Winter Academy TAUNA
Tourism management for UNESCO designated sites in Natural Areas
24-29 November 2019
Trento & Dolomites World Heritage Site
ITALY

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Autonomous Province of Trento
tsm-Trentino School of Management
OECD Trento Centre for Local Development
OECD Tourism Committee
UNESCO Dolomites Foundation

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Trentino Marketing

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Presentation

The OECD Trento Centre for Local Development, in co-operation with the OECD Tourism Committee, the Autonomous Province of Trento, the tsm-Trentino School of Management and the UNESCO Dolomites Foundation are pleased to announce the first edition of

T.UN.NA
TOURISM MANAGEMENT FOR UNESCO DESIGNATED SITES IN NATURAL AREAS

that will take place from Sunday 24 until Friday 29 of November 2019 in Trento and the Dolomites World Heritage Site, Italy.

A learning environment for managers and professionals of natural areas

The Winter Academy T.UN.NA offers training for policy makers, managers and professionals actively engaged in managing tourism in natural sites listed under one of UNESCO programmes (World Heritage, MAB Man and the Biosphere, Global Geoparks). The participation is open also to those who work in natural areas outside of these programmes.

At the end of the course participants will:

► Acquire a deeper understanding of tourism management in natural areas;
► Learn how to implement effective solutions to the problems of unbalanced tourism development in natural areas;
► Develop expertise in putting in place effective strategies to drive the change towards sustainable goals within natural and protected areas.
Objectives

The main aims of the Winter Academy T.UN.NA are:

- To create an intercultural, international environment to share, compare, evaluate ideas and experiences around tourism management in the natural areas designated UNESCO sites;
- To set a common interpretation language to evaluate and discuss participants’ case studies as well as projects and local practices aimed at promoting tourism in a more sustainable way;
- To analyse the sustainable value-creation processes of nature-based tourism;
- To foster networking and debate around relevant case studies and best practices from the Trentino Alto Adige–Südtirol region (Italy) and across OECD;
- To promote online and offline social networks among participants and experts, both during and after the course, in order to exchange knowledge, practical experiences and work methodologies on tourism, sustainability and local development;
- To experience the Dolomites UNESCO World Heritage as a “live stage” for the innovation of public policy supporting sustainable tourism development.

Methodology: sharing ideas under a strong conceptual framework

The Winter Academy fosters a hands-on approach, which introduces participants to the overall conceptual and theoretical framework around the big challenges of sustainability and tourism and invites to work proactively and in creative ways.

The programme includes lectures, on-site visits and group work sessions in order to allow participants to consider practical examples and to engage with issues and dilemmas often faced by their organisations and institutions.

Everyday, international experts will bring powerful insights and state-of-the-art projects, with a substantial amount of time allocated to discussion and debate in order to generate and share knowledge. The Academy promotes a lively “community of practice” that allows participants to contribute to a collective intelligence through the exchange of experiences and ideas.

Local experiences provided by participants in the application process are a fundamental part of the learning experience. Over three working days, participants’ experiences will be presented in different thematic sessions and analysed during facilitated group work sessions (Learning Lab).

In the lead up to the Academy, T.UN.NA tutors will provide experienced coaching and support to participants in order to prepare effective case study presentations and group work sessions.

Learning Labs

The afternoon group work aims to build on participants knowledge, skills, experience and professional practice to discuss the topics of the day. With the support of trained facilitators, participants work in groups focusing on the daily keywords to share their personal and professional experience. At the end of the session, groups are asked to share their findings either through a spokesperson or collectively. Conclusions to the day’s work are drawn collectively.

The Winter Academy is a unique opportunity to take advantage of powerful insights from international experts and develop one’s own project with the support and advice of fellow practitioners and experienced staff.

An ex post short synthesis of the daily discussions will be elaborated by selected participants.

The framework: megatrends and changes that affect tourism and environment

The Winter Academy T.UN.NA will introduce methods, tools and practices of tourism management related to sites characterised by high natural interest, focusing on the following megatrends:

DIGITAL TRANSFORMATION

is radically changing the tourism industry, affecting interaction dynamics, communication and information strategies.

What kind of opportunities and threats does digitalisation imply in the conservation and development of natural sites?
CLIMATE CHANGE

will substantially affect the natural areas on a
global scale.
How is tourism management approaching this
changing reality?

