent, covered in snow and partially shrouded in mist. The surrounding mountains are rugged and rocky, with patches of snow and green vegetation. The foreground shows a valley with green fields and a small town or village. The sky is blue with some light clouds.

"Che ti move, o omo, ad abbandonare le tue proprie abitazioni della città, lasciare li parenti e l'amici ed andare in lochi campestri per monti e per valli se non la naturale bellezza del mondo"?

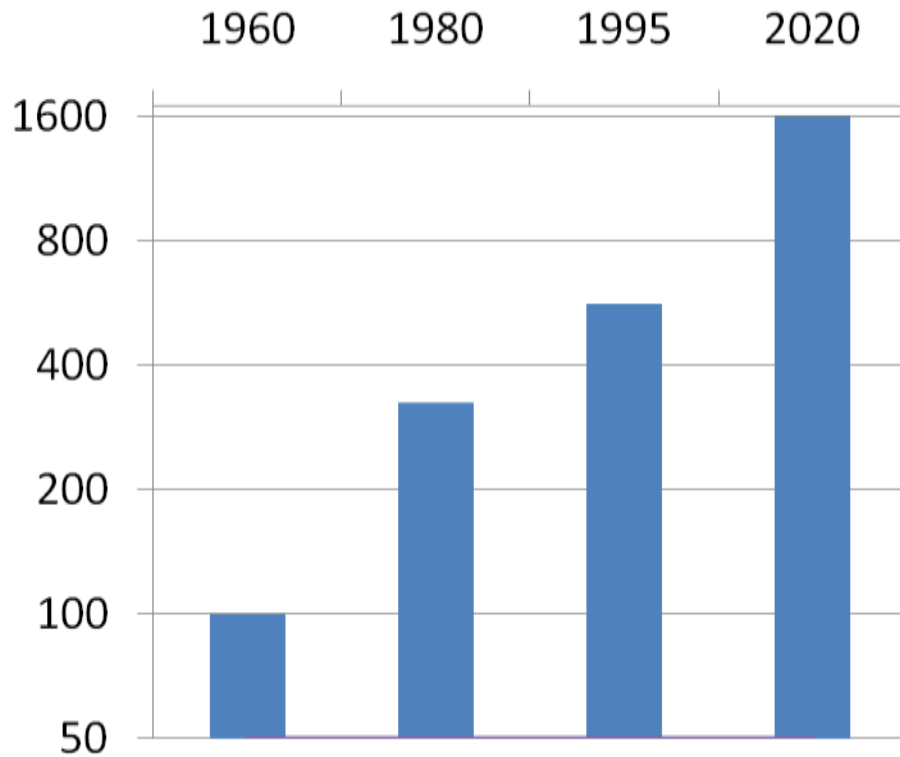
Leonardo da Vinci

IL QUADRO EUROPEO

- Tourism represents one of the most important sectors of world's economy. From the beginning of '70s tourism request has really improved and developed in the world; the tourists number is increasing every year. Arrivals from abroad are growing up from 100 millions of 1960, to 325 of 1980 and 565 of 1995;
- The prevision is that until the 2020 we are going to verify a triplication of these volumes in terms of international "fluxes" which will overcome the 1.600 millions
- Tourism become the first italian industry of XXI° century
- Europe is really attractive for its history, nature, culture and will remain the principal country of destination, even if the growth expected is in decline.

TREND OF TOURISTS NUMBER

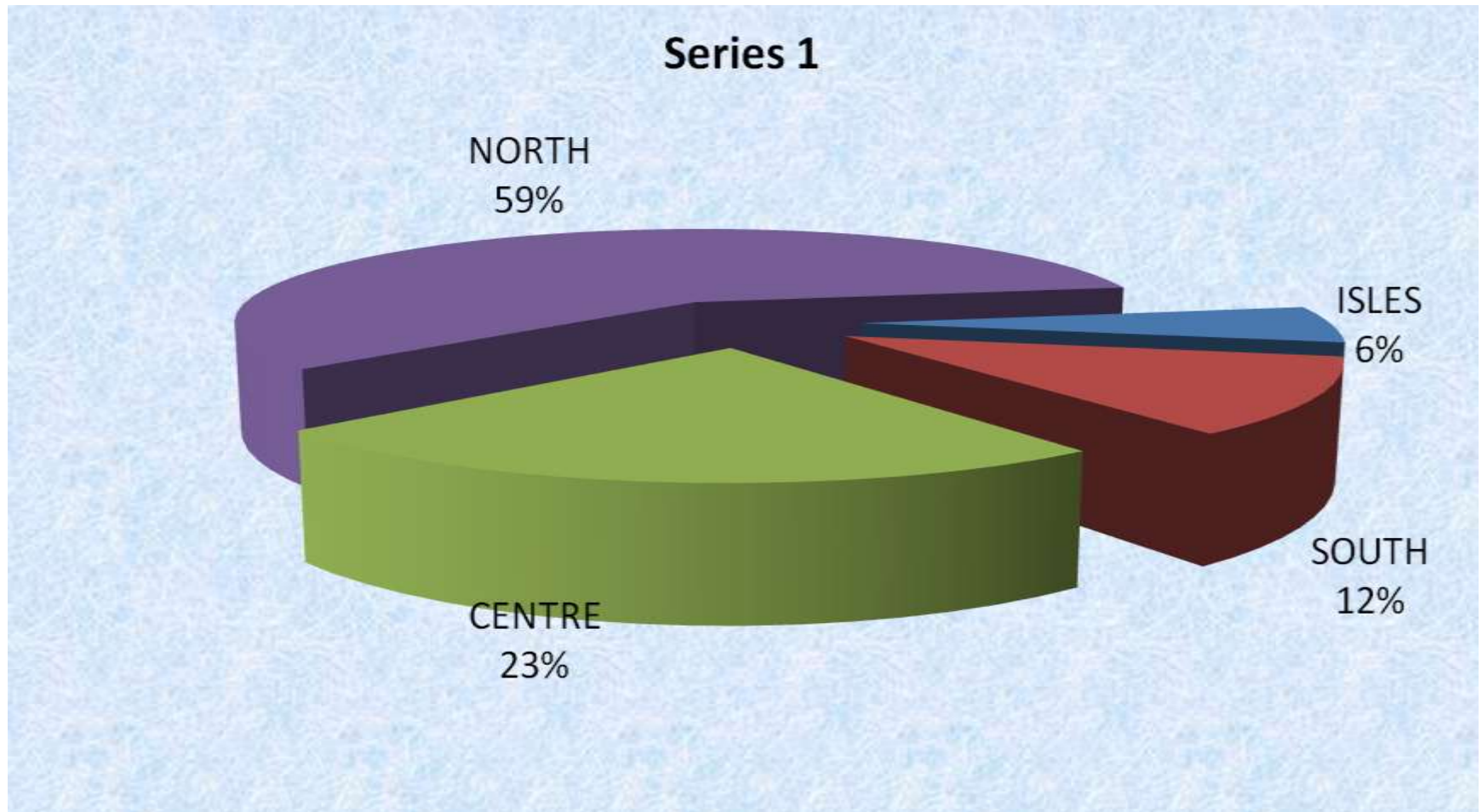
Tourists in Europe (millions)



In Italy

- Our country is one of the favourite destinations of international tourism even for the facturate and for number of arrivals and presences: Italy is the forth favourite place from tourists from all over the world.
- Piemonte, Liguria, Calabria and Sardegna offer to tourists a green space of parks really elevated.
- We cannot remain sure about the evolution of this phenomena.

