



COMMUNITY-BASED TOURISM: PROMOTING TOURISM THAT IS INCREASINGLY BENEFICIAL TO LOCAL COMMUNITIES

Ways to take a responsible approach

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RESPONSIBLE MEASURES ON A BROAD SCALE

■ Supply

- **Short supply chains**
- Quality and sustainability all along the value chains for tourism products

■ The local people

- Indirect involvement, respect for the timetables and habits of local people in destinations
- Contributions to the local economy in terms of labour and skills presented by a community

■ Customers

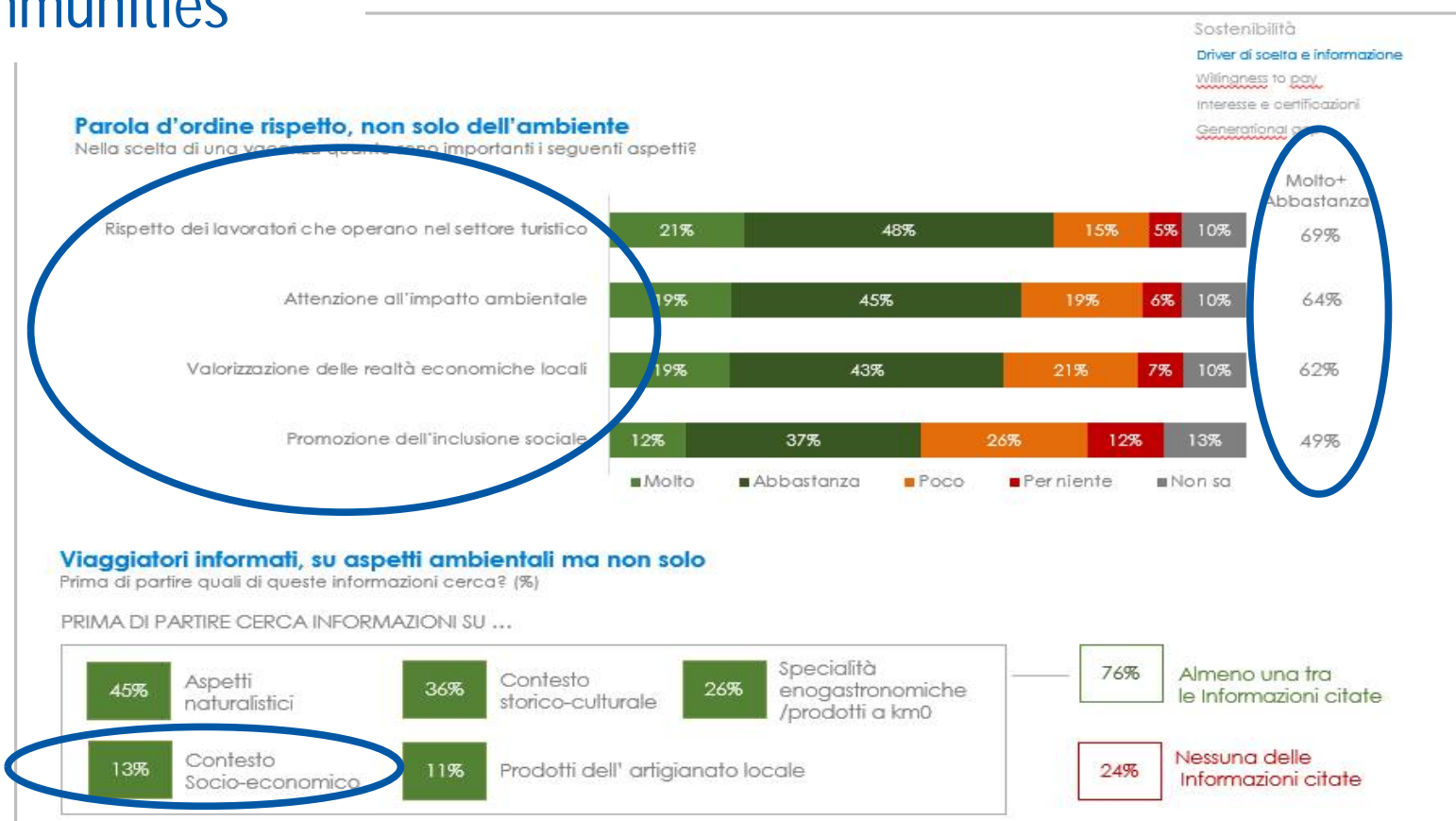
- Ensuring that they can count on the exceptional qualities, authenticity and originality of a community, its traditions and its customs



