

Sustainability: Eco-tourism in Italy



What is Eco-tourism?

Eco-tourism is the main form of sustainable tourism. It is defined as

“Travel to destinations where the flora, the fauna and the cultural heritage are the main attractions”.









Ecotourism includes programmes which decrease the negative effects of traditional tourism on the natural environment and educate tourists about the culture, customs and traditions of local people.



In Italy sustainable tourism mainly means eco-tourism.

Eco-tourism is considered sustainable as it improves the quality of life of the people and it does not damage the environment.



Nowadays the travel and tourism industry is increasingly aware of the importance of preserving the environment and consumers are becoming more aware of sustainable tourism issues and they are increasingly demanding eco-friendly products.

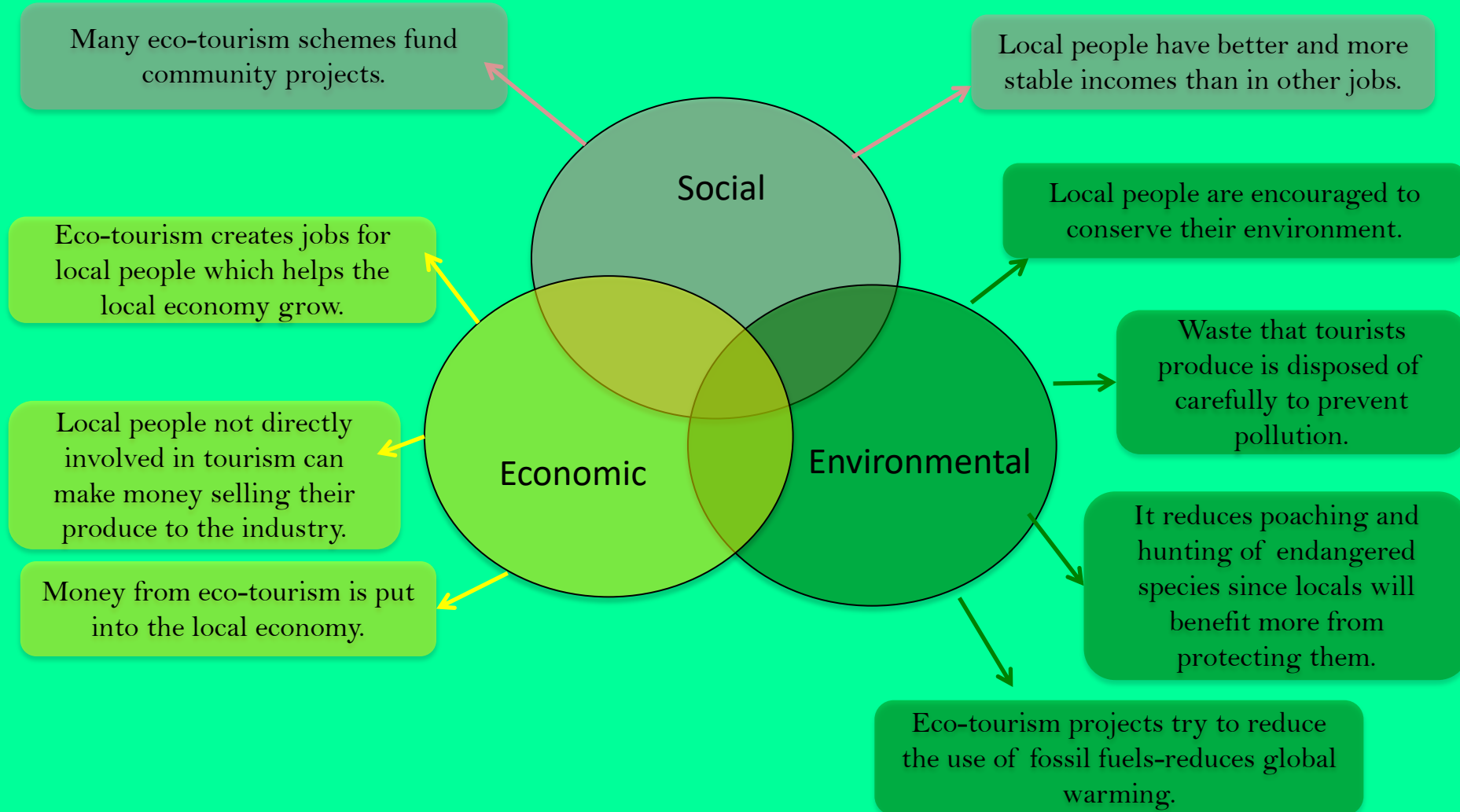


Sustainable tourism initiatives focus on the protection of geographic denominations, the preservation of local and cultural factors and the revival of traditions.



