

Tourist offer in terraced area

Survey in Alpter project pilot areas

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Questionnaire

- Which are the main tourist attractions of the territory? (ex. mountains, sea, thermal baths, landscape, other...)
- Recent data (last 5 years) about tourist arrivals and presences (overnights stays) in the near towns (ex. distance 15-20 km) to the pilot terraced area
- Presence of structures in the terraced area:
 - Accomodation facilities
 - Restaurants
 - Network of paths
 - Area with tourist facilities (ex. pic-nic)
 - System of sign
 - Tasting centers
 - Farm open to visitors
 - Didactics farm
 - Sport facilities
 - Site of cultural importance
 - SIC (Site of Community interest)
 - Site of biological importance
 - Site of geological importance
 - Other
- Are there any events, manifestations, festivals carried out in the terraced area? How many people do they attract?
- Does it exist informative material (dépliant, map of the paths, other...) about the terraced area?
- Has the area any particular protections about culture, landscape, environment (ex. UNESCO's World Heritage)?
 - No
 - Yes, which?

Questionnaire answers

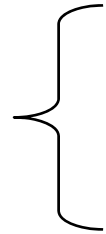
- 8 pilot areas analysed:
 - Italia
 - Valle d'Aosta (Donnas-Pont Saint Martin, Arnad, Montjovet)
 - Lombardia (Sondrio-Castione)
 - Liguria (Appennino Genovese)
 - Veneto (Canale del Brenta)
 - Francia (Tende)
 - Austria (Ulrichsberg)
 - Slovenia (Goriska Brda)
 - Svizzera (Bregaglia)
- The answers of the partners are quite heterogeneous



It's difficult to compare the different situation

1) Which are the main tourist attractions of the territory? (ex. mountains, sea, thermal baths, landscape, other...)

Activities during the stay



Attractions	Frequency
Mountains	7
Culture	6
Sport	5
Landscape	4
Eno-gastronomy	2
Rivers and lakes	

Almost all the partners

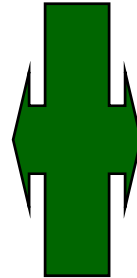
Somewhere terraced areas are no more cultivated

2) Recent data (last 5 years) about tourist arrivals and presences (overnights stays) in the near towns (ex. distance 15-20 km) to the pilot terraced area

**Terraced areas
neighbouring to major
tourism places**

ARRIVALS: min 30.000
max 60.000

PRESENCES: min 130.000
max 156.000



Terraced areas

ARRIVALS : min 6.000
max 12.000



PRESENCES : min 20.000
max 35.000

**The presence of major tourist centres not far from terraced areas
is a point of strength for their promotion**

Tourism in terraced areas in intermediate seasons

3) Presence of structures in the terraced area:

1)	Network of paths
2)	Restaurants
	Cultural sites
3)	Signage
4)	Hotel or other dwelling places
	Pic-nic areas or equipped areas
5)	Sport structures
6)	Biosite
	SIC
7)	Farms open to the public
8)	Tasting centres
	Educational farms
	Geosites

ACCOMODATIONS	Hotel or other dwelling places
	Restaurants*
ENO-GASTRONOMY 	Restaurants*
	Tasting centres
	Farms open to the public
	Educational farms
INFRASTRUCTURES 	<u>Network of paths</u>
	Equipped areas
	<u>Signage</u>
	Sport structures
ATTRACTIVENESS	Cultural sites
	SIC
	Biosites
	Geosites



