



Sustainable tourism

Experiences and best practices
in the Eastern Alps

Interreg
Italia-Österreich
Go.To.NATURE

European Regional Development Fund



EUROPEAN UNION



Why did we choose to take a path towards sustainability?

The Go.To.NATURE project comes from the need to improve the quality of local tourism offers in three areas, Valbelluna in Veneto, Tarvisiano in Friuli-Venezia Giulia and Pongau in Austria, and develop tourism products that enhance their natural and cultural resources.

Go.To.NATURE was developed to promote active holidays, food and wine products and artisanal culture.

We believe that tourism must serve their territories, so that communities, local economies and environmental sustainability all benefit.

We want to share what we have learned so far: good practices shared and quality standards that support territories on their way to improving sustainability.

We believe we can do it.
For more information:
www.gotonature.eu



World Tourism Organization

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".



Dolomiti Bellunesi National Park

"The Dolomiti Bellunesi National Park is part of the UNESCO Dolomites site and protects a unique natural heritage. Through tools such as the European Charter for Sustainable Tourism, we have chosen to work with our operators to improve the sustainability standards of the structures that welcome visitors to our beautiful area".



The town of Werfenweng

"The inhabitants of Werfenweng are proud to live in a model location for sustainable tourism and soft mobility".



The Tarvisiano mountain guides

"As Mountain Guides we always emphasize the importance of preserving the environment by asking our tourists not to disturb animals, avoid collecting flowers, and bring back home all they brought with them on excursions".

Some travel tips

On the following pages, find out how to put these tips into practice and where our territories are working to improve sustainability.

Before leaving



BE INFORMED!

From official tourism sites to comments on social media... being informed before your travel will enhance your experience.



KNOW YOUR HOST

Contact your host or local tourism centre directly. It's the best way for getting to know your host community.



LEAVE YOUR CAR AT HOME

Get information on alternative modes of transport, such as trains, buses, bike and boats. You will make an ecological and safer choice.

During your stay



BE CURIOUS

By talking to your host, you will discover natural and cultural sites most visited by locals.



BUY LOCALLY

By eating local and purchasing local artisanry, you will support communities safeguard their place and traditions.



THINK ABOUT THE ENVIRONMENT

Reduce your waste, especially plastic, bring them back with you when there are no bins and inform yourself on the flora and fauna of the area.



TOURISM DESTINATION

Thanks to your contribution, we can improve our services and continuously increase our sustainability standards.

Once you're back



YOUR OPINION COUNTS

Share your impressions: you will help us improve our offers.



TALK ABOUT US

Shoot, tag and share... Other travellers will choose the best for their next holidays!



STAY IN TOUCH

Leave us your contact, and we will keep you posted when new and exciting initiatives are offered in our destination.



Before leaving

When a resident community of a tourist destination makes its guests feel welcome, it increases their trust. Warmth is fundamental to hospitality and is expressed to guests even before their departure.



Be informed

At the time of booking a stay, the Tarvisiano Consortium informs tourists about the possibility of reaching the area through sustainable means. For cyclists, travel connections are arranged along the entire Alpe Adria Trail.



🔍 Sustainable tourism standards

Global Sustainable Tourism Council

The Global Sustainable Tourism Council is an internationally recognized standard for destinations, tourist accommodations and tour operators. The certification is granted by specifically recognized or accredited bodies. The certification enable to: demonstrate sustainable destination management, maximize

social and economic benefits for the host community, enhance cultural heritage, and maximize benefits to the environment through environmental conservation, energy efficiency and waste reduction.



Know your host

Valbelluna Green Net is a network of twenty small and medium-sized businesses located in Valbelluna. The Network guarantees quality through product specifications based on the principles of environmental sustainability, energy saving, management of resources and sustainable mobility. Products include bike and electric car rental services, tasting experiences of local products, guided tours and cultural visits as well as immersive experiences in nature.



Leave your car at home

Thanks to efficient shuttles for hikers and local buses, taxi services, ski buses and other public mobility solutions, in Alpine Pearls destinations like Werfenweng, all holiday destinations can be reached: from restaurants to museums, from the starting points of excursions to the main tourist attractions. Bike, e-bike, MTB, segway and other innovative vehicle rental points complete the offer for on-site mobility.





During your stay

Holidays allow us to rediscover the pleasure of tranquillity and authenticity. It is also a time to feed our curiosity and discover how different places are addressing the challenge of sustainability.



Be curious

The Tarvisiano Consortium organizes Green Week, an event aimed at raising awareness among school children on issues of sustainability and reducing environmental impacts. The hope is for them to leave Tarvisio with a greater sense of awareness about the impacts of one's actions.