DISTRIBUTION OF TOURISTS PER AREAS



The photo of nature- tourism:

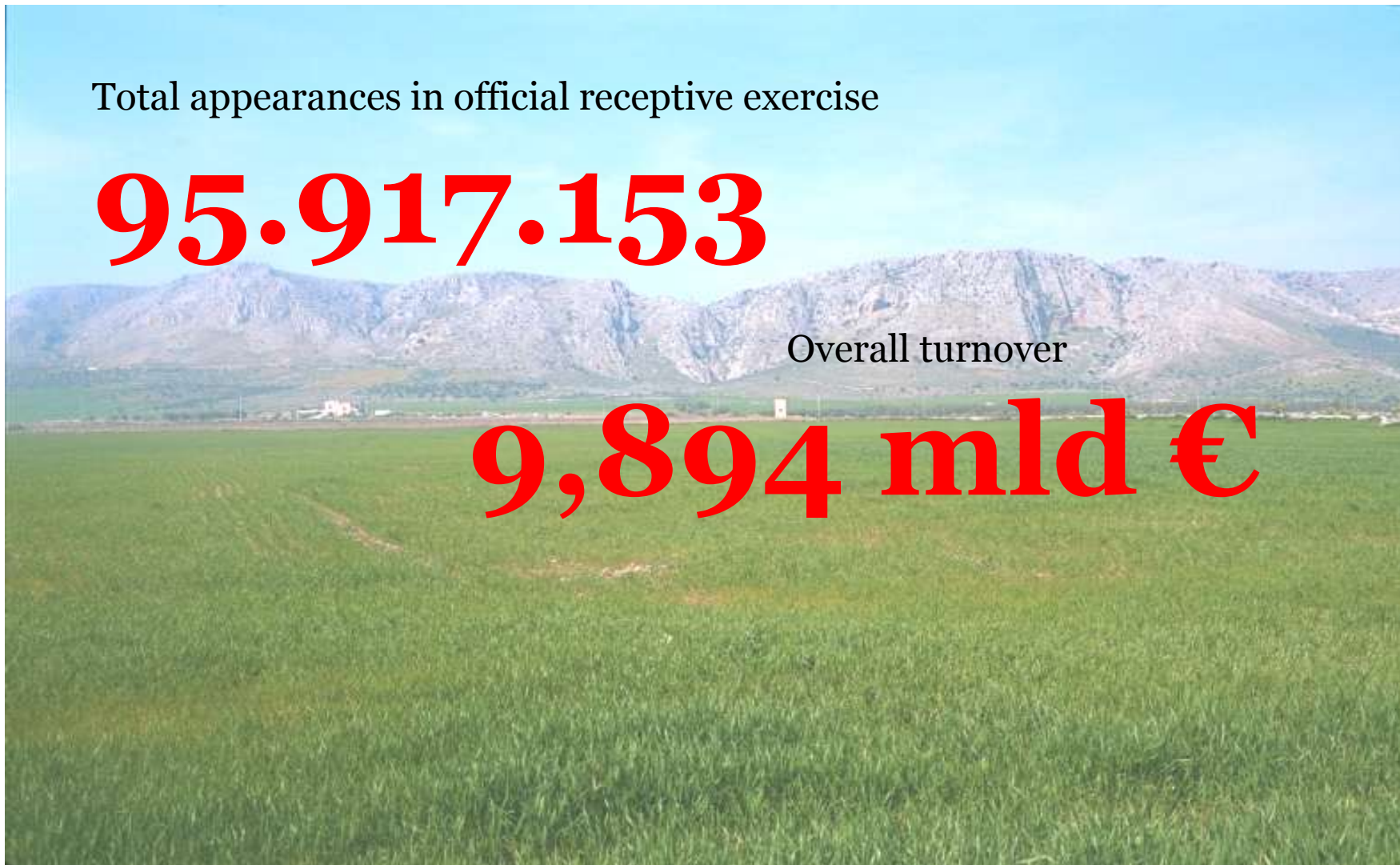
2007

Total appearances in official receptive exercise

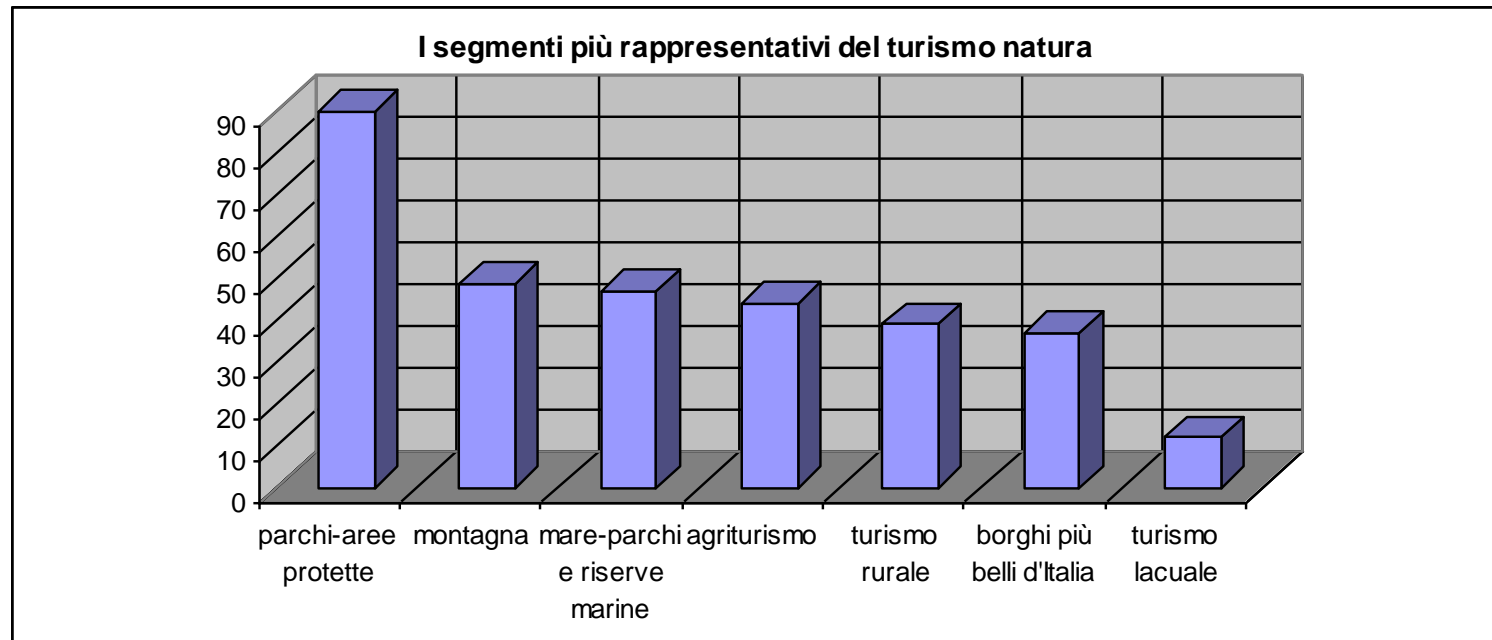
95.917.153

Overall turnover

9,894 mld €

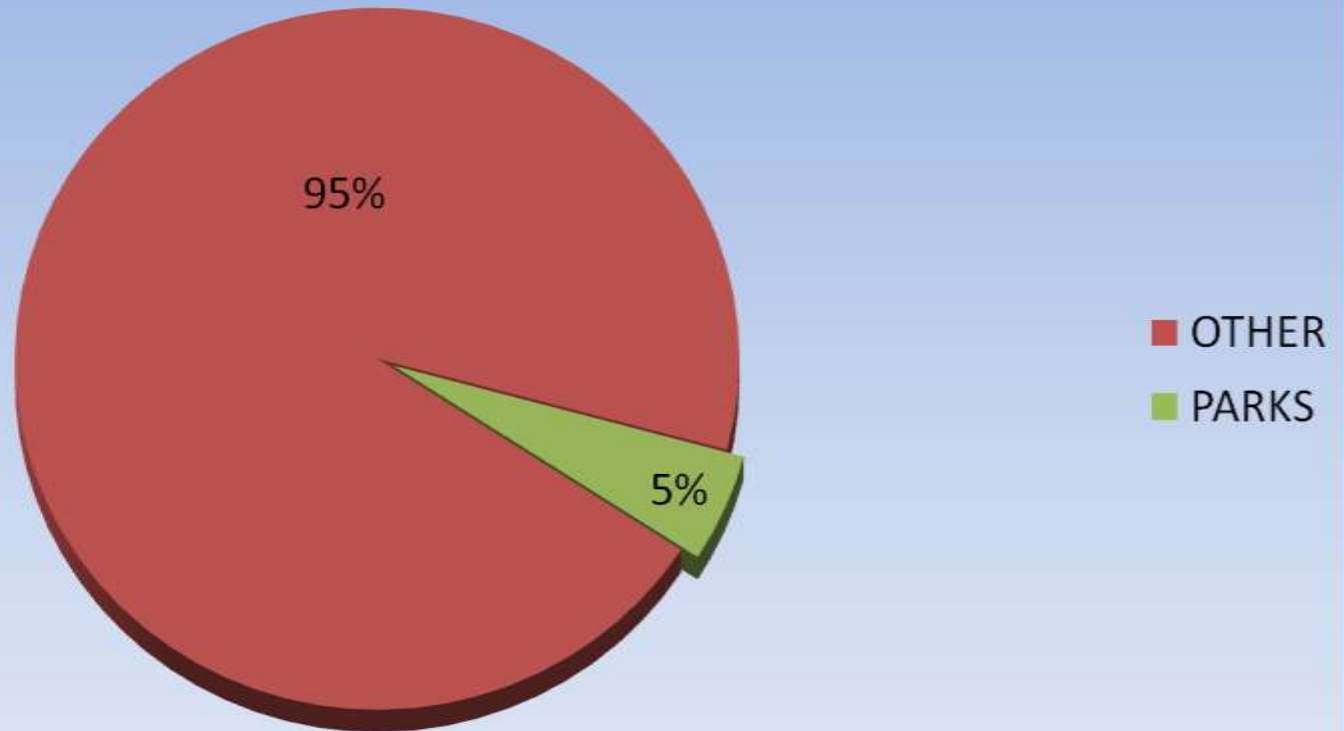