GLOBAL DEMOGRAPHIC EVOLUTION

also affects the offer of tourist services.
How are UNESCO designated sites in natural
areas getting ready to face the challenges of
demographic change?

During the Winter Academy T.UN.NA, international
experts will tackle these megatrends focusing on
the context of the Dolomites area, in order to
establish a crucial connection between global
challenges and possible local solutions provided
by tourism stakeholders and local communities.

Main topics and three dilemmas
of the sustainable development
of tourism

Tourism development in natural areas poses
some new challenges. During the Winter
Academy these challenges will be approached
through the lens of three main dilemmas.

#1 Private vs public
Nature is a common good. Everyone has the right to
enjoy it. But what is the best way to protect nature
and, at the same time, to make it more accessible?
The economic theory provides two approaches:
public vs private management. However, many
success cases around the world also suggest a
third way to manage the natural good, which is
somewhere in the middle between the private
and the public and takes the best from the two
approaches.

#2 Openness vs closure
The right to nature is present in many national
constitutions. Nature is a source of health and
well-being and the importance (and value) of
nature is growing due to its scarcity in urban
areas, where more than half of the world’s
population lives today. Natural areas are
more and more accessible today, thanks to
infrastructures and technological innovations
that help people experience nature as never
before. But natural areas are under threat: the
more accessible they are, the more exposed they
are to crowds, pollution, traffic, noise. Some sites
opted for the strict regulation of tourist flows,
while many others tried to maintain a free and
open access.

#3 Consumption and use vs
experience
How to value a natural site? This important
question drives the choices of public and private
operators that manage natural areas. We can
exploit a forest by cutting down all the trees, or by
building some luxury resorts, but what remains
for future generations? Is it only the current
financial flow that determines the success of
a tourism project or should we consider some
other factors? How can we ensure sustainable
development without compromising the natural
resource itself? How should we design tourism
development to find a balance between present
and future stakeholders?

The challenges of the present, the vision for
the future, global trends, accessibility, the
environment are all crucial issues that need to
be considered and discussed to ensure quality
and sustainable management of Natural Areas.
The Winter Academy T.UN.NA on Tourism
Management for UNESCO designated sites in
Natural Areas in Trento and the Dolomites was
devised to address these challenges.
The Winter Academy is an itinerant training programme which will be organised across different sites of the DOLOMITES UNESCO NATURAL WORLD HERITAGE SITE in order to ensure a full immersion in the natural areas. http://www.dolomitiunesco.info/

**Working Language**
All sessions will be conducted in English.

**Dates & Venues**
The Winter Academy will take place on 24-29 November 2019 in Trento and the Dolomites, UNESCO World Natural Heritage Site, Italy.

**Applications**
In order to apply, candidates must complete the application form online at http://oe.cd/tunna by Sunday 20 October 2019 23:59 CET.

Applicants must also provide:

- Personal and professional information.
- Motivations for participating in the Winter Academy.
- A case study (project, programme or initiative, which is currently being implemented or has concluded within the last 5 years and is directly related to the candidate’s professional experience).
- CV in PDF format.

**Selection**
The evaluation committee will carry out the selection process considering all information provided in the application form including the case study and CVs.

The selection process will be finalised by Friday 25 October 2019.

The maximum number of participants is 35.

**Admission Fee**
Selected candidates will need to complete enrolment by filling in the enrolment form and paying the admission fee of EUR 500.

The admission fee includes:
- The participation in the Academy.
- The accommodation from 24 to 29 November included in 3* or 4* hotels.
- Full board during the course days.
- Transportation in Trentino during the week.

The transportation costs to and from Trento are not covered by the organisation. Participation will be confirmed once the organisers receive the admission fee, no later than Thursday 31 October 2019.
Organisers

The OECD Trento Centre for Local Development is an integral part of the OECD (Organisation for Economic Co-operation and Development), whose mission is to promote better policies for better lives. The OECD facilitates a dialogue among governments by comparing policy experiences, seeking answers to common problems, identifying good practices and working to co-ordinate domestic and international policies. The mission of the Trento Centre is to build capacities for local development in OECD member and non-member countries. The 2018-2020 vision combines an enhanced international role as capacity building provider for national and sub-national authorities on issues related to local development and a new development as a centre of excellence on issues related to spatial productivity. www.trento.oecd.org