Buy locally

Wild game is one of the specialties of Pongau. A local association is promoting the different products by selling them out of a truck and by participating at different local festivals and events. The goal is to promote knowledge and awareness about the consumption of fresh, local and healthy products.



🔍 Sustainable tourism standards

The European Charter for Sustainable Tourism

The European Charter for Sustainable Tourism in Protected Areas (ECST) is a methodological tool and a certification that allows better sustainable tourism development in protected areas. The Charter is centred on collaboration among all interested parties as key to developing a common strategy and an action plan for supporting tourism.

The objective is to protect the natural and cultural heritage and improve the management of tourism in protected area and in favour of local communities and visitors.



Think about the environment

From Feltre to Passo Valles, or vice versa. The Alta Via 2 connects the Dolomiti Bellunesi National Park and the Paneveggio Pale di San Martino Nature Park, places where biodiversity manifests itself in all its beauty. Simple things like a hot soup and a glass of wine sipped at one of the alpine huts, while listening to stories and sharing experiences, will win you over.



Tourism destination

The tourism tax and the purpose tax are forms of sharing responsibility between visitor and host: the small contribution of the guest is specifically devolved to the management of the area and to improving the tourism products offered.



EUROPARC
Turismo Sostenibile
nelle Aree Protette





Once you're back

Every journey is an opportunity to bring back memorable reminders, share one's experiences and to maintain the awareness of how important it is to care for our territory and our heritage.



Your opinion counts

The No Border Music Festival attracts enthusiasts from Italy and from all over Europe. A unique event in Friuli-Venezia Giulia, it organizes concerts in beautiful natural theatres located in the Tarvisiano area and that are reachable exclusively on foot or by bicycle. By sharing your experience, you help to disseminate the event and improve its organization!

www.nobordersmusicfestival.com



🔍 Sustainable tourism standard

Alpine Pearls

For over 10 years, Alpine Pearls has been the soft mobility quality brand for holidays in the Alps. Alpine Pearls resorts have set as their goal offering guests optimal services for a car-free holiday. Each Pearl has developed its own model of eco-compatible mobility, developing connections by public transport, transfers from stations or bus stops to hotels, and access to

areas sheltered from traffic in which to rediscover the pleasures of walking. 25 tourist resorts from 6 Alpine towns constitute a network that offers innovative proposals for a vacation without a car and with guaranteed mobility options.



Talk about us

iGreenGo is a sharing platform that allows the owner of a beautiful place to make it known and advertise it, and visitors to enjoy it through unique and unforgettable experiences in the outdoors. The proceeds of the visit are used to maintain and improve these spaces. Go to know the new booking proposal developed thanks to the Go.To.NATURE project in the Piana del Cansiglio, in Valbelluna, and help us to improve it:
<https://cansiglioig.com>



Stay in touch

From leaving your e-mail address to be kept up to date on local events, to bringing home a bottle of beer or a salami made with game, you will be able to live again the emotions of your vacation.





Getting to know our areas

The Go.To.NATURE project has enabled partners to learn about ways in which to improve, enhance and promote tourism services and products not just for guests but also for local communities.

For more information on the three tourism destinations, please visit the project website: gotonature.eu/ and that of the individual destinations.

And in the meantime: Go and Enjoy Nature!

Valbelluna



Region: Veneto, Italy

Population: 142,803

Surface area: 1,344.07 Sq Km

Tourist presences: 439,014

Naturalistic excellences: A National Park and a UNESCO Heritage site

Local excellences: Over 80 Traditional Agri-food Products



The valley where the myth of Venice encounters the magic of the Dolomites

Valbelluna is located about 100 km from Venice, at the foot of the Dolomites, and it is crossed by the Piave river. It boasts a natural wealth of absolute quality, demonstrated by the presence of the Dolomiti Bellunesi National Park and by its recognition as a UNESCO natural heritage. From a cultural perspective, it has cities such as Belluno, and towns such as Feltre and Mel, one of the most beautiful villages in Italy. From hiking to trekking, Nordic walking, mountain biking, horse riding and road cycling, climbing, paragliding and fishing, the possibilities are numerous. Valbelluna is also a place of unique flavours that come from the combination of the Veneto and the Ladin-Dolomite gastronomic traditions. There are many products protected by specific consortia. Among these are the Fagiolo di Lamon PGI, the Honey PDO of the Belluno Dolomites, the Mais Sponcio and the Piave Cheese PDO.