Italians and host communities

Italians show a strong tendency to respect assets of this kind

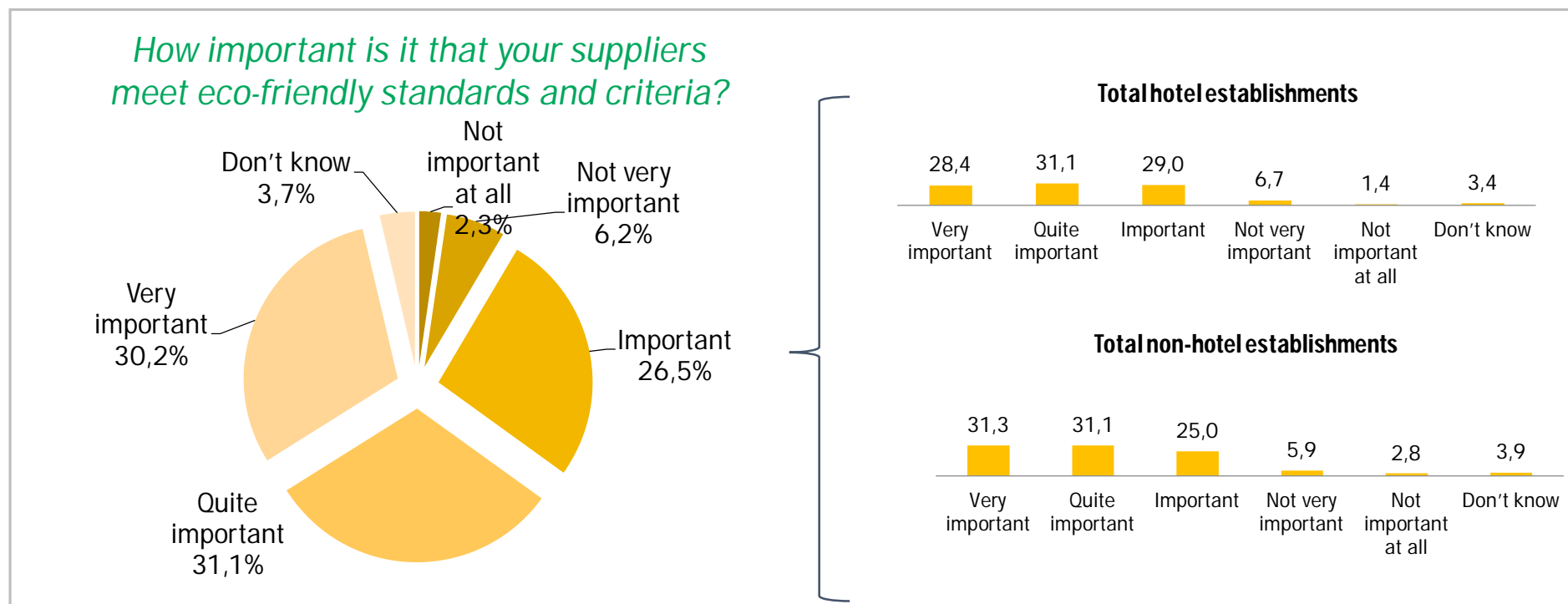
- 69% believe that it is very important to respect workers in destinations
- 62% try hard to support local businesses in destinations
- 49% believe it is essential to promote social inclusion



Before they leave, **76%** of Italians look for information about sustainability-related matters - such as locally sourced products and artisanal goods - and the socio-economic context in the destination.

