

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

# Establishing a Network of European Rural Villages for the Development of Sustainable Tourism

BEST EN Think Tank X, Vienna, Modul University  
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# Agenda

2

1. **WHY** - Objective of the field research with the context of Listen to the Voice of Villages CE project
2. **WHERE** - Central Europe rural villages
3. **HOW** - Methodology
4. **WHAT** - Outcome and findings

# WHY: the project objective

3

- Defining the most effective and efficient tools for sustainable tourism development in areas with unexplored potential and tools of governance public - private, capable of:
  - contributing towards the tourism development of the site and having positive spin-offs on the area
  - maintaining and increasing attractiveness both for users and for local residents



# WHERE:

## Central Europe Listen areas

4



- PP1: Provincia Autonoma di Trento (**Italy**)
- PP2: Università di 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 Ustecky 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**)

# WHERE: community destinations

5

## Corporate

- destination management represented or dominated by a business corporation
- direct management on attractions and resources
- destination strategically “corporate driven” due to a dominant corporate player
- fast decision-making process

## Community

- resources hold by a plurality of stakeholders
- destination management represented by different typologies of organisations, without direct control on resources
- slower decision-making process

# WHERE: low degree of development or unexplored tourism potential

6

- **Target territories' degree of tourism development has to be comparable to:**
  - ▣ **Area Type 1:** territories not yet developed under the tourism point of view but with an interesting unexpressed potential;
  - ▣ **Area Type 2:** territories that have already started a tourism development, living the early phases of destination life cycle, according to Butler's Tourism Area Life Cycle model, but are not in the condition to maintain the competitiveness:
    - destination away from tourism areas
    - destination without strong attractions
    - destination without a efficient governance

# HOW: the Weaver Model

7

- Point of reference of the analysis: the Weaver Model
  - broad context **model of destination development**, within which various scenarios, including the classic Butler sequence itself, can be situated
  - the model consists of four inclusive tourism ideal types, based on the relationship between the level of **tourism intensity** or scale, and the amount of **regulation** associated with the tourism sector

High	Deliberate Alternative Tourism (DAT)	Sustainable Mass Tourism (SMT)
REGU-LATION		
Low	Circumstantial Alternative Tourism (CAT)	Unsustainable Mass Tourism (UMT)
	Low	High
	INTENSITY	

# HOW: the Weaver Model

8

High	Deliberate Alternative Tourism (DAT)	Sustainable Mass Tourism (SMT)
REGU- LATION		
Low	Circumstantial Alternative Tourism (CAT)	Unsustainable Mass Tourism (UMT)
	Low	High
	INTENSITY	

□ **Circumstantial Alternative Tourism (CAT) destinations**

- have a non-regulated, small-scale tourism sector
- have the indicated Alternative Tourism characteristics for markets, accommodations, attractions and economic status, but lack the appropriate regulatory environment that ensures a higher probability of continued adherence to those traits

□ **Deliberate Alternative Tourism (DAT) destinations**

- have a regulated, small-scale tourism sector

□ **Sustainable Mass Tourism (SMT) destinations**

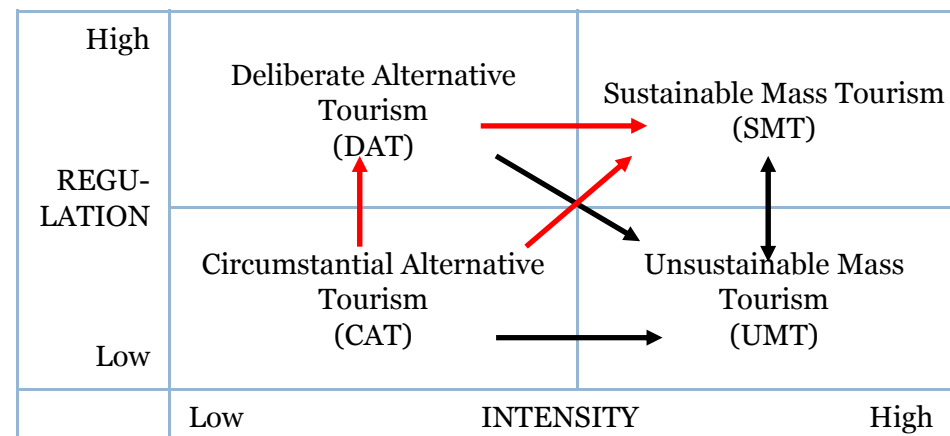
- have a regulated, large-scale tourism sector maintained within those carrying capacities or limits