The photo of nature- tourism: the most representative segments



The parks remains the *core business* of nature-tourism, with dei “The most beautiful Borghi(medieval cities) in Italy” as new entry

PERCENTAGE OF PARKS IN ITALY



PERCENTAGE PARKS IN APULIA

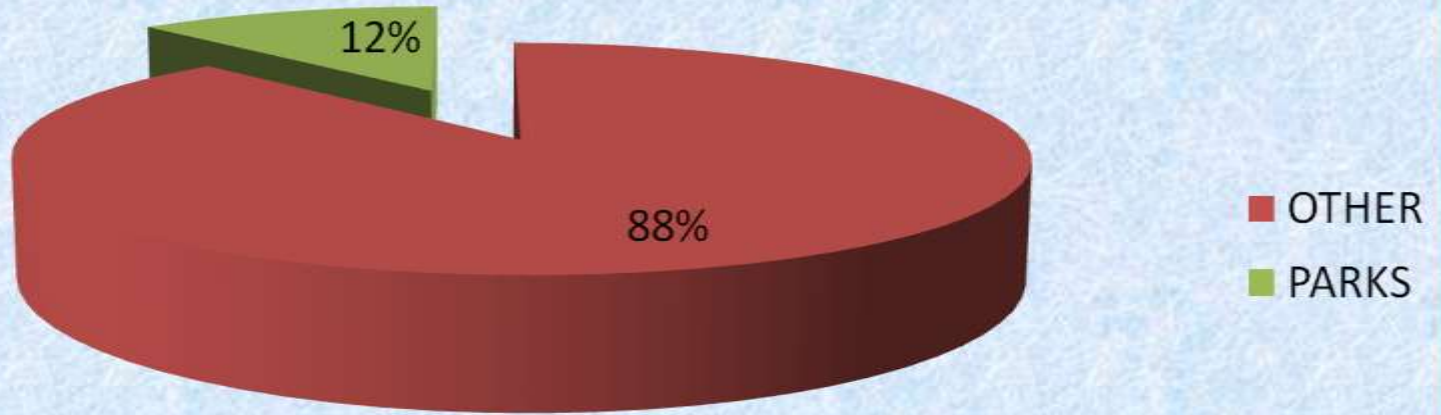
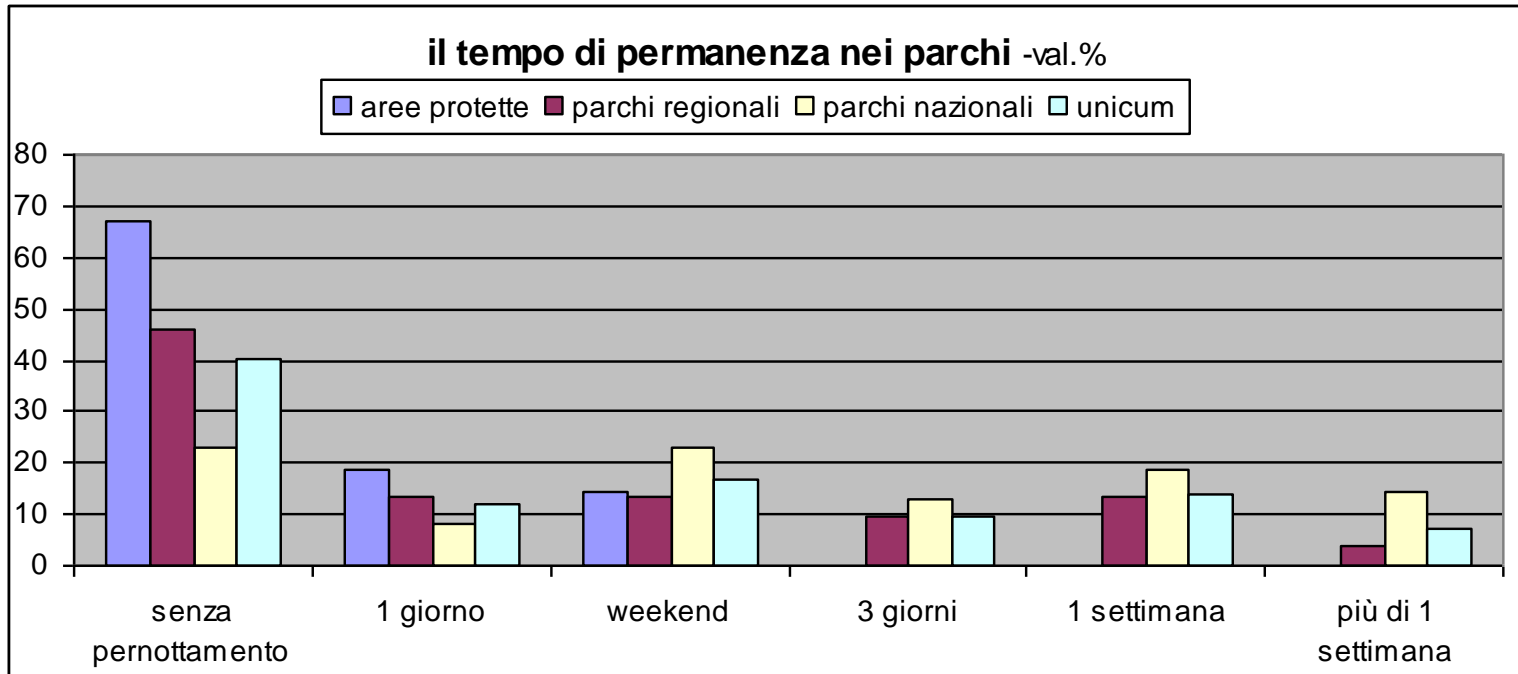


