



# Why we chose this project

- ❑ All partners will analyse the current situation regarding ecotourism, including the strategies and methods adopted today in schools and professional training centres. Tourist businesses in the region will be contacted to understand the crucial points in job hunting and also in order to play a role in the development of ecotourism and accessible tourism
- ❑ Partners will exchange success stories in the ecotourism field and in innovative methods
- ❑ This project will make students and teachers more competent in their quest to work in tourism.

# ECOTOURISM

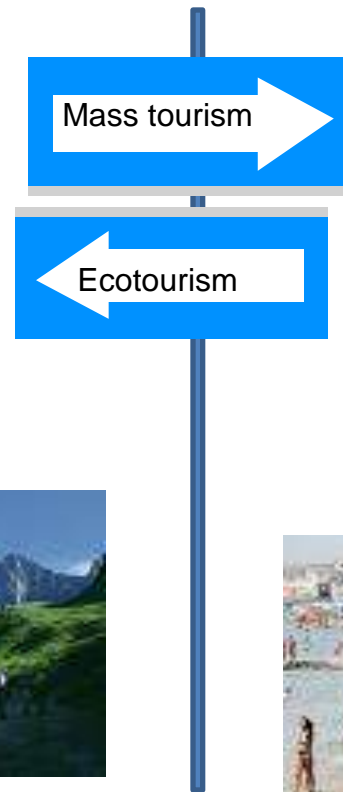
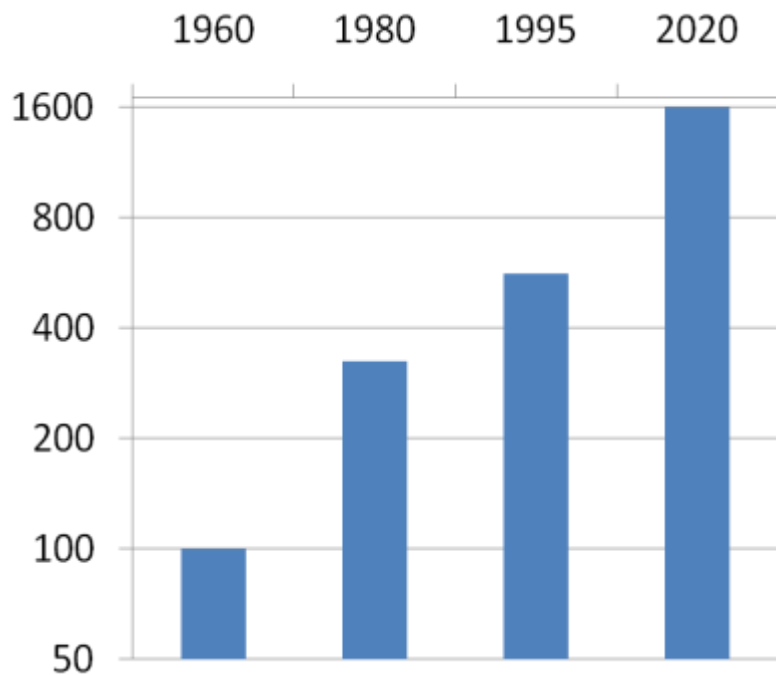
L' ECOTURISMO CONTRIBUISCE ALLA PROTEZIONE DELLA NATURA E AL BENESSERE DELLE POPOLAZIONI LOCALI, MINIMIZZA GLI IMPATTI NEGATIVI SUL PAESAGGIO NATURALE E SULL'AMBIENTE SOCIO-CULTURALE, SOSTIENE LA PROTEZIONE DELLE ZONE NATURALI.

E' GENERALMENTE ORGANIZZATO DA PICCOLE IMPRESE LOCALI O DA OPERATORI INTERNAZIONALI CHE GESTISCONO ED OFFRONO CIRCUITI ECO-TURISTICI PER PICCOLI GRUPPI.