□ **Unsustainable Mass Tourism (UMT) destinations**

- have a non-regulated, large-scale tourism sector
- continued tourism development that, in the absence of restrictive regulation, exceeds existing environmental and socio-cultural carrying capacities or limits of acceptable change

# HOW: the Weaver Model

- The model considers seven possible bilateral scenarios involving the transition of destinations from a situation to a different one
- **Our target:** defining the most effective and efficient tools for sustainable tourism development to move **from CAT (or absence of tourism) to DAT or SMT**

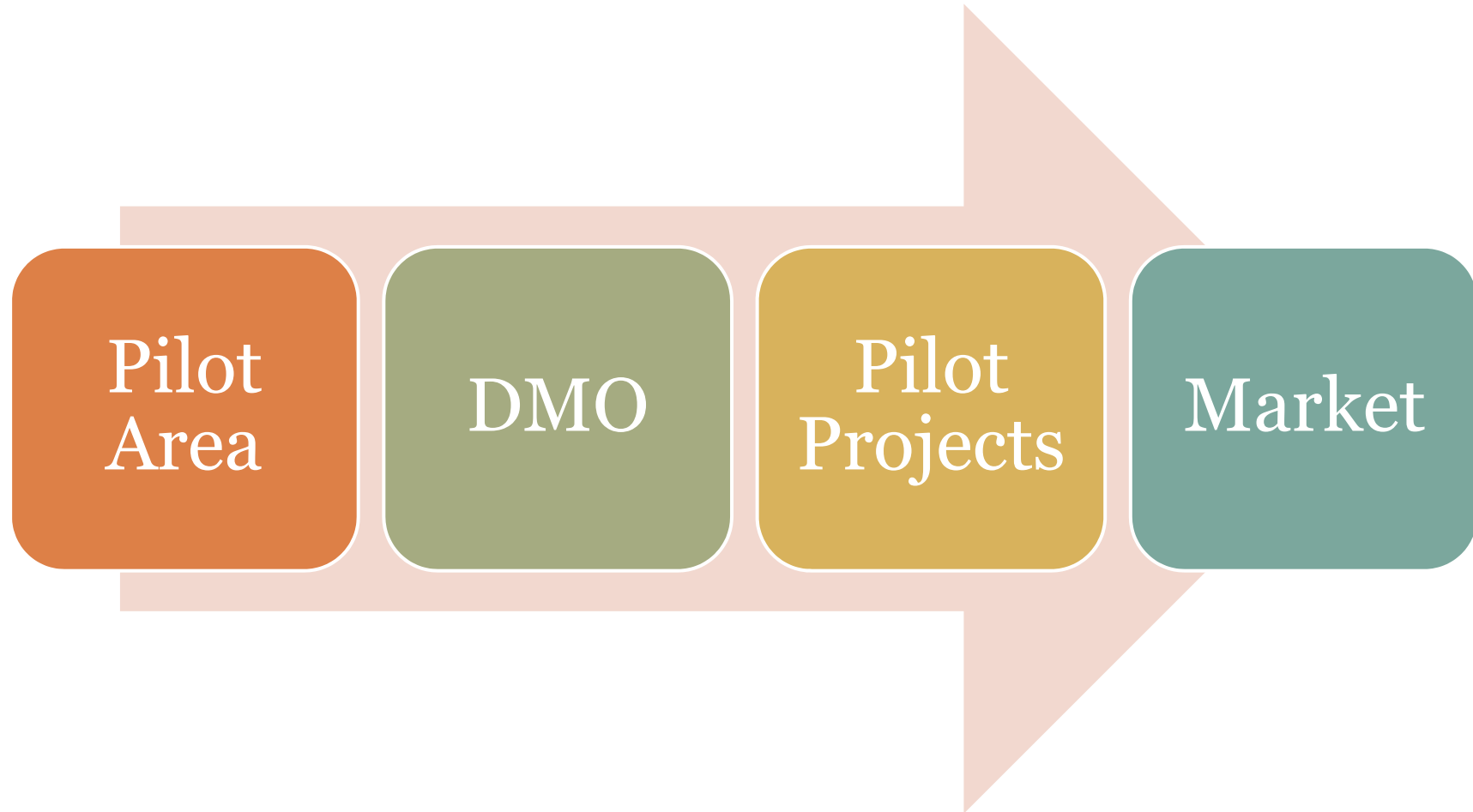


# WHAT: the outcome

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- Identification of the most effective and efficient tools for sustainable tourism development in the target areas
- Definition of a new territorial governance model for LISTEN areas
- Adaptation of the general model to the specific characteristics of the different areas

