SUSTAINABLE TOURISM OBSERVATORY OF SOUTH TYROL STOST
Session III: Annual participatory processes and services

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THE CASE OF SOUTH TYROL (ITALY)

INTRODUCTION

- South Tyrol is an Autonomous Province in the Italian Alps ≈ 500,000 inhabitants
- Official languages: German (69%), Italian (26%), Ladin (5%)
- Dolomites UNESCO WHS
- Tourism sector directly accounts for 11.2% of total GDP (2018)

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change (%)</th>
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</thead>
<tbody>
<tr>
<td>Arrivals</td>
<td>7.7 Million</td>
<td>4.6 Million</td>
<td>- 40%</td>
</tr>
<tr>
<td>Stays</td>
<td>33.7 Million</td>
<td>21.7 Million</td>
<td>- 35%</td>
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Source: ASTAT
Main objectives:
- Offer a theoretical contribution to the conceptualisation and measurement of sustainable tourism
- Support the local DMO and the regional government in developing policies, strategies, plans and management processes for sustainable tourism (i.e., support evidence-based policy-making)

Activities:
- Systematic, timely and regular monitoring of tourism performance and impact at the highest data granularity possible (13 issue areas, 3 dimensions, 31 indicators)
- Reporting: yearly report + website (https://sustainabletourism.eurac.edu/)
- Networking activities: annual stakeholder meeting, think tanks, bilateral meetings with data providers, participation as jurors to local green awards, co-design of monitoring activities and codes of conduct at local level.
NETWORKING ACTIVITIES
Annual INSTO Meeting

• Four stakeholder meetings (2018-2021)
  • 01.06.2018 - 17 participants
  • 13.04.2019 - 13 participants
  • 8.7.2020 - 11 participants
  • 13.01.2021 (online) - 26 participants

• 3 Different locations (hosted by different partners)
• Support by external guests (e.g. hotel association, DMO, etc.)

• Main aim: Presentation and discussion of the Annual Progress Report, collection of ideas and feedback around the monitoring fields and procedures
NETWORKING ACTIVITIES

ISSUE AREA THINK TANKS

• **Think Tank „Spatial Planning“** (IA 11)
  • 9 stakeholders
  • Discussed Topics: accommodation location, urban sprawl, use of land

• **Think Tank „Culture and tourism“** (IA 13)
  • 6 stakeholders
  • Discussed Topics: cultural preservation/commodification, cultural tourism, codes of conduct for cultural tourists

• **Main aim:** “fine-tuning“ of indicators, discussion on their usefulness for decision makers and discussion of monitoring data and possible policies
RESEARCH AND NETWORKING ACTIVITIES

Qualitative study on transhumance and elaboration of a code of conduct

IA: Culture
RESEARCH AND NETWORKING ACTIVITIES

Support to other research projects

• Data and support to other research and implementation projects by Eurac and other partners
  • Regional tourism plan for South Tyrol
  • Regional certification scheme for South Tyrol
NETWORKING ACTIVITIES

AWARDS

- Jurors at the Sustainability Award – organized by the local fair (FieraMesse)
  - >30 Hotels and Restaurants engaged in Sustainability
  - 1 winner - Hotel Tyrol Dolomites slow living

https://www.salto.bz/de/article/22102021/wenn-tourismus-dann-nachhaltig
NETWORKING ACTIVITIES

CONCLUSION

Main learnings:

• sustainability networks are crucial to gather the pioneers of change

• mutual trust among network members is crucial, but takes time to develop

• stakeholder meetings are necessary but not sufficient conditions for evidence-based decision making

• the observatories are adaptive entities that link local needs and specificities to global development goals