

eTourism Research Group
<http://www.economia.unitn.it/etourism/>

Governance asset for the development of sustainable tourism

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Key-questions



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- Can sustainability contribute to the competitiveness of the destinations, or is it a limit to competitiveness?
- How is it possible to evaluate the sympathy of the tourism demand to tourism proposals containing a clear reference to sustainability?
- What kind of tourism offer is more consistent with the trends of the global tourism market?
- How is it possible to manage the territory towards strategies based on a sustainable approach? What is the role of the public government in this process?







Sustainability and competitiveness

- Sustainability...
 - ▣ is a value in itself
 - ▣ is a condition (not a limit) for the competitiveness of the destination
 - ▣ reinforces the internal social cohesion
 - ▣ fosters the capacity to give to the tourist offer a strong identity
 - ▣ improve the quality of the tourist offer
- Exogenous/endogenous nature of the tourist development








Experiences, not products


- Great drivers that will influence the tourist market on a global level (Dwyer et al. 2009):
 - ▣ awareness of environmental and social topics
 - ▣ research of unique and authentic experiences and self-employment
- Post-modern consumption
- The tourist seeks authentic experiences...
- ... and opportunities for learning



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4L Tourism


- A single framework defined as “4L Tourism”:
 1. Landscape
 2. Leisure
 3. Learning
 4. Limit
- This framework follows the UNWTO approach
- It identifies the main motivations for a holiday that destinations can translate into an offer



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To be sustainable, tourism must be managed

- Tourism creates an impact on the local development
- Not controlled tourist development risks to endanger in the long run the possibility for future generations to benefit from such resources and to cause the reduction of the force of tourist attraction of the territory

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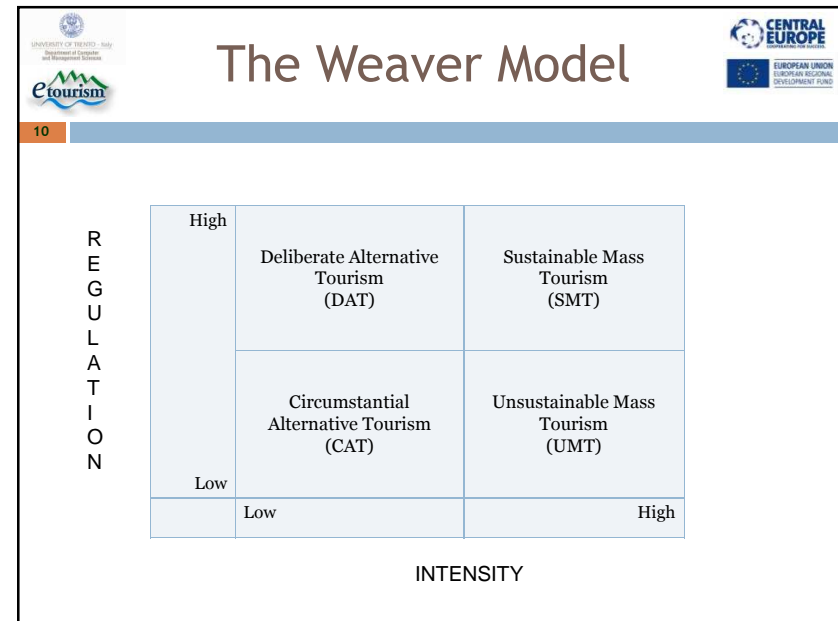
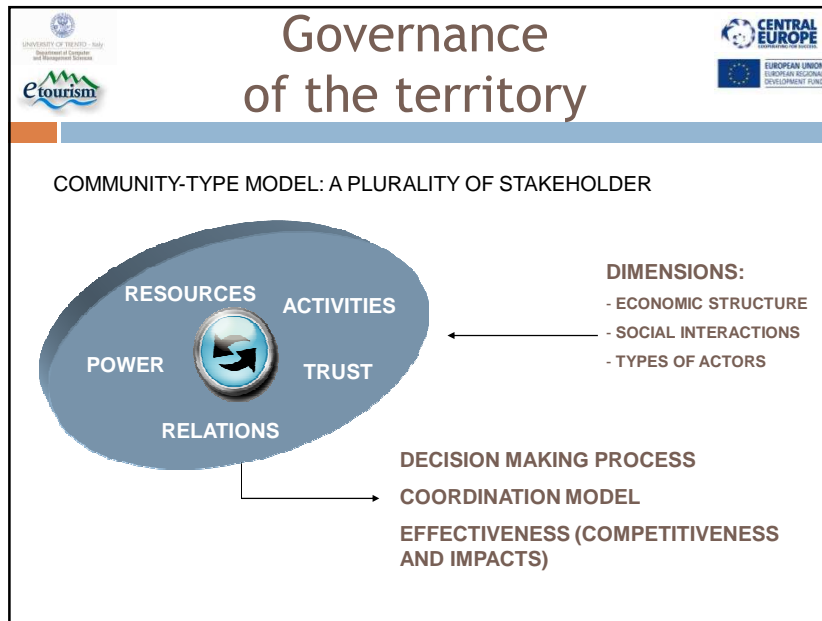
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Local actors involvement and participation

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- Participation of the local stakeholders
- Collocation of the tourist development in the process of territorial planning
- At the basis of pursuing the target of sustainability there must be a policy that defines the framework
- Multiplicity of interests
- Role of the public administration and of the research and training bodies



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THANK YOU FOR YOUR ATTENTION!

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