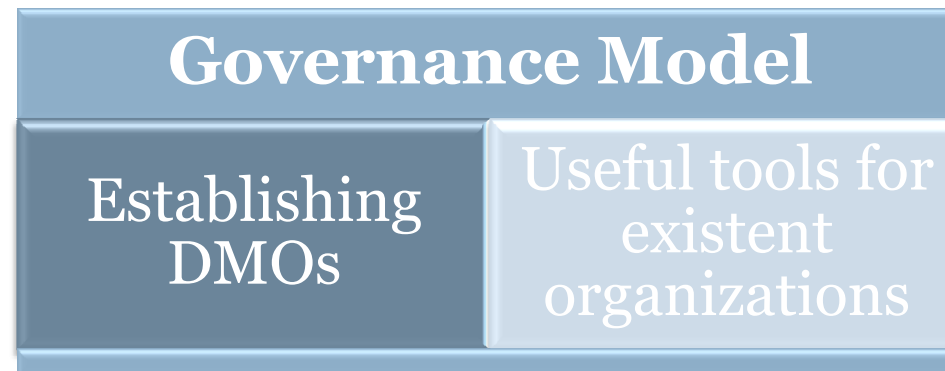
# WHAT: creating DMOs in pilot areas



# WHAT: governance model for RVs

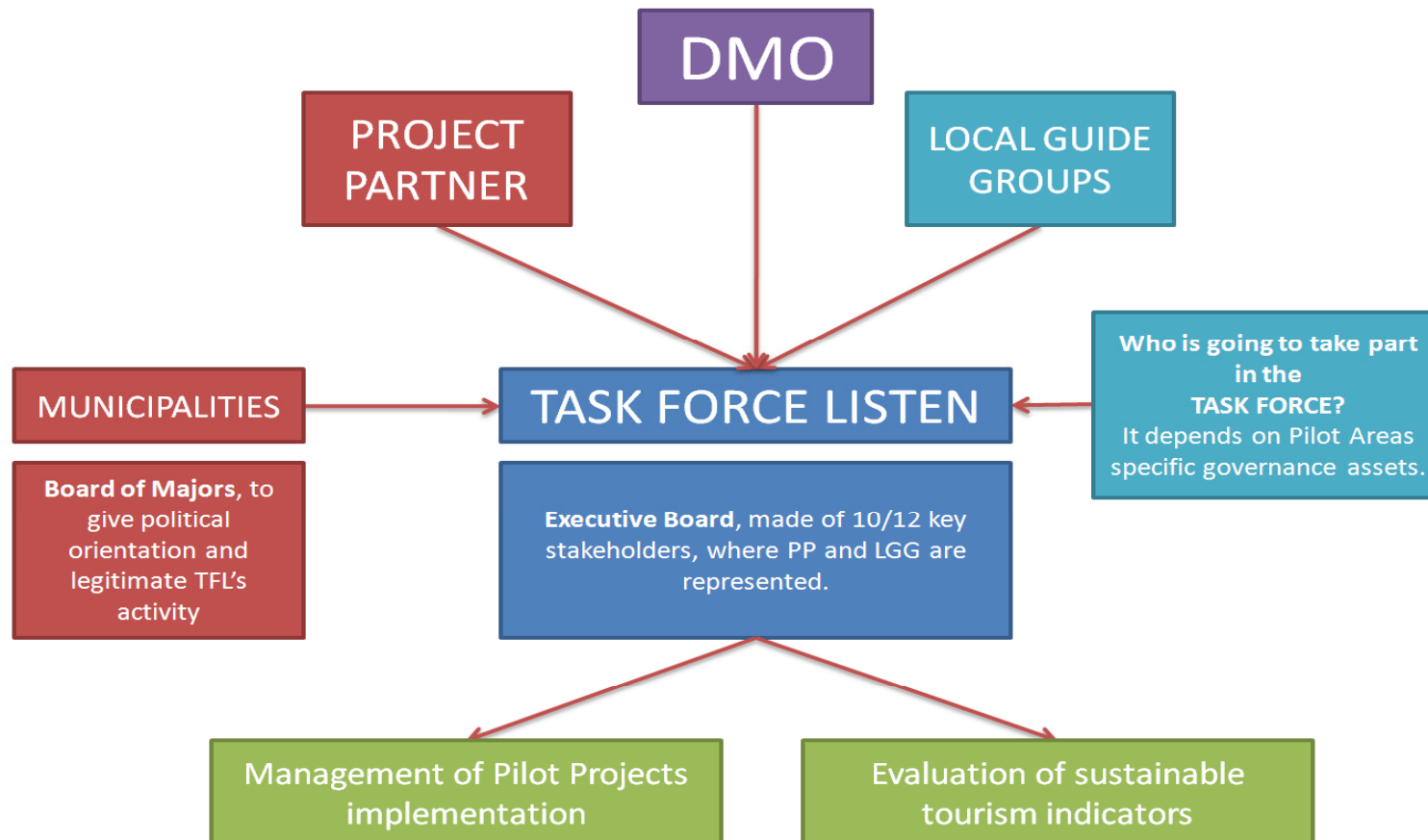
12

- The efforts of University of Trento dealt with the description of a meta management model, adaptable to each area, and useful to enhance local sustainable tourism development.



# WHAT: governance model for RVs

13



# WHAT: pilot projects

14

- Sustainable tourism product created within the context of new governance asset
- Creative tourism in Alpine valley



The screenshot shows the homepage of the 'creative tourism' website for New Zealand. The header features the logo and the tagline 'INTERACTIVE WORKSHOPS & CREATIVE EXPERIENCES'. A navigation menu includes links for 'home', 'workshops', 'accommodation', 'about us', 'location', 'availability', 'links', and 'contacts'. The main content area is titled 'interactive workshops & creative experiences' and includes a quote: 'I hear and I forget, I see and I remember, I do and I understand'. Below this, there is a paragraph describing various activities like bonecarving, pottery, and weaving. A photo shows a woman in a white shirt working on a craft. At the bottom, there is a footer with the text 'Creative Tourism is a member of the Nelson Tasman Sustainable Tourism Charter' and a navigation bar with categories: 'Art', 'Maori Culture', 'Taste', and 'Nature'.

creative tourism  
INTERACTIVE WORKSHOPS & CREATIVE EXPERIENCES

I hear and I forget  
I see and I remember  
I do and I understand

home | workshops | accommodation | about us | location | availability | links | contacts

interactive workshops &  
creative experiences

Experience New Zealand Culture!