For information:

Consorzio Dolomiti Prealpi:
info@dolomitiprealpi.it - tel. +39 329 2729005

Consorzio Alpagò Cansiglio:
info@alpagocansiglio.eu - tel. +39 345 7545517



Tarvisiano



Region: Friuli-Venezia Giulia, Italy

Population: 31,398

Surface area: 1,140 Sq Km

Tourist presences: 349,431

Naturalistic excellences: Tarvisio Millennial Forest, Mount Lussari, Fusine Lakes, Montasio Highlands

Local excellences: Montasio PDO cheese, high pasture cheeses



Discovering the Tarvisio area, a crossroads of traditions and cultures

Surrounded by the Julian Alps and featuring a wealth of wide valleys and woods, the Tarvisio Forest is Italy's largest, spanning 24,000 hectares; the town has a modern look but also an old soul, full of traditions to be discovered. Thanks to its location near the border, it is a crossroads of languages and cultures where Italy, Slovenia and Austria meet. Its excellent cuisine includes Friulian, Carinthian and Slovenian specialities. Tarvisio's Sanctuary of Mount Lussari is the destination of numerous pilgrims, as legend has it that our Lady Mary appeared in this place. The Tarvisio area has much to offer to lovers of outdoor activities. Near Tarvisio, Lakes Fusine (joined together by a charming path), the Montasio Plateau and the Sella Nevea ski resort are a must see.

For information:

Tarvisiano di Sella Nevea and Passo Pramollo tourism promotion Consortium:
consorzio@tarvisiano.org - Tel. +39 0428 2392
www.tarvisiano.org



Pongau



Region: Salzburg, Austria

Population: 80,500

Surface area: 1,975 Sq Km

Tourist presences: 9,900,000

Naturalistic excellences: Hochkönig, Hagengebirge and Tennengebirge mountain ranges and Geo Park "Erz der Alpen"

Local excellences: "Pongauer Wild", Pongau game



A region of Pongau game flavours

Pongau Nord is located 50 km south of the city of Salzburg in the Salzach valley, between the Hochkönig, Hagengebirge and Tennengebirge mountain ranges. Many tourism attractions can be discovered in the region, for example Fortress Hohenwerfen, Werfen Ice Giant World, "Sette Mulini" Open-Air Museum, Werfenweng State Ski Museum, Hüttai Mine Museum, Hüttai Copper Mine, Lammertal Jungle, alpine hiking trails, alpine refuges for refreshments, the gourmet cuisine "Pongauer Wild" and lively craftsmanship. Experiences in Pongau:

"Culture, Mines and Crafts on Historic Routes"

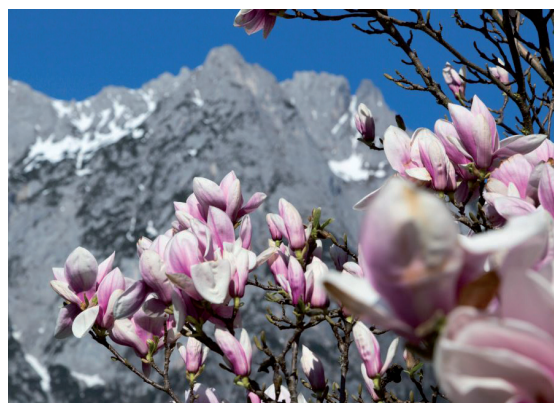
"Paths in the Salzburger Land" / Bicycle Trail

"Alpe-Adria Route between Tennengebirge and Hochkönig"

"Experience nature with binoculars"

For information:

TVB St. Martin/Tennengebirge: www.stmartin.info
TVB Hüttai: www.salzburgerland.com/huettau
TVB Pfarrwerfen: www.pfarrwerfen.at
TVB Werfenweng: www.werfenweng.eu
TVB Werfen: www.werfen.at
TVB Bischofshofen: www.bischofshofen.com





The **Go.To.NATURE** project | **GO**vernance, **TO**urism and **NATURE** aims to improve the quality of the local tourism offer and to develop tourism products that enhance natural and cultural resources by involving citizens and economic actors in a common idea of sustainable management of the tourist destination.

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Photography: M. Dell'Agnola, S. Mognol, B. Pisani, E. Vettorazzo, M. Danesin, C. Beltrame, F. Gallina, S. de Luca, P. Vesely, G. Friese, R. Newmann, B. Bergmann, B. Moser, C. Schartner, L. Schenal; archivi PND e Picsteam

Translation: Studio Moretto Group, Regione Veneto, Direzione Turismo

Printing and distribution: Istituto Salisburgese per urbanistica e abitare

www.gotonature.eu

Brochure funded by the European Regional Development Fund as part of the Interreg V-A Italy-Austria 2014-2020 Cooperation Programme, Go.To.NATURE Project (Prog. Code ITAT 2017) - www.interreg.net - www.gotonature.eu

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