COSTITUISCE UNA FONTE DI IMPIEGO E DI REDDITO ALTERNATIVO PER LE COMUNITÀ LOCALI, SENSIBILIZZANDO ALLO STESSO TEMPO LE POPOLAZIONI LOCALI ED I TURISTI ALLA PROTEZIONE DELLA NATURA E DELLA CULTURA“

# TOURISM TRENDS

Number of tourists in Europe (in millions)



# ITALY

- Accommodation is mainly available in the North (58,8%), whereas 21,9% is in the Central Italy and 19,3% in the South Italy
- Foreigners have a preference for North-East Italy (48%) and avoid the South (13%); this tendency is also true of Italian tourists
- The Southern regions have several advantages from a tourism point of view: beautiful landscape, sunny climate, important archaeological sites, rich in art and architecture; they play a small part overall in Italy tourism.
- Taking into account the length of beaches and hectares of forest, tourists visiting the south have more beach pro capita (not including residents who do not go on holiday).

# Ecotourism in Italy in 2007

Total number of days booked  
in official accomodation

**95.917.153**

Total invoiced

**9,894 mld €**

## The ecotourism market

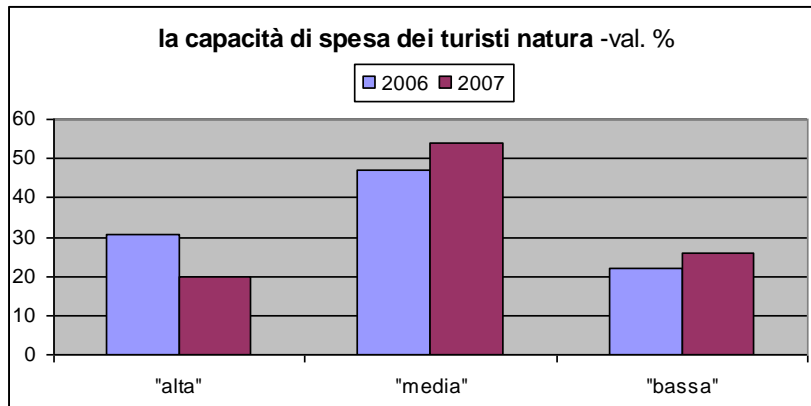
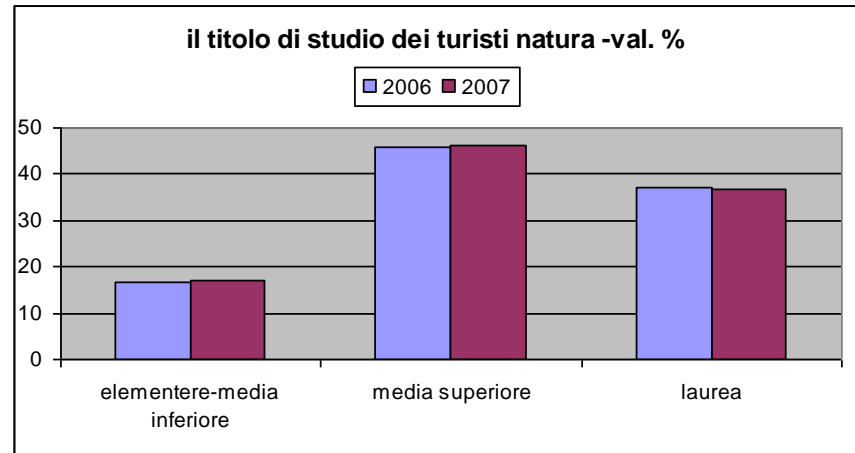
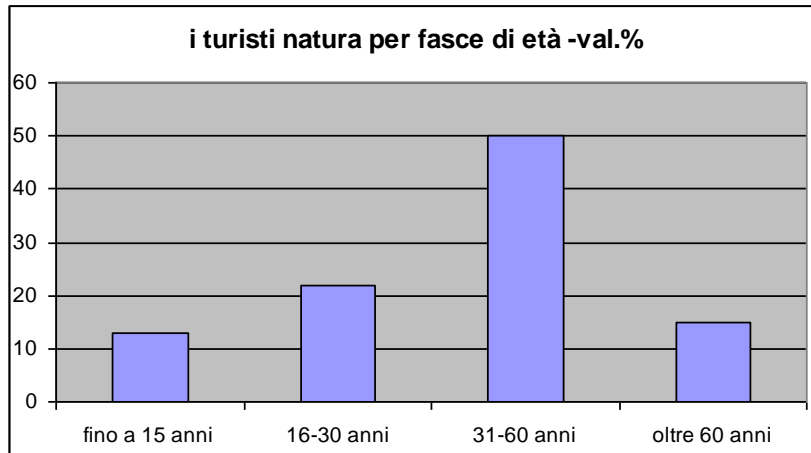
GLOBAL TOURISM 2%