Photo of Nature tourism in 2007

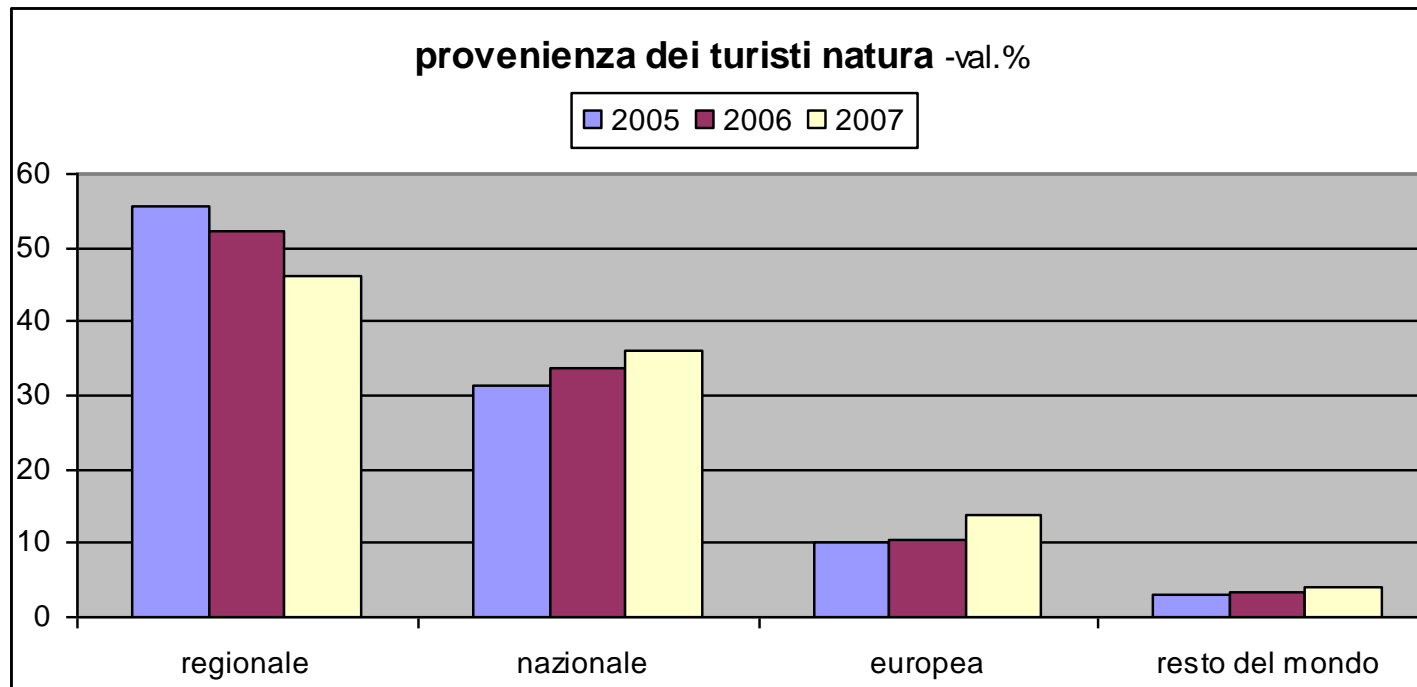
Period of permanence



In national parks is usual the weekend form, even if the maggioranza of trips does not include to remain during the night.

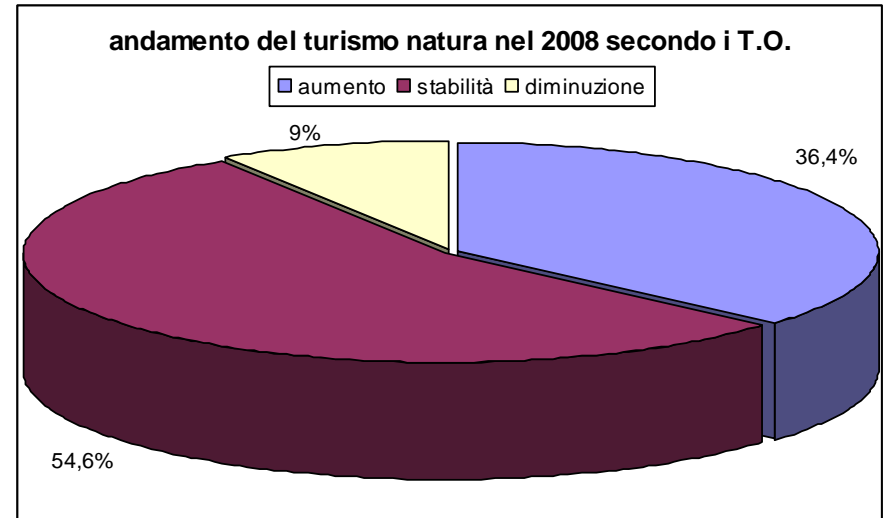
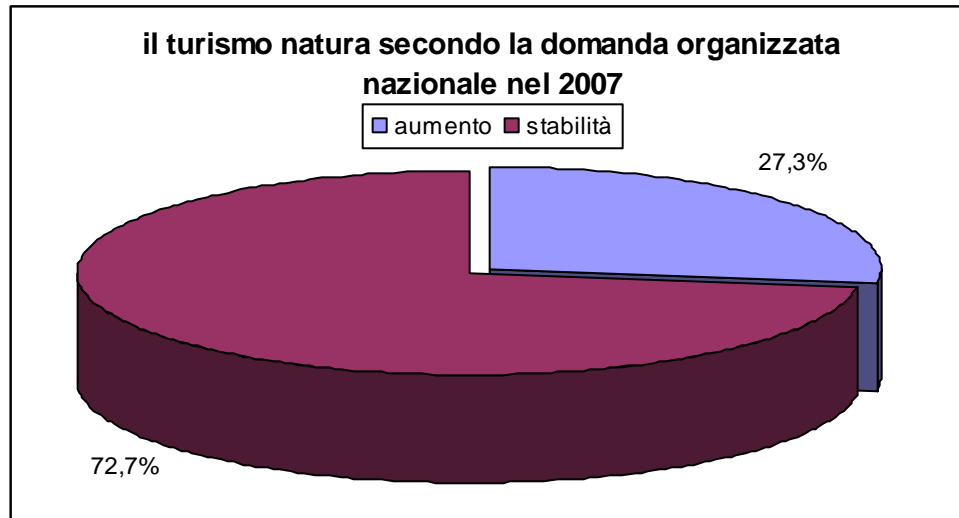
Photo of Nature tourism in 2007