Benefits of Eco- Tourism & Sustainable Tourism in Italy

Eco-Tourism



Italian traditions, cultural heritage and history have been well- preserved thanks to sustainable tourism.



Italy's infrastructure has improved as a result of sustainable tourism. Better water and sewerage systems, good roads, telephones, public transport networks, electricity and much more have been created .This has contributed in improving the people's living standards.



In Italy most destinations have been renovated, and old materials have been recycled, and this has contributed so much in reducing pollution.



Tuscany plays an important role in the creation of a sustainable tourism.

The region offers numerous destinations, which are widely popular and, as a result, are particularly exposed to environmental risks.



It offers tourists a large selection of activities such as trekking in natural, protected areas and parks such as **San Rossore Park, food and wine tours in protected areas, ecological, cultural or religious routes and hiking paths and trails including the **Via Francigena** ...**

San Rossore Park

San Rossore Park is an amazing place immersed in nature and a huge container of biodiversity and natural attractions.

It is part of **Migliarino, San Rossore and Massaciuccoli Natural Park**, which covers about **24,000 hectares** in the provinces of **Pisa and Lucca**.



San Rossore Estate was a Medici game reserve, later owned by Italian kings and the President of the Italian Republic.



This natural park is situated along the coast from Viareggio to Leghorn.



**Here you can admire pinewoods,
meadows, rivers, lakes, ponds and
pathways leading to the beach and you
can reach **Marina di Vecchiano**, a
seaside resort in the province of Lucca.**



**The natural reserve of San Rossore-
Migliarino Park features old trees and
particular vegetation.**

**Wild animals such as wild boars, hares and
owls live in the park.**





THE VIA FRANCIGENA



The pilgrimage routes are important in order to protect cultural and social aspects of today's society and, at the same time, to promote sustainable tourism and quality in Europe, particularly in rural areas and less known destinations.



Londra

Canterbury

Calais

Bray

Arras

Reims

Chalons sur-Marne

Bar sur-Aube

Besancon

Pontarlier

Bonn

Worms

Strasburgo

Basilea

Losanna

Gran San Bernardo

Pavia

Fidenza

Parma

Passo della Cisa

Roncisvalle

St. Gillet

Santiago di Compostela

Brema

Münster

Bonn

Worms

Strasburgo

Basilea

Losanna

Gran San Bernardo

Pavia

Fidenza

Parma

Passo della Cisa

Siena

Viterbo

Roma

Bari

Brindisi

Gerusalemme



Today the Via Francigena is a journey through the Italian landscape and makes modern pilgrims really understand the landscape, the past and the present.



**The journey turns into a gradual immersion
in the roots of our culture, in which
changes in the landscape, small and great
works of art, the people we meet along the
road, make us understand the essence of
our cultural heritage.**





The official route is divided into 79 stages and begins in Canterbury , continues in France, Switzerland and Italy and ends in Rome.



It is 2,000 km long and crosses seven Italian regions - Valle d'Aosta, Piedmont, Lombardy, Emilia Romagna, Liguria, Tuscany and Lazio - and 140 municipalities, with a total of 44 stages in Italy.



Many people walk along the Via Francigena in Tuscany just to "slow down the times", enjoy life, discover unknown places and make new acquaintances.



The Responsible Traveller's Golden Rules

- **Learn as much as you can about the place you plan to visit and the local language.**
- **Use non-polluting forms of transport.**
- **Don't waste resources such as water, food and energy.**

- **Respect the dignity and privacy of other people- for example, ask before taking photos.**
- **Dress appropriately and try to be neat and clean. This is simply respectful.**
- **Leave nothing behind and take nothing away but photos.**



È un comportamento rispettoso verso l'ambiente? Colora il disegno e scegli la faccina.

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È un comportamento rispettoso verso gli animali? Colora il disegno e scegli la faccina.

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È un comportamento rispettoso verso gli animali? Colora il disegno e scegli la faccina.

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