POTENTIAL GROWTH 20%

Types of ecotourism:

Ecotourism holidays, nature holiday, nature excursions, stays in small rural villages and settlements .

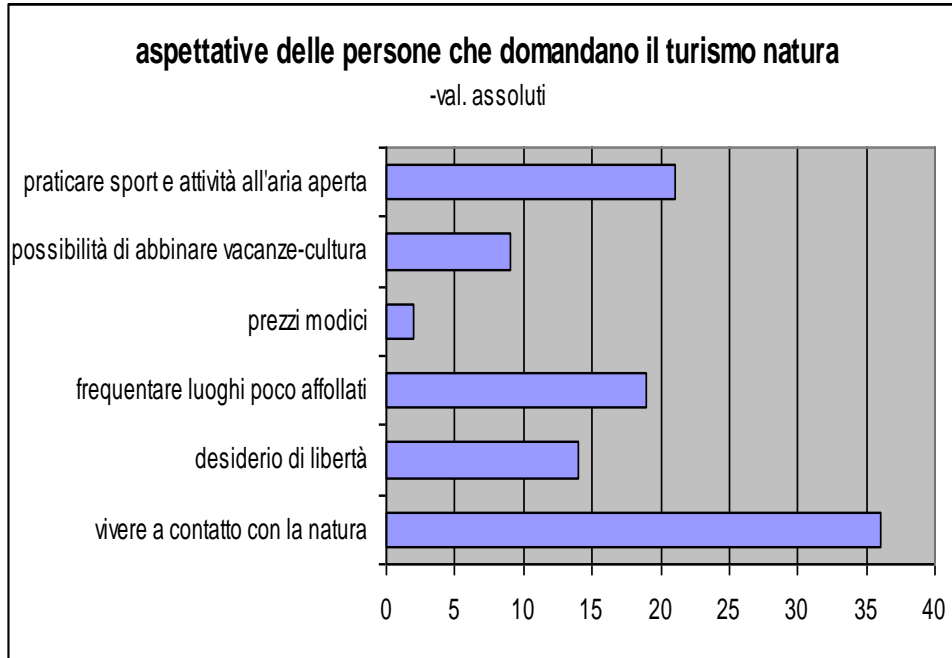
# The eco-tourist's target



## What the tourist seeks:

- Quality of natural environment
- Within the voyage looking for an experience with content at a social and cultural level
- An authentic setting where the environment and local population co-habit along with their typical culture, tradition and hospitality