The OECD Tourism Committee analyses and monitors policies and structural changes affecting the development of domestic and international tourism since 1948. It provides policy-makers with concrete analysis of key challenges and policy responses that will shape tourism in the years to come. The Committee actively promotes an integrated, whole-of-government approach linking tourism to policies such as economy, investment, transport, trade, inclusive growth, employment, innovation, green growth, local development, SMEs and entrepreneurship. The Committee also supports work on tourism policy performance and evaluation through its tourism policy reviews. www.oecd.org/cfe/tourism

tsm-Trentino School of Management is a consortium composed of the Autonomous Province of Trento, the University of Trento and the Region of Trentino Alto Adige-Südtirol. tsm is committed to both training and applied research in the public and private sectors, with a particular focus on the Trentino economy. The core activity of tsm is to provide training courses to public sector stakeholders, main actors (i.e. the Autonomous Province of Trento), related organisations and companies. By creating a growth-friendly environment, tsm supports a development vision based on life-long learning principles. At the local level, tsm stands out as an integral part of a system improving skills in the public administration, and a reference point for training and research in the Autonomous Province of Trento. www.tsm.tn.it

The UNESCO Dolomites Foundation is the single point of contact with the Italian Ministry for the Environment and with the UNESCO World Heritage Site Committee and its job is to encourage communication and collaboration between the local authorities that manage and administer, according to their individual regulatory frameworks, the territory recognised by UNESCO as a World Heritage Site. While the provincial and regional authorities each retain their own administrative and governmental powers according to current legislation, the Foundation plays a fundamental role in coordinating and harmonising management policies for the Dolomites property, with the aim of devising a common strategy. www.dolomitiunesco.info

The Autonomous Province of Trento lies in the heart of the Alps, mid-way between two of the most highly developed areas in Europe: the Po valley and Bavaria. With its 530 thousand inhabitants and solid economic base, today Trentino offers levels of wellbeing and quality of life, which are among the highest in Italy and Europe. Trentino’s special Statute of Autonomy, in force since 1948, grants the Autonomous Province direct legislative, administrative and financial jurisdiction in fundamental areas, including education, health, industrial policy, transport, the university and tourism and allows it to administrate 90% of direct and indirect income collected within the Province. www.provincia.tn.it
## Daily Agenda Structure

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### Theme

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Tourism management for UNESCO designated sites in Natural Areas

WELCOME

Afternoon

16.45-17.00  Registration & Kick-off
Registration & welcome kit distribution

17.00-17.30  Introduction to the structure and objectives of the Winter Academy T.UN.NA 2019
Alessandro Bazzanella
Senior trainer and consultant - tsm|smtc School of Tourism and Culture Management,
T.UN.NA Course Co-ordinator - tsm|step School for Spatial and Landscape Management
Gianluca Cepollaro
Director - tsm|step School for Spatial and Landscape Management
Paolo Grigolli
Director - tsm|smtc School of Tourism and Culture Management
Paolo Rosso
Policy Analyst - OECD Trento Centre for Local Development

17.30-19.00  Icebreaking Session

19.00  Networking Dinner
The framework
MEGATRENDS AND CHALLENGES FOR TOURISM AND THE ENVIRONMENT

Morning
09.00-09.30 Official Opening
Welcome Address
Mario Tonina
Vice President and Minister for Urban Planning, Environment and Co-operation - Autonomous Province of Trento
Michele Lanzinger
Director - MUSE-Science Museum
Alessandra Proto
Acting Head - OECD Trento Centre for Local Development
Maurizio Rossini
Managing Director - Trentino Marketing
Sabina Zullo
President - tsm-Trentino School of Management

09.30-10.00 Presentation of the Dolomites UNESCO World Heritage Site
In 2009 UNESCO listed the Dolomites as a World Heritage Site. This is a complex property both in terms of its geography and its administration, consisting of 9 systems covering a total area of 142,000 hectares located in 5 Italian provinces and 3 regions. With the agreement of UNESCO, the Foundation was set up in 2010, its mission to ensure the efficient management of this serial property, promoting its sustainable development and encouraging the various local authorities, all with their different administrative frameworks, to work in partnership.
www.dolomitiunesco.info
Marcella Morandini
Director - UNESCO Dolomiti Foundation