Tourists provenance



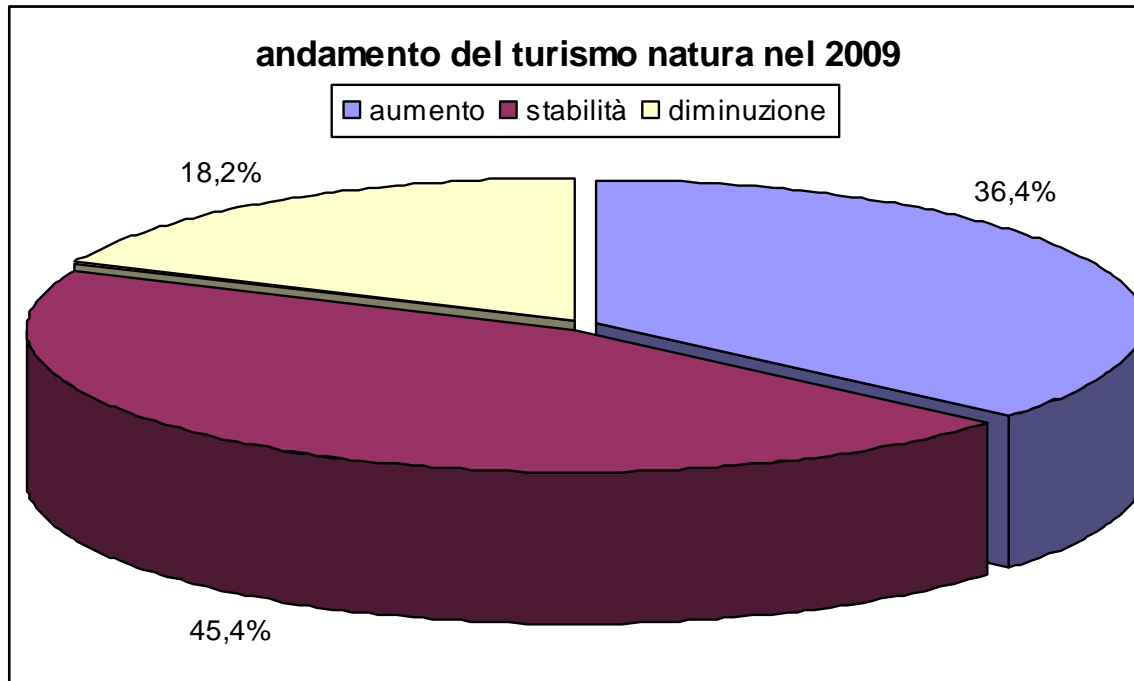
Nature tourism overcome the regional boundaries: significant presences from the abroad.

Trend



Even Nature tourism is living a period of crisis but in 2008 we cannot complain about the results.

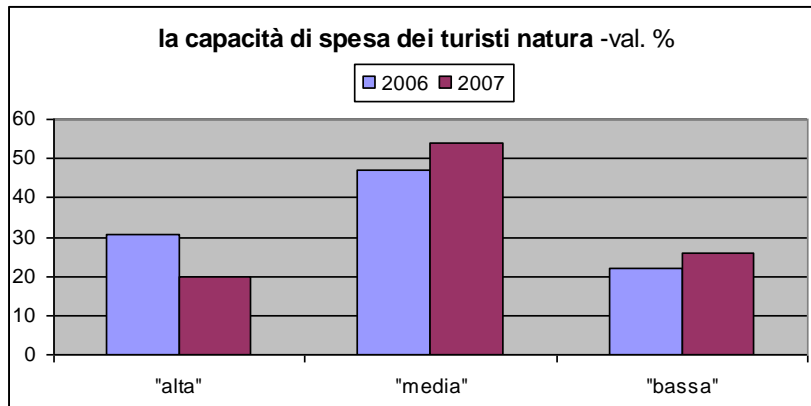
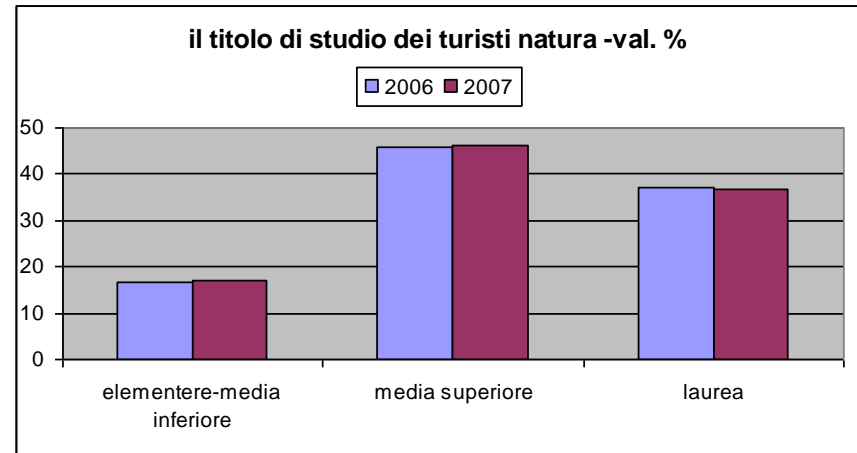
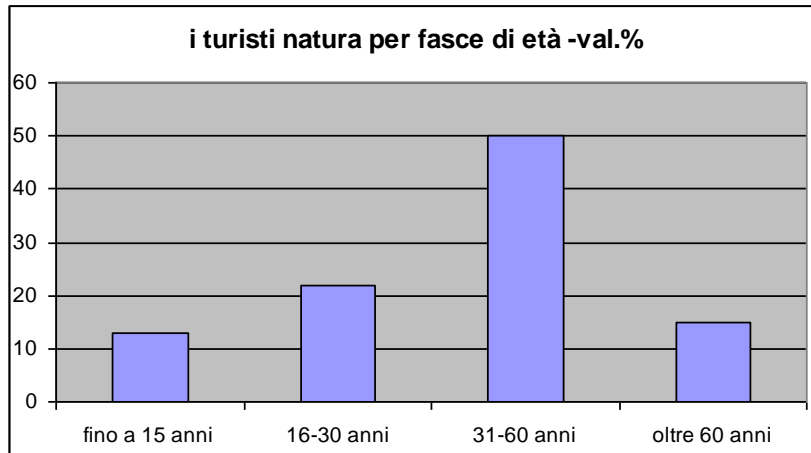
Prevision



We believe that 2009 will be a difficult year for Nature tourism.