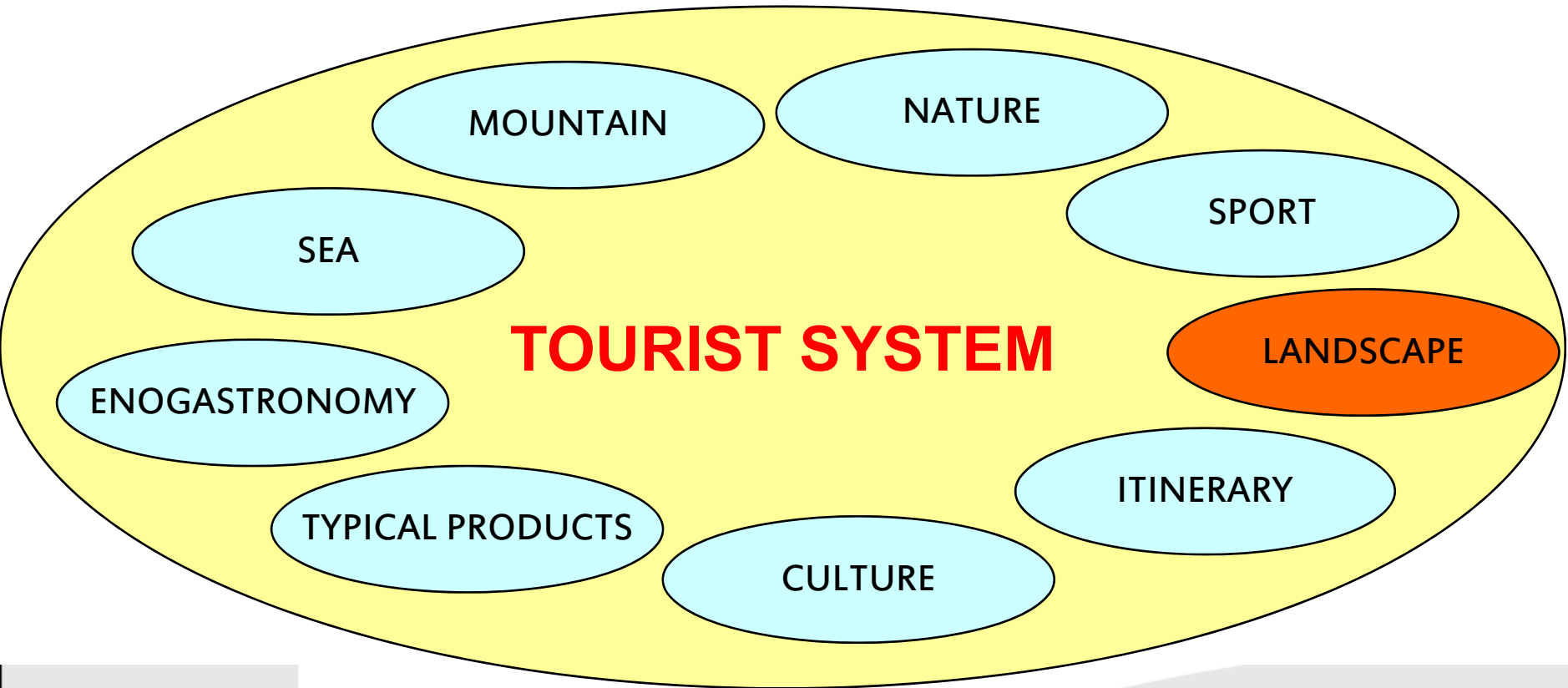
4) Are there any events, manifestations, festivals carried out in the terraced area? How many people do they attract?

- Few events
- Events held not only in the terraced areas, but also nearby
- No data about number of participants
- 2 kinds of events:
 - – Linked to the terraced cultivations
 - Generic events

- 5) • **Does it exist informative material (dépliant, map of the paths, other...) about the terraced area?**
- **Not exclusively concerning terraced areas**
- **Often not up-to-date**

It is important that terraced areas are mentioned in tourist documents of the neighbouring areas, to offer an integrated tourist offer

3) The terraced area as an element in integrated tourism system



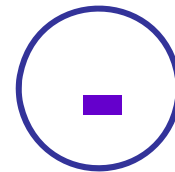
6) Has the area any particular protections about culture, landscape, environment (ex. UNESCO's World Heritage)?

- No
- Yes, which?

- 50% of pilot areas, at least partially, have protection bonds (es. SIC, Natura 2000)
- 1 area is nominated for the UNESCO World Heritage



Maintenance
and promotion



Bonds and bureaucracy

Tourism demand trends

2000-2020 WTO projections on growth of tourism demands per sectors:

- 1 bathing tourism
- 2 sports tourism (winter and nautical sports)
- 3 adventure tourism
- 4 environmental tourism
- 5 cultural tourism
- 6 city tourism
- 7 rural tourism
- 8 cruises
- 9 thematic parks
- 10 congress tourism
- 11 wellness tourism