Source: ENIT Research Department using CSA data

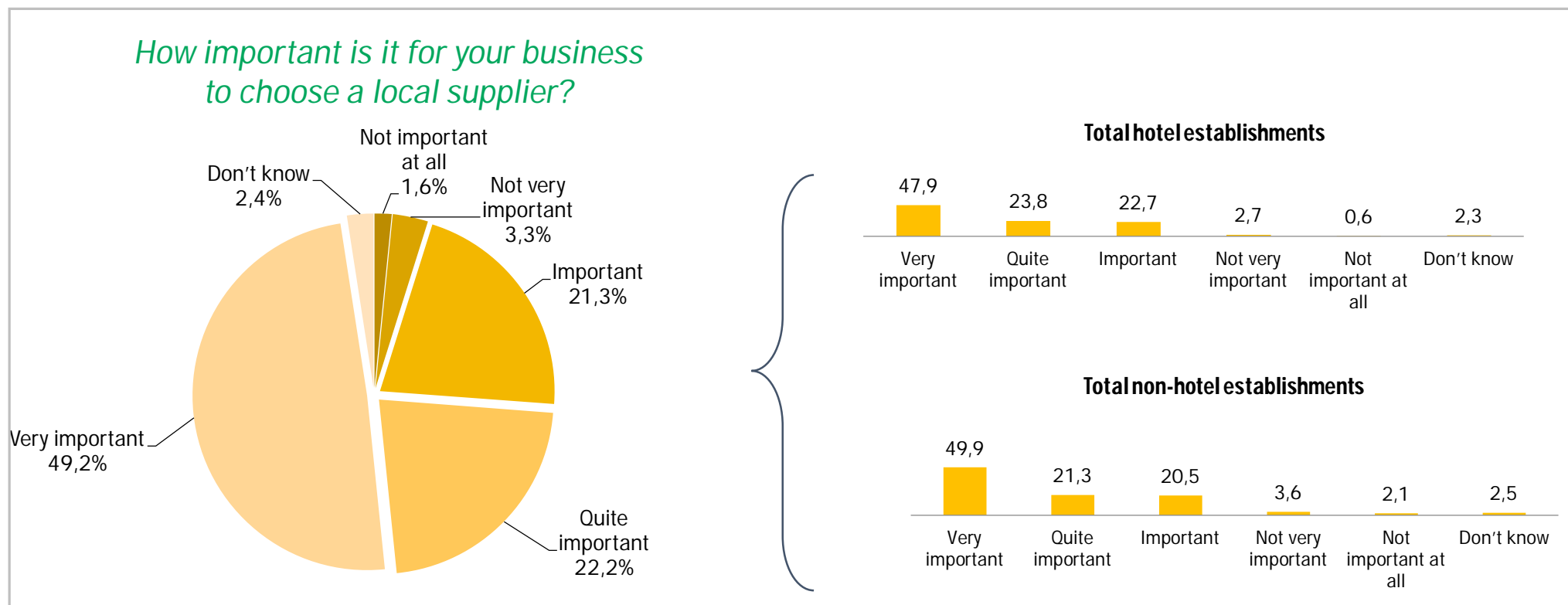
How important is it that suppliers meet eco-friendly standards and criteria?



Italian accommodation businesses check the quality of their suppliers and **9 out of 10** say that it is important for them to satisfy quality and sustainability criteria

Source: ENIT Research Department using Noto Sondaggi data

How important is it for businesses to choose a local supplier?