# Why does one choose to do **eco-tourism**?

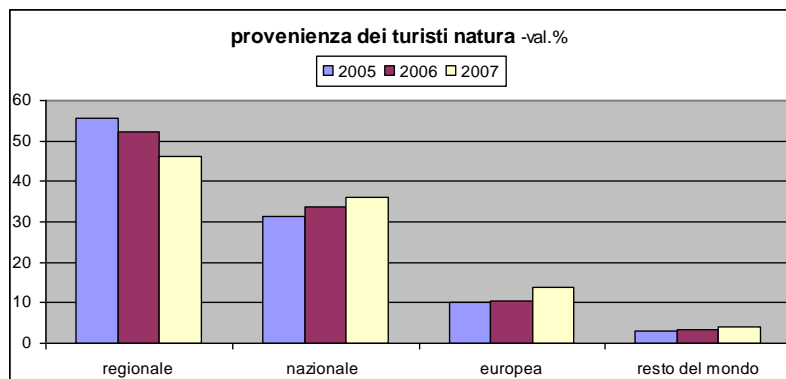


The contact with nature remains the principal factor, but there is an increasing desire to practice sport in the open air and to visit places which haven't suffered consumeristic changes and distortion of the authenticity of the place and its inhabitants.

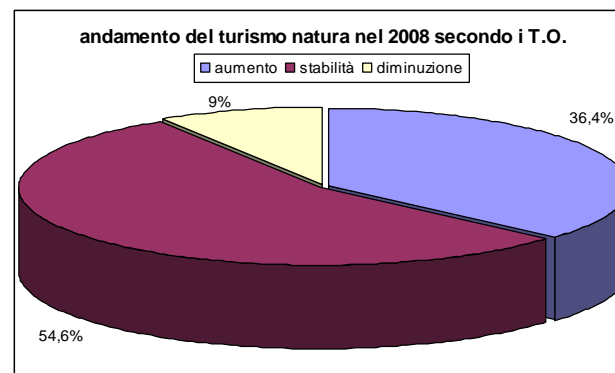


# The snapshot of the eco-tourist

## The place of origin of the tourists

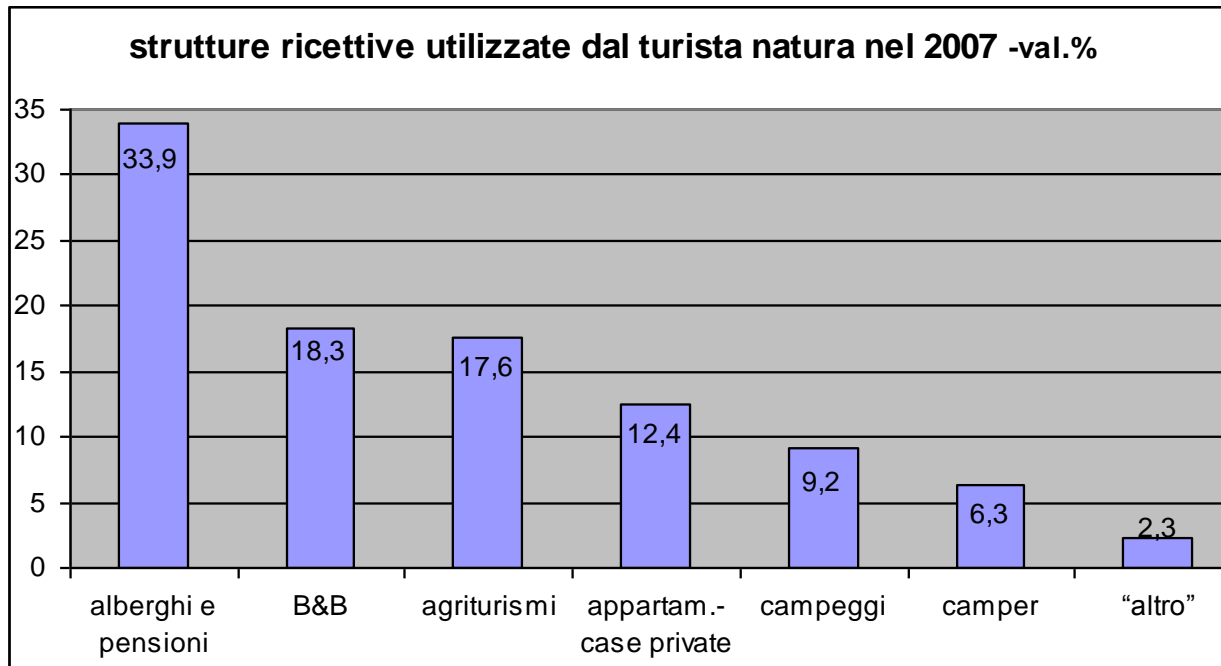


The nature tourism comes out of regional borders: there is ever more movement within the national and EU confines. There is a significant presence from the rest of the world