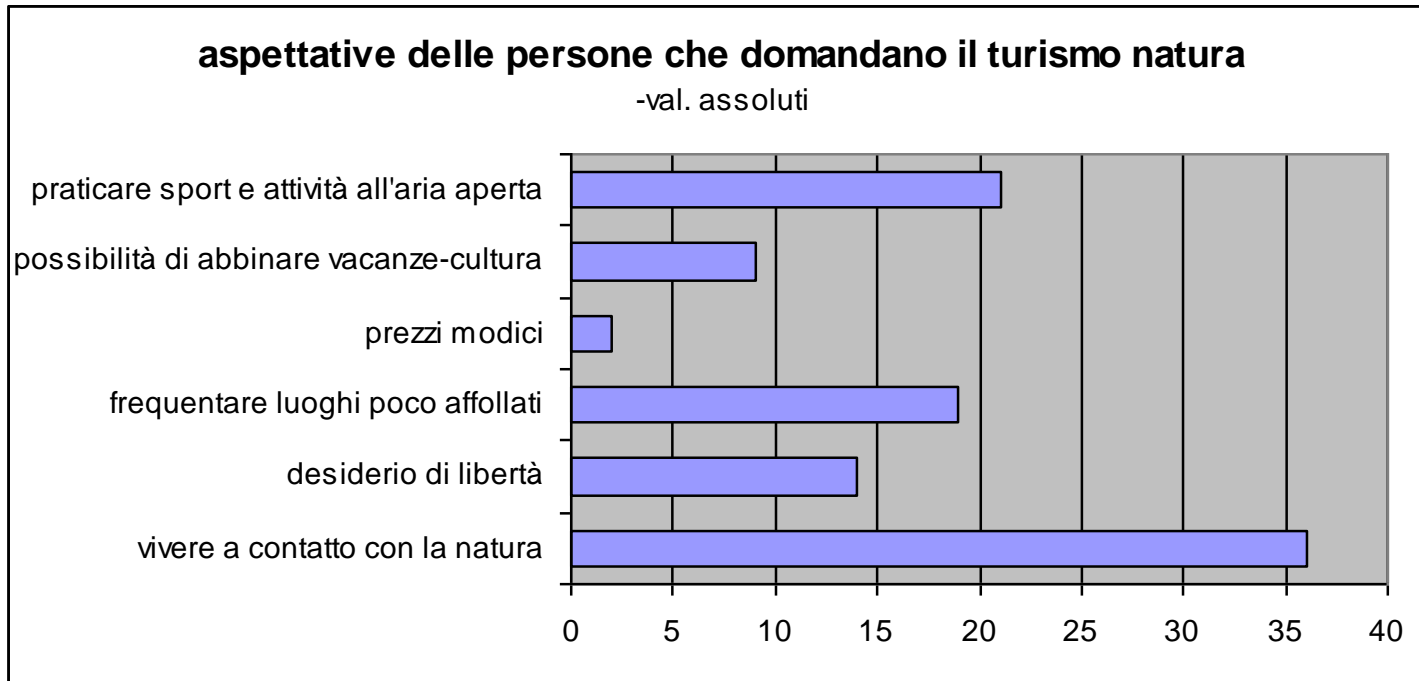
Nature Tourism target



Tourism for everybody

New trends

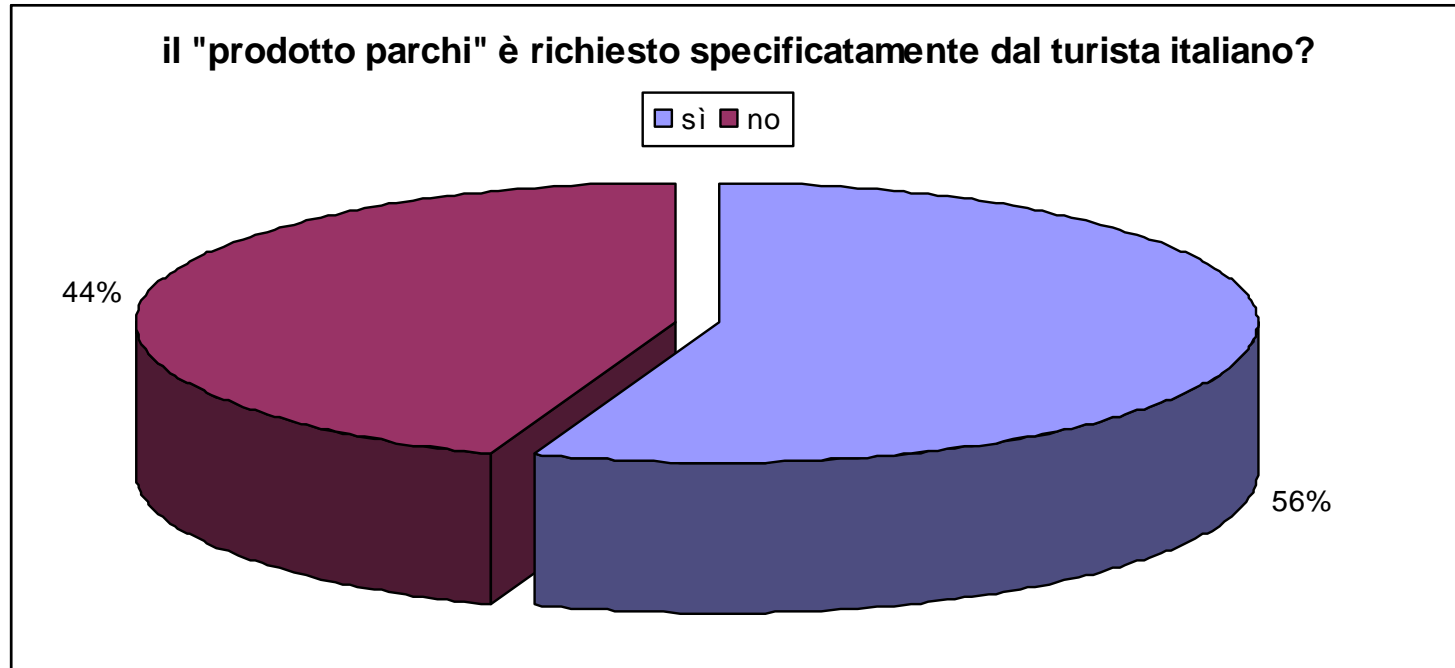
Why to choose Nature tourism



The real contact with nature remains the principal item, the desire to practice sports in the air is increasing very much.

