



LISTEN TO THE VOICE OF VILLAGES WORKSHOP

Sustainable tourism practices for the development of marginal regions

Speakers and abstracts of the Workshop's speeches

Umberto Martini

eTourism Research Group, University of Trento

Umberto Martini is Full Professor of Economics and Management in the Department of Computer and Management Sciences at the University of Trento (Italy). His current research interests include tourism management and marketing, tourist behaviour, service quality and sustainability, with particular interest in the community destinations in the alpine territory. He publishes widely in the areas of tourism marketing and management, with over 80 publications in international journals, government reports, chapters in books and monographs.

Governance asset for the development of sustainable tourism

Abstract

Since the late 90s, tourism management studies have considered sustainability as an opportunity for strategic development of destinations, not only in developing countries but also where tourism is already an important economic sector. Starting from these premises the speech will try to address the following questions:

- a) What kind of tourism offer, of both destinations and private businesses that operate within them, is more consistent with the trends of the global tourism market?
- b) How can the sustainability of the tourism supply chain - in terms of economic, social, and environmental sustainability - contribute to the determination of competitive strategies for destinations?
- c) What is the role of the public / government in the dissemination of best practice?
- d) How does the capacity of a destination of offering sustainable and experiential tourism products have an impact on competitiveness? How is it possible to evaluate the sympathy of the tourism demand to this kind of proposals containing a clear reference to sustainability?
- e) What is the role of new technologies in this process? What is the impact the new model of participatory Web (2.0) in the process of building expectations of the tourists or in influencing the opinion they have about the destination?

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Alexandra Jiricka & Arne Arnberger

University of Natural Resources and Applied Life Sciences, Vienna *Management frameworks for sustainable tourism*

Dr. Alexandra Jiricka

Dr. Alexandra Jiricka is a Post-Doctoral senior researcher at the University of Natural Resources and Applied Life Sciences Vienna. With a background in environmental science and impact assessment, her main research interest is in the management of sustainable tourism development with a special focus on EMS and climate change related topics. Dr Jiricka's research and publications span the areas of sustainable tourism, eco-audit, environmental and socio-cultural tourism impacts, environmental impact assessment and tourism and climate change adaptation and mitigation.

Dr. Arne Arnberger

Arne Arnberger holds a master degree in landscape planning and landscape architecture as well as in environmental engineering and a doctoral degree in landscape planning and resource management. He is an associate professor teaching and researching at the BOKU and an adjunct ass. professor at the West Virginia University, USA. His professional and research interests include outdoor recreation in protected areas, forests as well as in urban settings, landscape aesthetics, social and ecological carrying capacities, crowding, rural and ecotourism, and environmental education.

Abstract

According to its fundamental principles sustainable tourism development addresses long term perspectives. Our presentation gives insight about successful approaches in establishing and managing sustainable tourism concepts at destination level. Management frameworks will be presented which were developed in eco-tourism context such as LAC, VERP and VIM as well as destination-development frameworks based on rural tourism such as TOMM. The discussion will focus on similarities and differences between these frameworks as well as the applicability in the context of continuing or starting sustainable tourism activities.

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Xavier Font **International Centre for Responsible Tourism, Leeds Metropolitan University**

Dr Xavier Font is an experienced consultant and academic on the business case for responsible change in industry.

Xavier is Director of Studies at the [International Centre for Responsible Tourism](#) at Leeds Metropolitan University. Xavier researches and teaches on responsible change as a competitive advantage tool, both for international businesses and small community developments.

The demand of responsible tourism: a growing market?

Abstract

Small businesses need help to understand how to communicate and market what is sustainable about their company, and use it in a commercially practical way. This presentation shows how the demand for responsible tourism has been misunderstood and as a consequence the products promoted as sustainable, ethical or responsible do not meet the needs of our current consumer society. We review examples of using sustainability commercially- both good and bad- and how to find the balance between green marketing and greenwashing.

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John Hull

New Zealand Tourism Research Institute, Auckland

Associate Director and Senior Lecturer at the New Zealand Tourism Research Institute based at AUT University, Auckland, New Zealand. His present research addresses sustainable tourism in peripheral regions with a specific focus on strategic planning and management as well as community-based tourism development.

John Hull has worked on tourism projects in North America, Europe, the Middle East, South America, Africa, and Asia. Past clients include the UNWTO, UNCBD, UNEP, UNESCO, World Bank, Nordic Council, European Tourism Research Institute, Commission on Environmental Cooperation, Canadian Tourism Commission, Tourism Atlantic, and Parks Canada.

The creation of sustainable tourism products

Abstract

Sustainable tourism is an outgrowth of the sustainable development paradigm of the 1980s. Over the past two decades, researchers argue that there has been a theoretical shift in tourism planning and policy making requiring that strategies be more integrated, cooperative, and innovative in bringing together multiple publics as part of a consultative process. This collective approach is aimed at building social capital and community capacity to promote more sustainable forms of regional development in rural areas. This presentation will document a number of case studies from NZTRI's Tourism and Community Program that are adopting a participatory approach to strategic planning in an effort to create memorable, sustainable visitor experiences and products that are personal, engage the senses and make connections on an emotional, physical or intellectual level.

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Maurizio Rossini

Trentino Spa

Maurizio Rossini is marketing director of Trentino Spa the destination management company of Trentino, in charge of promoting not only the tourism offer of the region but its entire asset of cultural, natural and artificial resources. It covers also an important role of networking and promotion of collaboration among the different entities that act on the territory: public administrations, university, chamber of commerce, local DMOs, associations and private entrepreneurs.

The tourism offer of Trentino: a balance between local values and market expectations

Abstract

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. The tourism offer of Trentino is based on few peculiar elements which can be summarized into the words "natural landscape" "local communities". The effort of the recent marketing campaigns of Trentino has been put towards the communication of local values and characteristics who are authentic and peculiar of this part of Italy and of the people who inhabit it.

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