Tourism is also affected by the crisis but ecotourism is one of the tourist sectors with strongest growth. Southern Italy with the preference always for places unknown and unpolluted.

# The mode of welcome for nature tourism: **accommodation**



Nature tourism prefers B&B and farm holidays

# Where the ecotourist spends their holiday

## NATURE



## OLD TOWN





# Tourism in the “most beautiful” towns of Italy

## The numbers

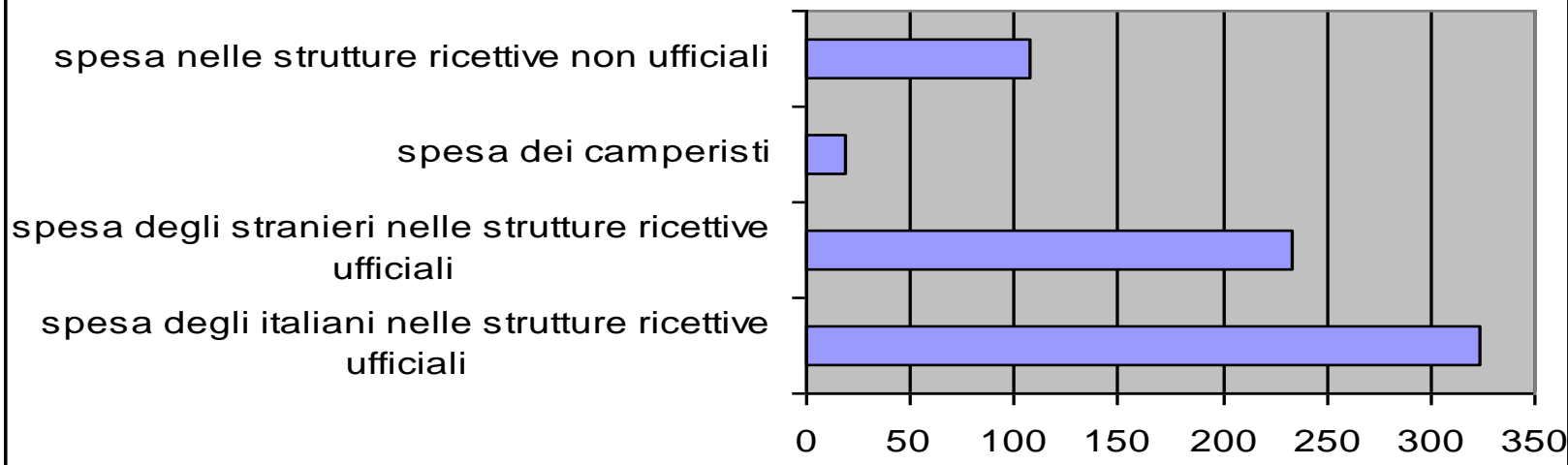
Presenze totali negli esercizi ricettivi ufficiali