New trends

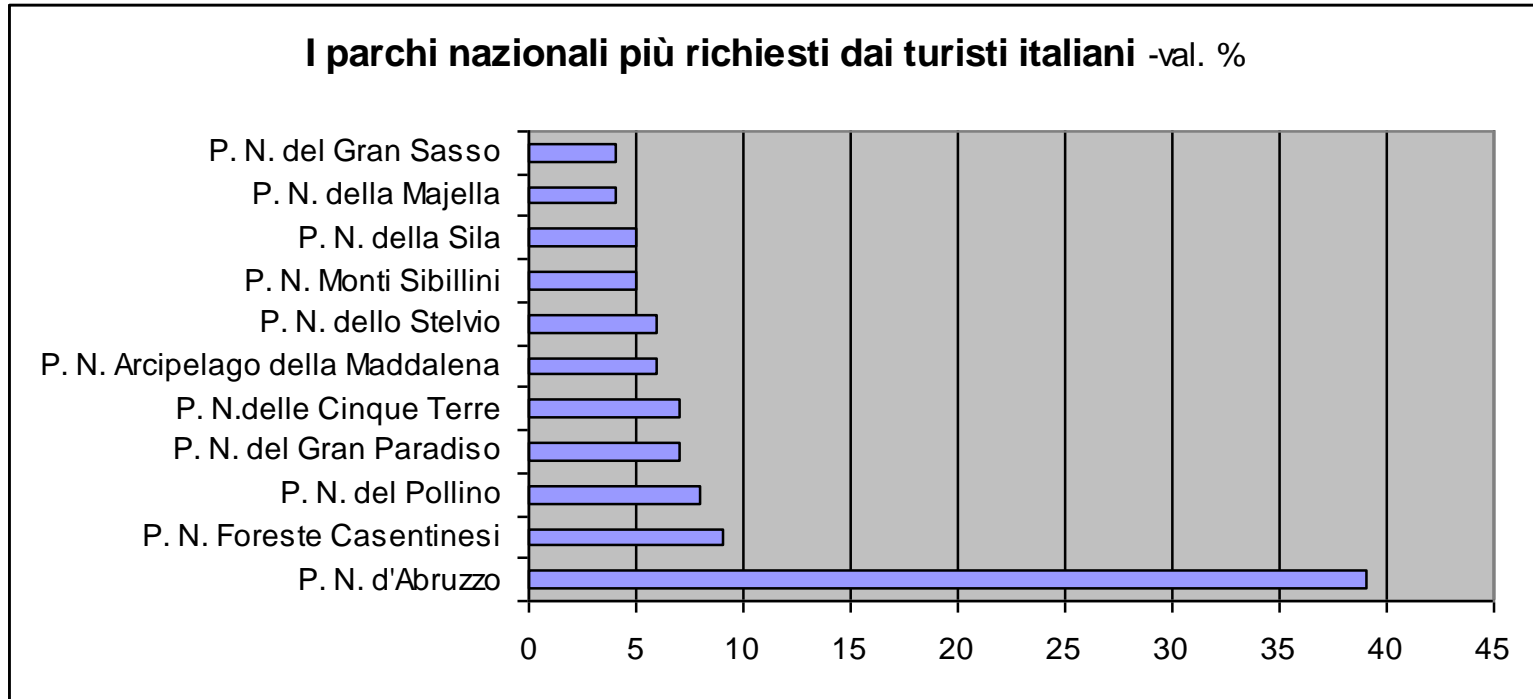
What Nature tourists are looking for



Italian tourists search above all parks

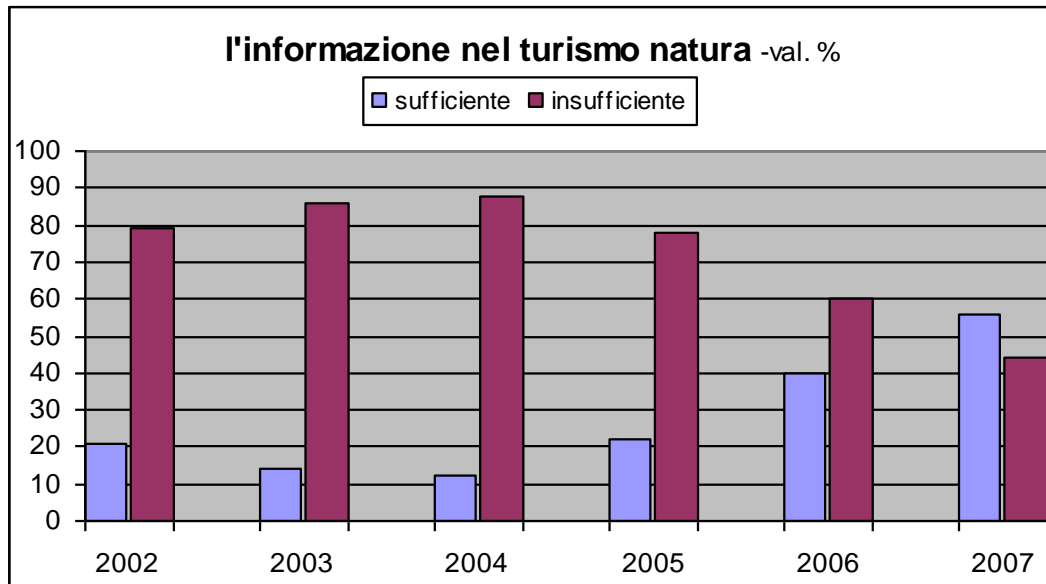
New trends

The most favourite parks



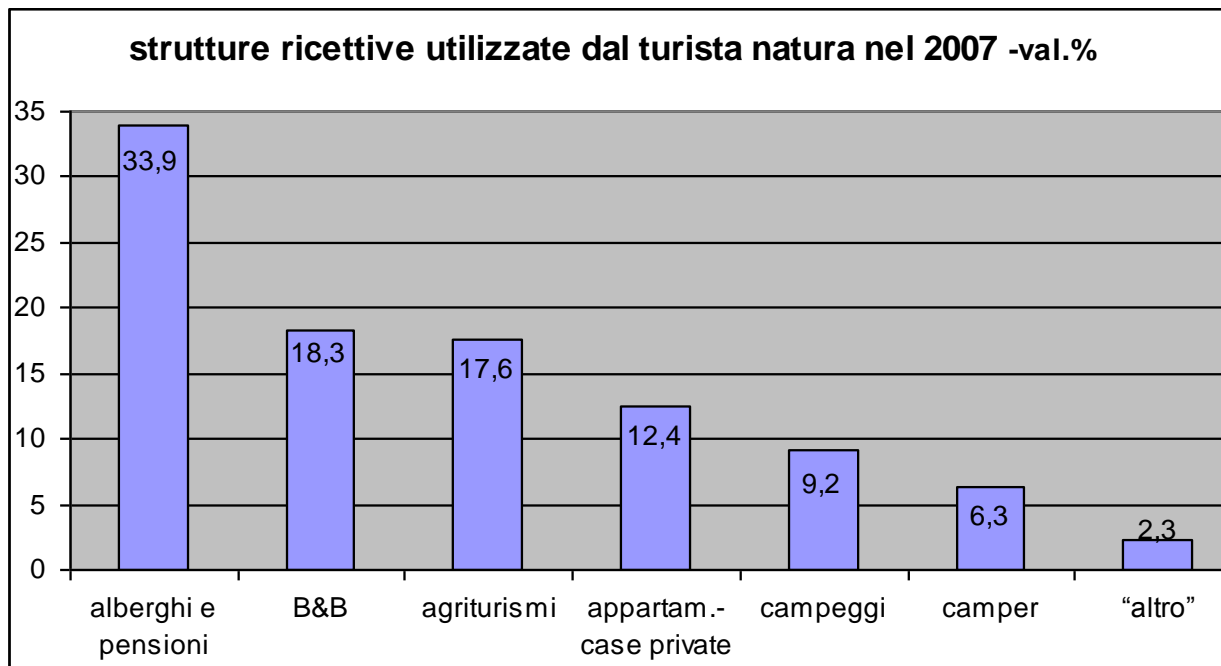
**Abruzzo, Foreste Casentinesi, Pollino, Gran Paradiso e Cinque Terre:
These are the favourite parks for natural tourists.**

Acueillance system in Nature tourism: **information**

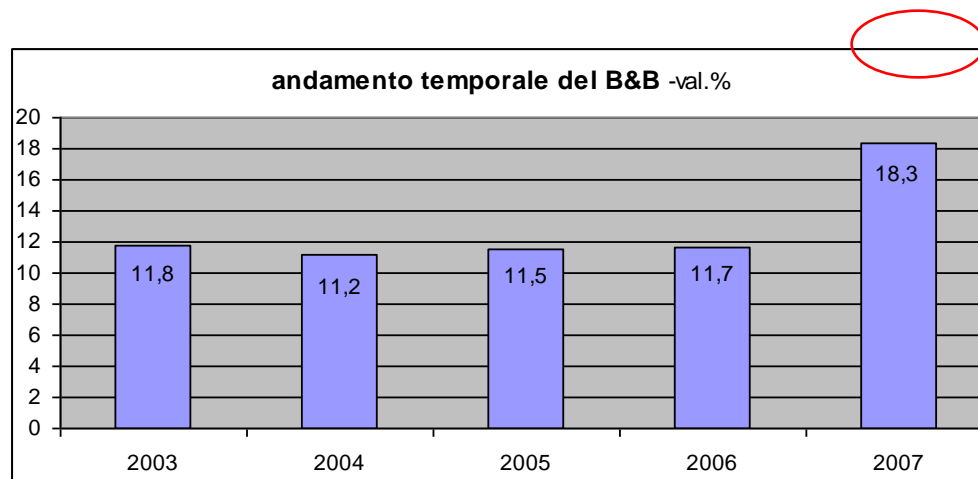
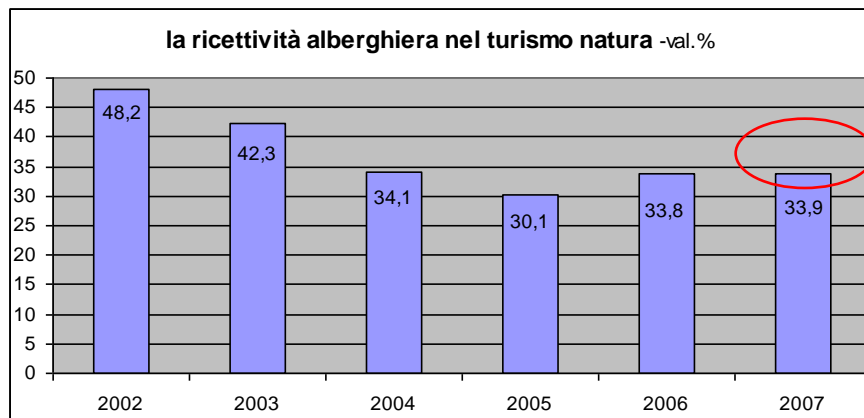


With the increasing and the affirmation of Ecotur, it changes the quality and the quantity of information.