Create your own bonecarving, clay or woodturning souvenir; learn to make silver or green stone jewellery; a hand-forged knife, kiwiana paper art; felt from a selection of wool fleeces; meet the wine maker; make your own cheese, olive oil blend, or a delicious pavlova; spend a day learning about the New Zealand bush in an interactive way or weaving a traditional flax basket; get your inspiration from the New Zealand flora and fauna to create a unique painting or travel journal...

Kia Ora! Welcome to creative tourism  
kiwi-style. Take part and enjoy...

Creative Tourism is a member of the Nelson Tasman Sustainable Tourism Charter

Art | Maori Culture | Taste | Nature

# WHAT: Vital Villages Association



The Green Tourism Business Scheme

The Green Tourism Business Scheme

Green Tourism currently has 2144 Members

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Places to stay

Places to visit

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Criteria

Case studies

Members area

**NEWS:** 24/06 14:18, My Venues.co.uk Sustainable tourism means profitable tourism 22/06 13:57, My-Best Western Ca

**Welcome to the Green Tourism Business Scheme!**

Sustainability and green issues are now very much mainstream, with governments, businesses and individuals all involved. Tourism, as one of the main economic drivers in the UK, has its part to play. That is where the Green Tourism Business Scheme (GTBS) comes in.

The GTBS is the national sustainable tourism certification scheme for the UK. Originally developed in partnership with Visit Scotland, it is now the only certification scheme validated by Visit Britain, through the International Centre for Responsible Tourism (ICRT). "GTBS provides excellent value for money to a wide range of tourism firms with first class environmental advice and auditing. Satisfaction rates of certified firms are very high and drop out rates low, both for the smallest of tourism firms and increasingly at corporate level." Xavier Font, ICRT.

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# Thank you very much for your attention!

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