**7.633.077**

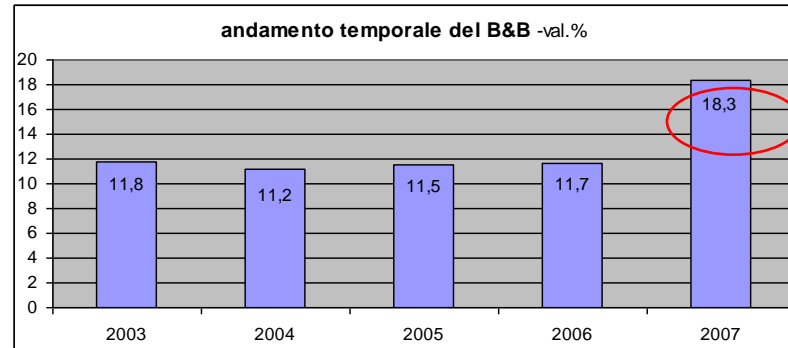
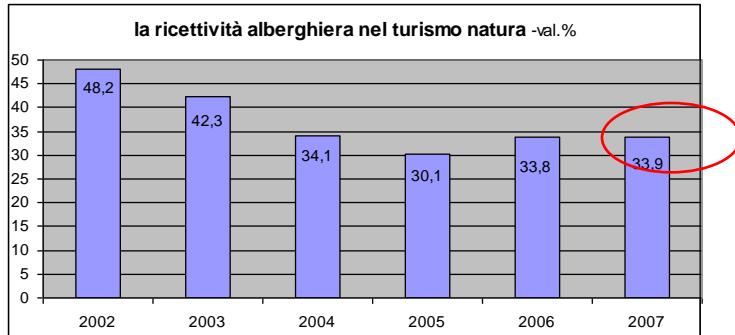
Fatturato complessivo

**681,53 mln €**

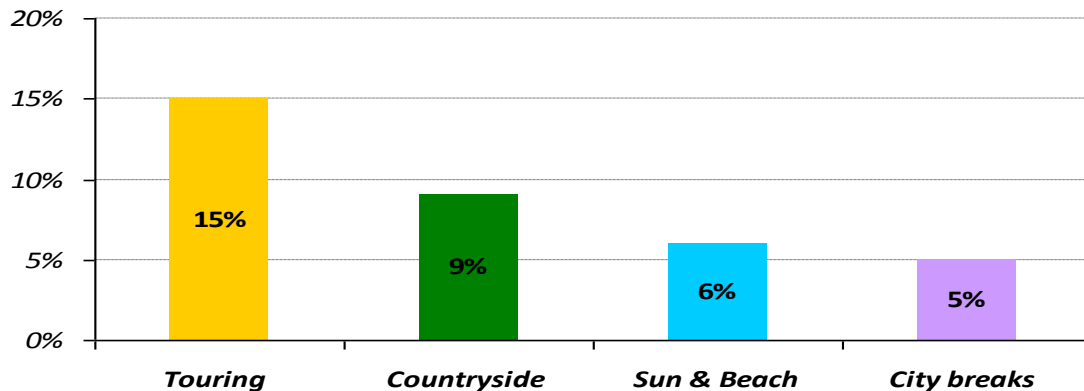
**fatturato turistico ne "i borghi più belli d'Italia" -mil. di €**



