



LISTEN TO THE VOICE OF VILLAGES WORKSHOP

Sustainable tourism practices for the development of marginal regions

The workshop on “**Sustainable tourism practices for the development of marginal regions**” will be a unique opportunity for all the partners involved in the Listen to the Voice of Villages project to come together and share, with the help of international experts, the state of the art of the knowledge on responsible tourism and to analyze the case history of best practices in the organization and marketing of the sustainable rural tourism offer.

The workshop will take place at the Faculty of Economics, University of Trento, on **June 11th 2010**. It will be divided into two main parts. The morning session, open to the public, will discuss in depth opportunities and threats offered by sustainable tourism to the destinations able to develop a specific and innovative, enjoyable and conveniently marketed offer. This first part of the Workshop will be coordinated by Dr. Paolo Grigoli, Director of the School of Tourism Management of the Trentino School of Management.

First, Dr. Matteo Bonifacio will give an overview on the role of the European Union in enhancing the process of social innovation and the vision on upcoming European programmes.

Then, Prof. Umberto Martini, member of the eTourism Research Group of the University of Trento, will give a speech on the governance asset for destinations and how sustainable tourism practices can be developed in such contest.

Afterwards, Alexandra Jiricka & Arne Arnberger from BOKU University of Natural Resources and Applied Life Sciences of Vienna, will offer an insight about successful approaches in establishing and managing sustainable tourism concepts at destinations' level. Speakers will present management frameworks developed in eco-tourism context such as LAC, VERP and VIM, as well as destination-development frameworks based on rural tourism such as the TOMM model.

In the second part of the morning the focus will move from management to marketing and it will be discussed how sustainable tourism can be marketed in a profitable way. Dr. Xavier Font from the International Centre for Responsible Tourism of Leeds Metropolitan University will help us understand how small tourism businesses can be helped to communicate and market what is sustainable about their company, and use it in a commercially practical way. His presentation will review examples of using sustainability commercially- both good and bad- and how to find the balance between green marketing and greenwashing.

Dr. John Hull instead will focus on the creation of sustainable tourism offer. He will give insights on sustainable tourism in peripheral regions with a specific focus on strategic planning and management as well as community-based tourism development.

In conclusion, Dr. Maurizio Rossini, Marketing Director of Trentino Spa, will give a presentation on how the marketing strategy of Trentino search to find the right



balance between the will of communicate local values while meeting market's expectations.

In the afternoon two parallel sessions will take place, bringing the focus on specific topics related to sustainable tourism. Project partners will have the opportunity to attend the session which better suits their needs

The first session will focus on responsible tourism marketing while the other one will deepen the discussion about the strategic alliance between rural tourism and other activities.

In conclusion there will be a final common session for the discussion of study visits experiences in the pilot projects' areas. Pr. Mariangela Franch, coordinator of eTourism Research Group of the University of Trento, will give a final speech to conclude the workshop.

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