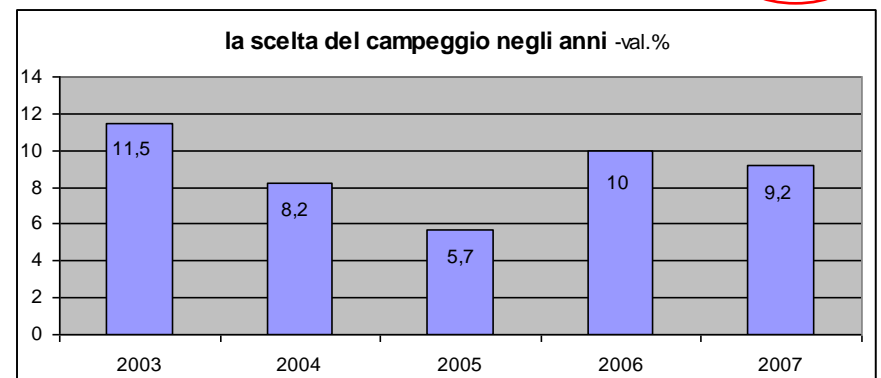
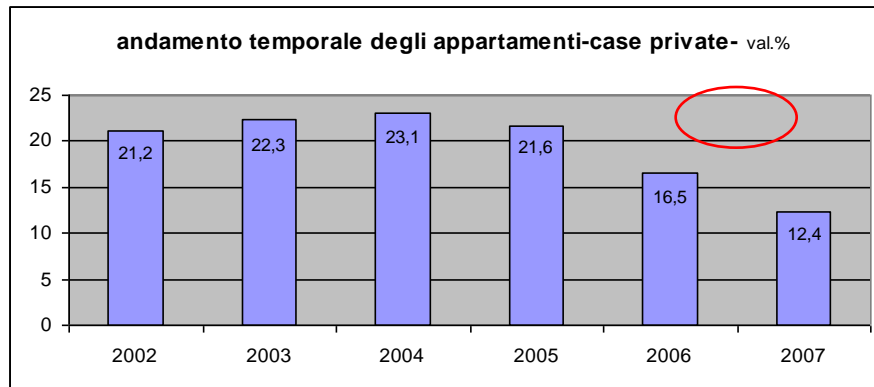
Accueil system in Nature tourism: **receptive structures**



Acueillance system in Nature tourism: **dynamism**

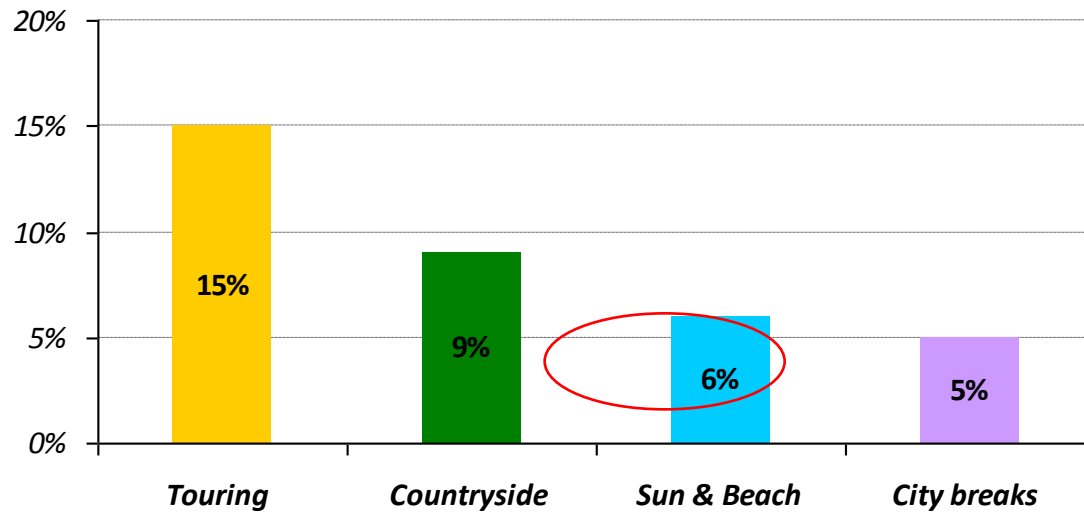


Acueillance system in Nature tourism: **other receptive forms**



Abroad trend of “turismo natura”

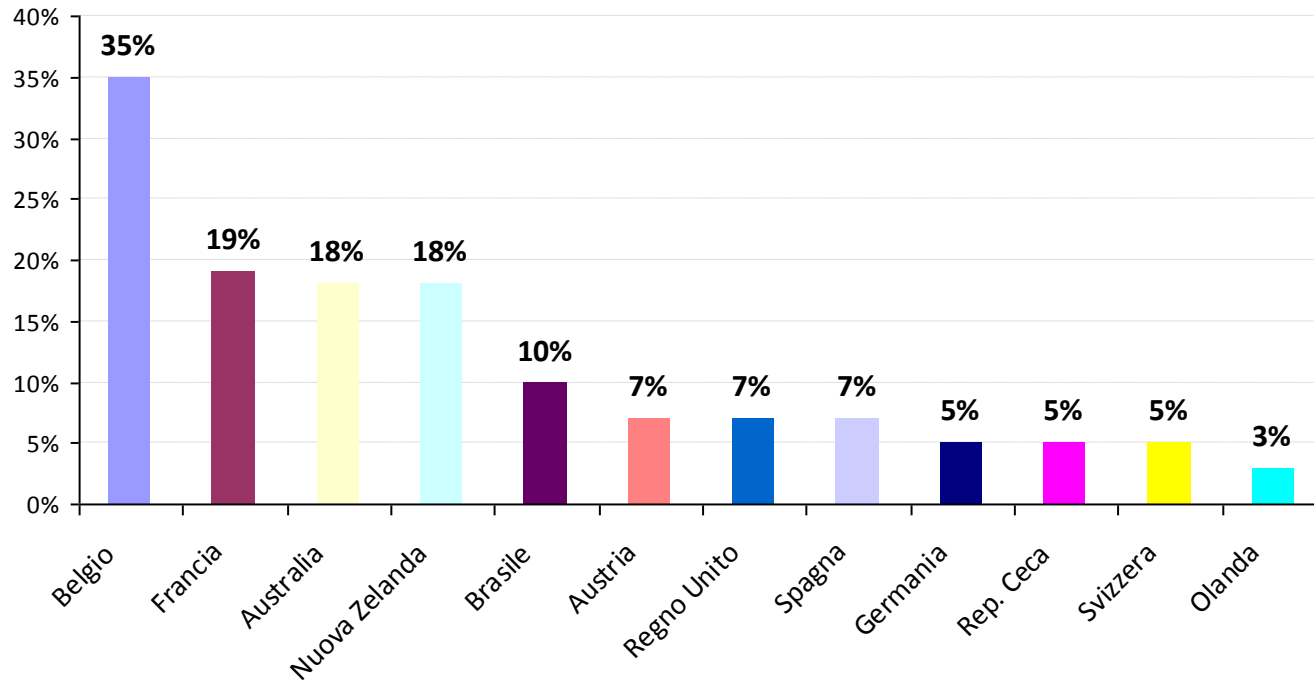
European Outbound Travel 2006/2007
(variazione % in numero di viaggi)



Nature tourism is growing up in all Europe.

Abroad trend of “turismo natura”

Incidenza prodotto natura nei cataloghi
(in % numero pagine dedicate)



Belgium and France: here's the countries which dedicate a lot of importance to Nature tourism.

Abroad trend of “turismo natura”

I parchi più richiesti ai T.O.
(numero segnalazioni)