# Accommodations types for nature tourism: the dynamics



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

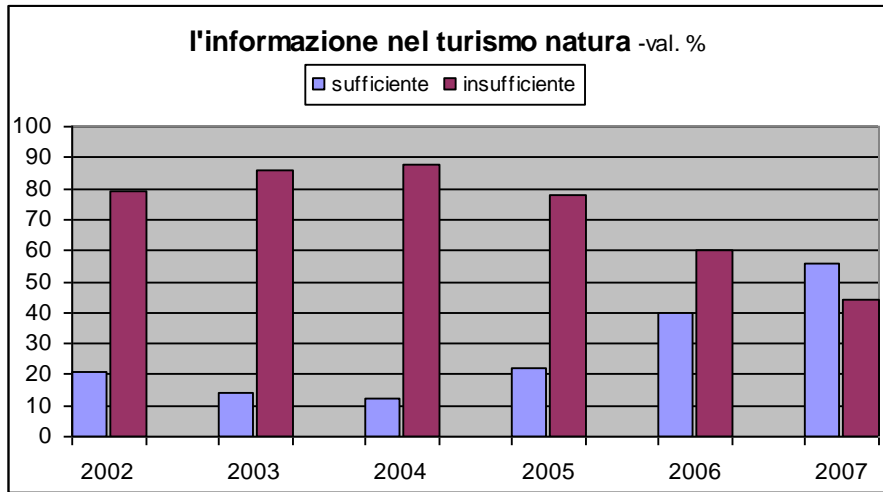


The overseas  
market  
*countryside*

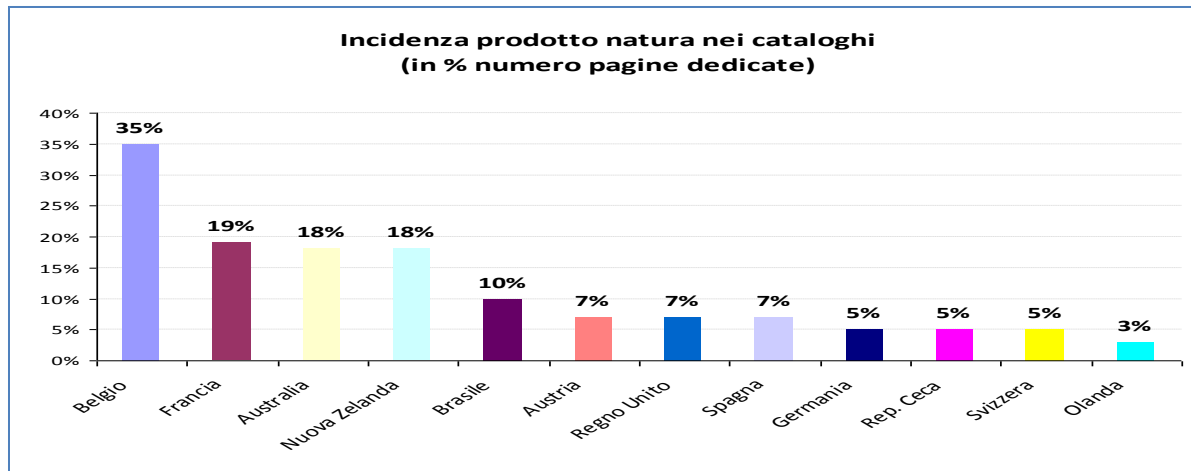
# Weak points

- Little attention to environmental problems, the ecology, illegal buildings and general safeguards of the area in respect of the environment, and little attention to the protection of rural towns, traditional culture and gourmet food and wine
- Low budget, little spending on promotion, deficiency of tourist products on offer, deficiency of nature trails, (cycle paths, protected footpaths, areas reserved for trekking, ecc.), insufficient maps
- Lack of care by workers in the ecotourist sector and a shortage of professional people
- Non-existent planning for the cultural and natural attractions
- Improvisation business management and tourist offerings in a fragmented sector
- Territory little-valued and little-served in the area of ecotourism or appreciated only up to the end of the tourist bathing season
- Low motivation for the development of eco-tourism on the part of local bodies

# WEAK POINTS



- Respect for the environment
- Overcrowding
- Organization
- Illegal buildings
- Insufficient information