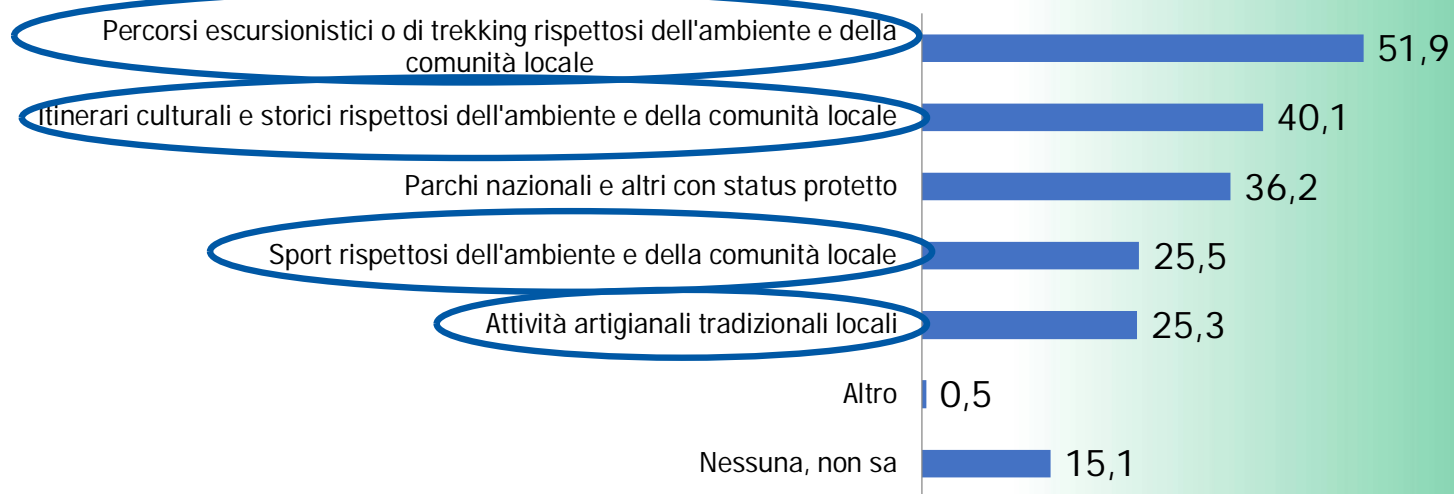


9 out of 10 establishments believe it is important to choose a local supplier

Source: ENIT Research Department using Noto Sondaggi data

Sustainable recreation activities

What types of sustainable recreation activities are available in the area where your establishment is found?



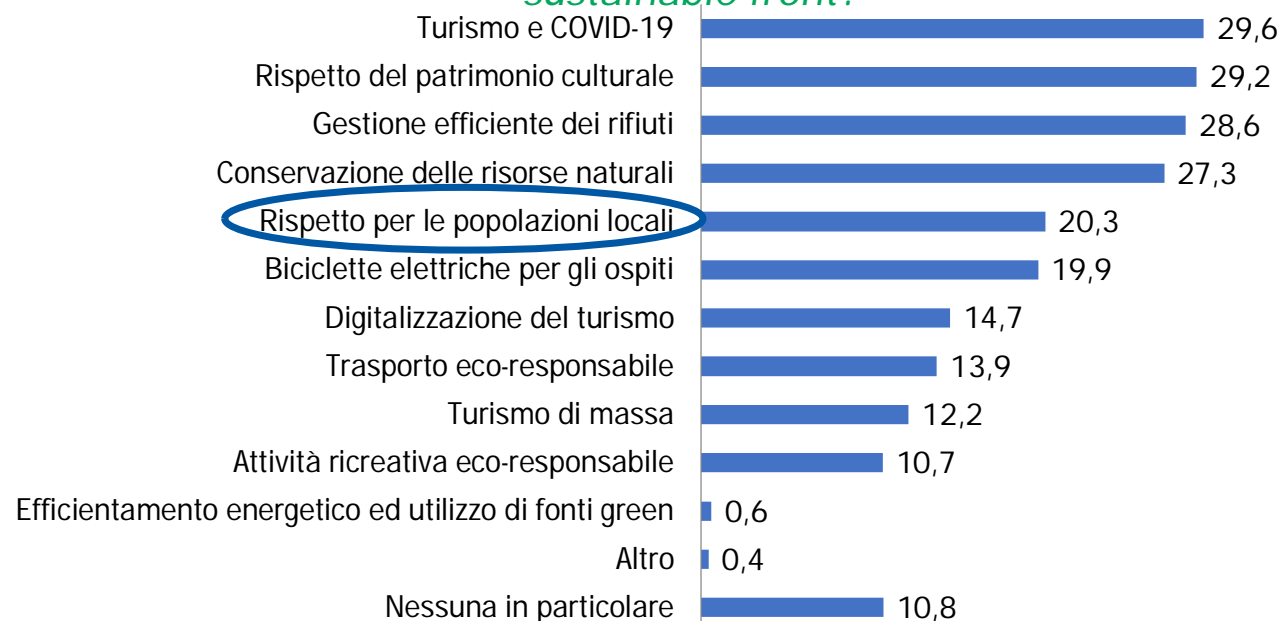
Included among the activities that are sustainable, environmentally friendly and respect community are hiking routes (51.9%), cultural routes (40.1%), sport (25.5%) and traditional local artisanal activities (25.3%).

