



REGIONE DEL VENETO

ERNEST final conference - Florence, June 27th, 2012



# Sustainable Tourism in Veneto Region

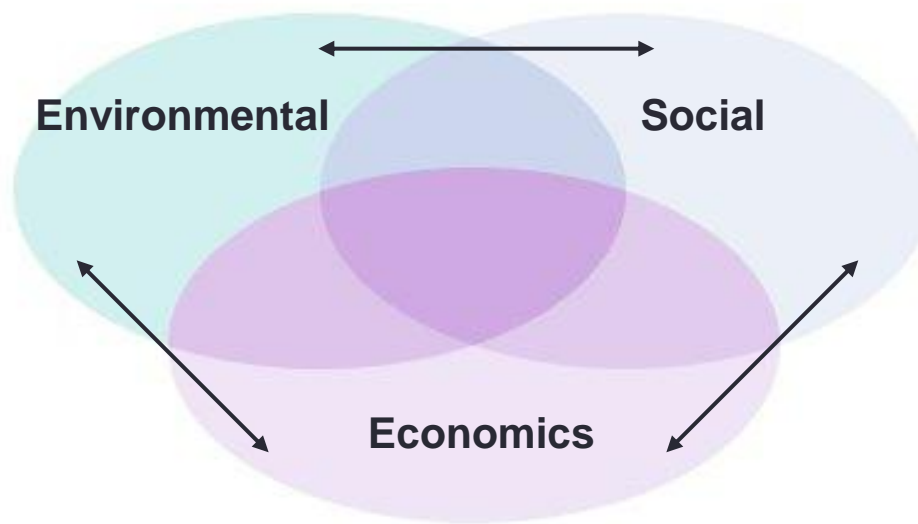
A competitive and interactive approach

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# A competitive and holistic approach



# An interactive approach

- University of Padova
  - Land, Environment, Agriculture and Forestry Department (TESAF)
  - Center for the environmental quality (CESQA)
  - University Consortium for Applied Research
- 1) Cycling tourism
- 2) Payments for Ecosystem Services (Forests and Parks Dpt)
- 3) Green Fund for CO2 compensation (Forests and Parks Dpt)
- 4) Environmental certification



# 1) Cycling Tourism

Part of a larger project involving 7 Regions: Tuscany, Lombardy, Friuli Venezia-Giulia, Liguria, Umbria and Sardinia, Veneto

- Market survey
- Governance
- Products



# Market survey

Cycling tourists: who they are and what they look for

Target markets: slow bike

Expected to grow (new lifestyles and **market demand**: green, slow, sustainable, responsible...)



# Governance

## Aim

- identify agreed strategy & network of cycling paths
- continuous improvement

## Public and private stakeholders

- representatives of tourism, rural development, protected areas and natural resources sectors (PAs, Associations...), environmental and social NGOs



# Products

Excursions (one day rides) & Itineraries (bicycle tours)

Length: about 50 km for a ride

4 thematic tours: art, nature, rivers, landscape

**Publications:** road book, [www.veneto.to](http://www.veneto.to), road signs



## 2) Payments for Ecosystem Services (PES)

Environmental services users  
(companies, governments, consumers)  
vs/

Environmental services providers  
(farms, forest owners, parks, local authorities in  
charge for land management)

→ voluntary transaction  
Create a database to link demand and supply

### Pilot areas

- Lessinia Natural Regional Park
- Sile River Regional Park





### 3) Green Fund for CO2 compensation

A project under development: an application to tourism

Pre-feasibility study on Carbon-based PES in the “Euganea Thermal Area” in Veneto (2011)

- 10 km far from Padua
- Closed to the regional Park “Euganei Hills”
- 4 Municipalities



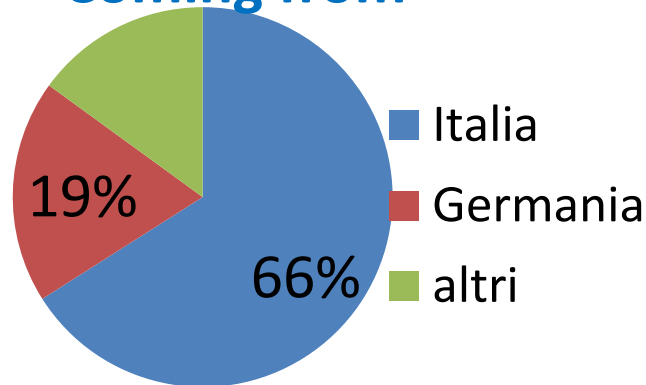
# Some results

Interviews: 93

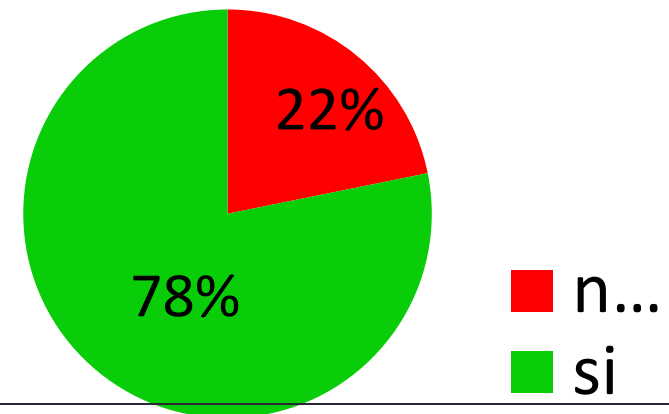
Average length of travel: 905 km

Average emissions/tourist: 122 Kg of CO2

15% **Coming from**



**Willingness to  
compensate**



WTP for compensation: 2.10€/tourist → 980,328.00 €/yr



## 4) Environmental certification

### Background

Eco. Ri. Ve. (Ecolabel for the lodging industry in Veneto) Project (2006)  
To spread environmental label quality among the main tourist actors. Two stages:

- A study-manual about how to increase the eco-label certifications
- Actions to boost the certification through financial incentives

Results: Garda Lake and the coast had a greater propensity to certificate



Sustainable and competitive regional tourism development plan – 2010



# Sustainable and competitive regional tourism development plan

To implement COM (2007) 621  
Agenda for a sustainable and competitive  
European tourism

The plan is a **Pilot action** for Garda lake and the seashore

- A) **Local authorities** certification (partial contribution to cover expenditures for EMAS o ISO 14001)
- B) Certification for **lodging enterprises** (partial contribution for Ecolabel or ISO 14001)



# Here is Netjac

Local  
authorities  
environmental  
certification as  
an **instrument**  
for a  
sustainable  
and  
competitive  
tourism



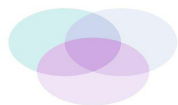
A)  
20 local authorities  
are **EMAS certified**  
and 13 more are  
in the process of  
doing it.

B)  
19 lodging  
companies has  
been certified in 7  
local authorities.

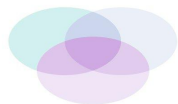


**Cluster on reduction of environmental impact**

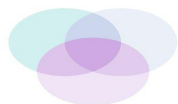
# Other regional involvement



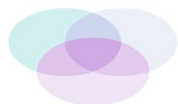
2009 horse roads



2009 NECSTour



2010 ERNEST



2011 European Charter for Sustainable Tourism





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# ERNEST PROJECT

## THANKS

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EUROPEAN COMMISSION  
European Research Area



**ernest**

European Research NETwork  
on Sustainable Tourism



SEVENTH FRAMEWORK  
PROGRAMME