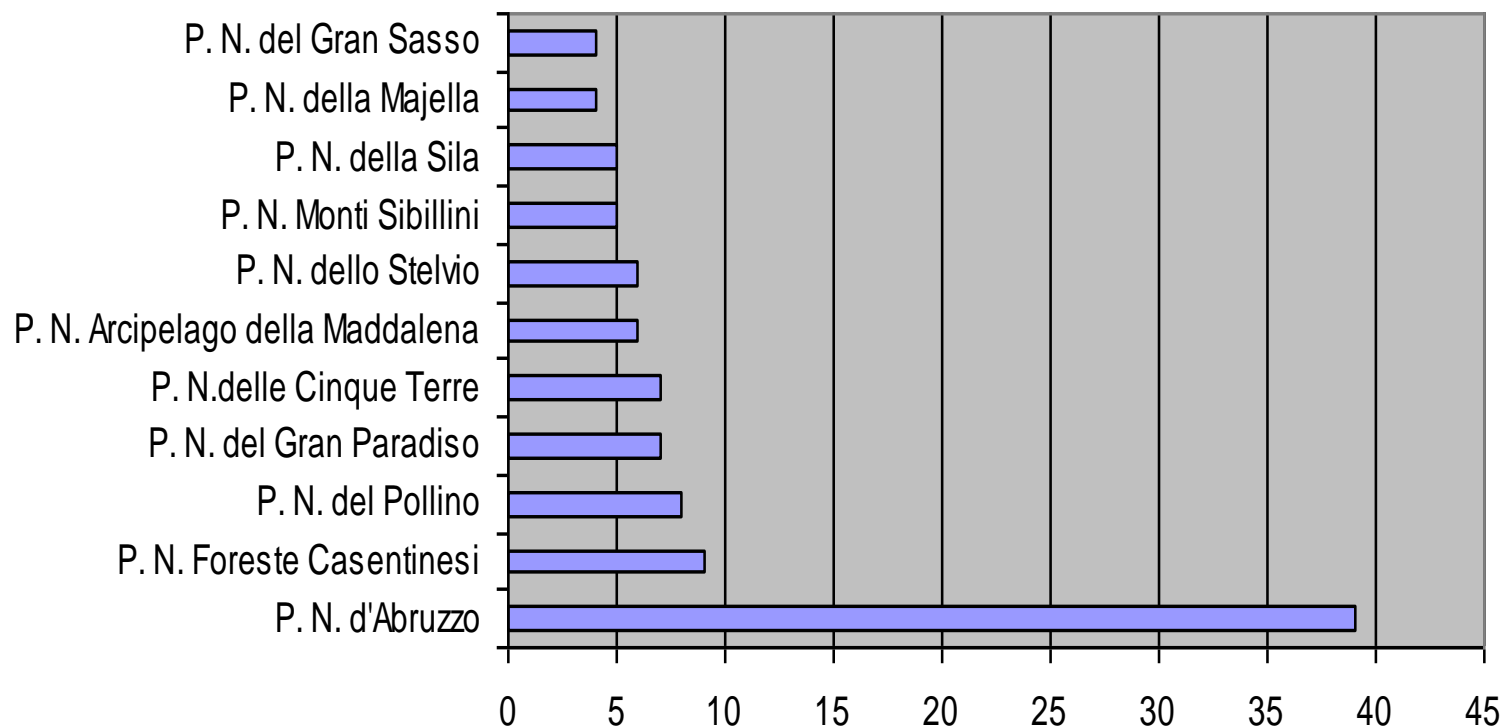
# STRONG POINTS

- Territory rich in remarkable tourist resources, of agriculture, local crafts and little “touristically exploited”
- Natural territory full of mediaval towns and rich in history, with natural, cultural and gastronomical assets, with a hospitable population and ideal routes easy to navigate
- Active town-halls with communal spirit, which care in a way of active participation overseeing projects for the people, with the express desire to safeguard the territory and start a politics of sustainable development
- Guardianship of the territory

# STRONG POINTS

## Parks and towns

**I parchi nazionali più richiesti dai turisti italiani -val. %**



# MARKET NICHEs AND THE OPPORTUNITY FOR INCLUSION IN THE JOBS MARKET

- **Receptive business which know how to adapt to supply a “different” product, but adapted to tourist needs- for example: little known historic tours, gastronomics tours, horse-riding (transcend human nature), cycling, trekking, hang-gliding, paragliding, walks, ecc.ecc., small towns or rural settlements, craggy or archeological settlements.**
- **Travel agents or services wich know how to sell to the market a tailor-made product and are able to build a network of small business in the area to offer a complete tourist package.**
- **Local bodies wich know how to make a network, promoting the territory and supporting cultural initiatives .**