Source: ENIT Research Department using Noto Sondaggi data



Facing future challenges

What are the most pressing challenges that your business has to face on the eco-sustainable front?



When asked about the sustainability-related challenges that they are facing, the businesses spoke of overcoming the pandemic, respect for local cultural heritage, efficient waste management, and conservation of natural resources, as well as specifically mentioning respect for local people.

Source: ENIT Research Department using Noto Sondaggi data

Sustainability and Inclusion: GREEN RELATIONSHIPS WITH CUSTOMERS

Among the businesses interviewed, there was a decent amount of engagement and interest in taking a green approach with customers.

When fostering green relationships with customers, the majority of them deemed it important to include eco-friendly practices in their tourist experiences.

More than 60% of the tourist businesses interviewed encourage customers to consume local products.

The people interviewed are most proactive on the food front. The next most common measure taken is to ask customers to be careful with refuse and encourage them to reduce it, partly in order to prevent waste.

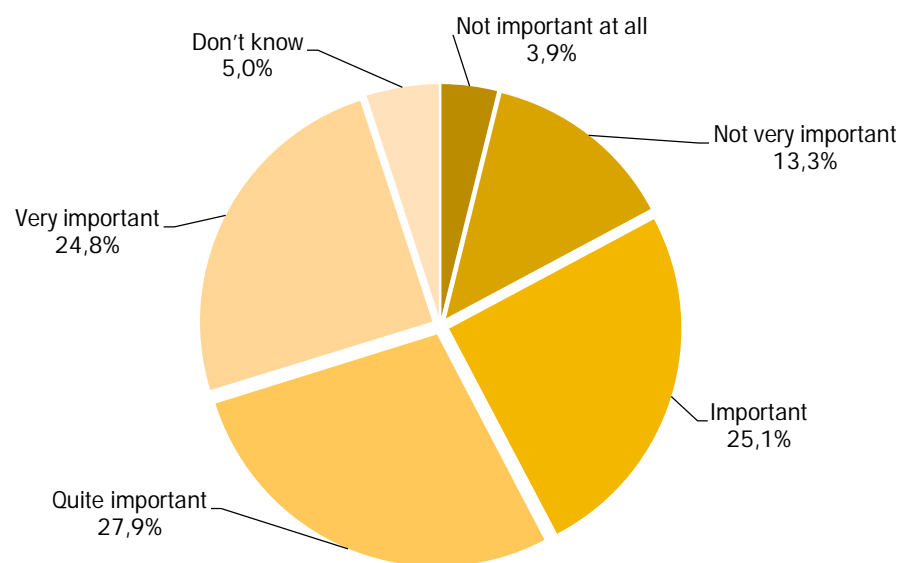


Source: ENIT Research Department using Noto Sondaggi data

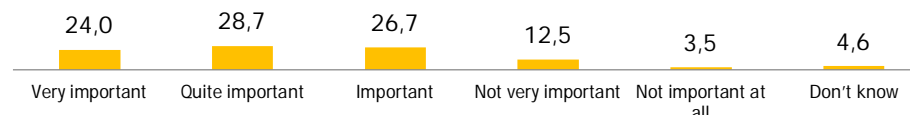
How important it is for customers to include eco-friendly practices in the tourist experience?

FIFTH WAVE

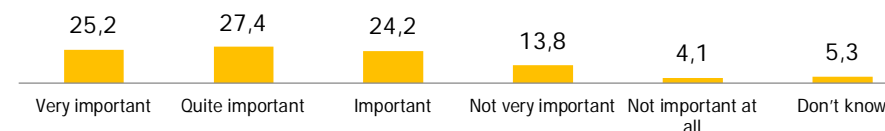
How important do you believe it is for your customers to include eco-friendly practices in their tourist experiences?



Total hotel establishments



Total non-hotel establishments



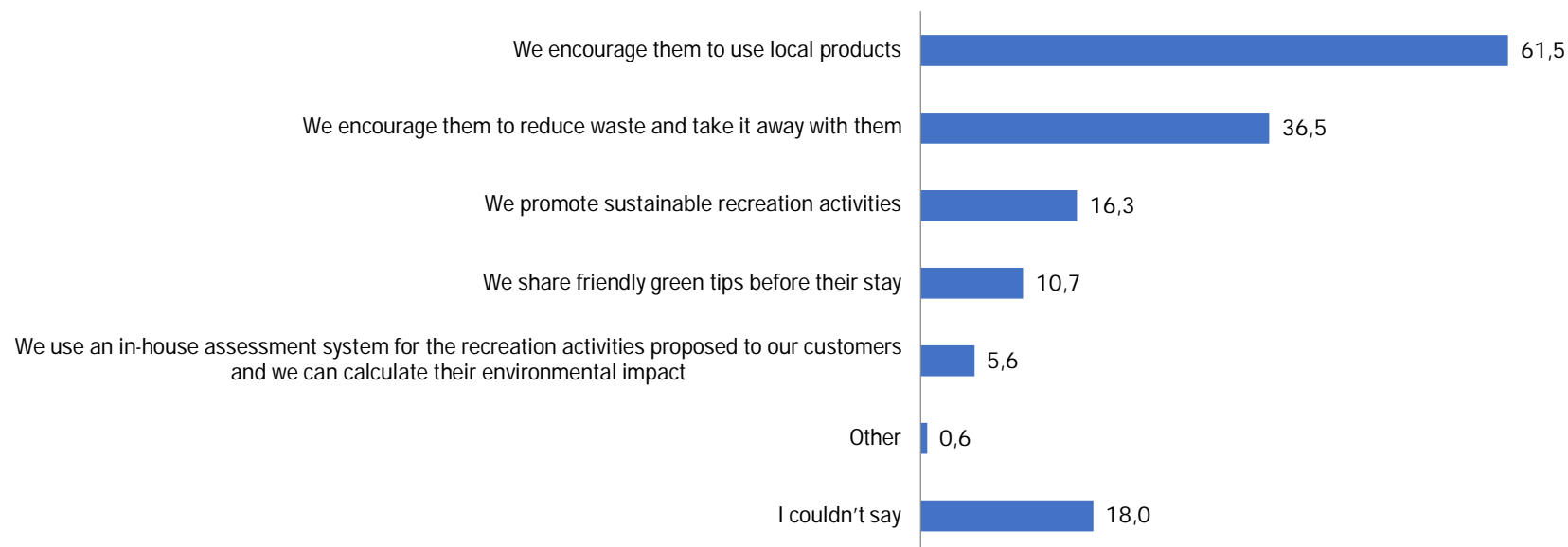
8 out of 10 establishments believe that it is important to include customers in sustainable practices

Source: ENIT Research Department using Noto Sondaggi data

Raising awareness among customers about their environmental impact

FIFTH WAVE

What do you do to raise awareness among your customers about their environmental impact?



9 out of 10 establishments believe it is important to choose a local supplier

Source: ENIT Research Department using Noto Sondaggi data