10.00-10.15 Introduction to the day
Alessandro Bazzanella, Paolo Grigolli
Winter Academy facilitators

10.15-11.00 Introductory lesson
Managing UNESCO designated sites in natural areas: vision, collaboration, education
Jonathan Baker
Head of Science Unit - UNESCO Regional Bureau for Science and Culture in Europe
Q&A Session & Debate

11.00-11.30 Coffee break

11.30-13.00 Guided Tour MUSE-Science Museum

13.00-14.30 Lunch
Afternoon

14.30-16.00 **Keynote Presentation**

**Megatrends shaping the future of tourism**

The future of tourism will be impacted by large-scale social, economic, political, environmental and technological changes, bringing new and often unseen challenges, threats and opportunities. These “megatrends” are slow to form, but once they have taken root, exercise a profound and lasting influence on human activities, processes and perceptions, including for tourism. Four megatrends are likely to have significant impacts and relevance for tourism: i) evolving visitor demand; ii) sustainable tourism growth; iii) enabling technologies; and iv) travel mobility. Exploring the multidimensional implications of these megatrends to 2040 is important to inform policy and shape the future of tourism.

Peter Haxton  
*Policy Analyst – Tourism Unit - OECD*

**Debate**

16.00-17.30 **Learning Lab**

**How are megatrends affecting the management of tourism in natural areas?**

Group work and discussion followed by plenary debate

17.30-18.00 **Conclusions and wrap up of the day**

Alessandro Bazzanella, Paolo Grigolli  
*Winter Academy Facilitators*

18.00-19.00 Bus transfer to Val di Fiemme

20.00 **Dinner**
Dilemma #1 PUBLIC VS. PRIVATE
Nature is a common good. Everyone has the right to enjoy it. However, what is the best way to protect nature and, at the same time, to make it more accessible? Many success cases around the world suggest a “third way” to manage the natural good, that is somewhere in the middle between the private and the public approach.

Morning
09.00-09.15 Introduction to the day
Alessandro Bazzanella, Paolo Grigolli
Winter Academy facilitators

09.15-10.45 Problem setting
International experts illustrate their case studies focusing on how they deal with the topic outlined above and identifying the crucial challenges. Speakers explore the two sides of the dilemma providing interesting insights for the group work in the afternoon.

Managing sustainability in a state natural park area - the public approach
Skocjan Caves are a natural phenomenon in Classical Karst area inscribed in world heritage list since 1986 and protected as a part of the Regional Park established in 1996. The protected area is managed by the Public Agency established by the Government of the Republic of Slovenia. In order to achieve the long-term vision of the park, the Agency follows the goals from the management plan which provides the guidelines for the development of the protected area, taking the utmost account of the nature protection goals and possibilities for the development of local communities.

Borut Peric, Stojan Scuka
Head of the Expert Services - Škocjan Caves Park Public Service Agency, Slovenia
Jana Martinic
Head of Marketing Service - Škocjan Caves UNESCO World Heritage, Slovenia

Taking the Dolomites into the contemporary: a multi stakeholder approach to regenerate mountain areas
The mountain is an active architecture, not a lifeless fossil, nor an inexhaustible quarry. Its (touristic, recreational, woodland-related, cultural) value must be produced, rather than consumed. But to do that it is paramount, before anything else, that a great capability in cultural research and production is employed, one that may allow the development of new management and new significance-granting models for natural resources, as well as novel ways of handling assets between the public and private sectors.

Gianluca D’Incà Levis
Curator - Dolomiti Contemporanea and Progettoborca

10.45-11.00 Coffee break

11.00-12.30 Lectio Magistralis
The collective use of forest resources: the commons in the Dolomites UNESCO World Heritage (*)
Annibale Salsa, Anthropologist
Rediscovering history of the Dolomites territory is a necessary step to understand in depth the current face of the landscape, shaped by some “good practices” regarding the management of “common or collective goods” starting from the late Middle Ages (XII-XIII centuries). The Dolomites' communities, exercising the powers of self-government on “common goods” granted to them by the political decision-makers of the time, have recognised the great lesson of environmental sustainability. A lesson centred on the concept of limit, nowadays considered as unavoidable in order to safeguard natural heritage of the Earth and, in this specific case, of the Dolomites environment. The Dolomites still preserve these good practices, guarded by the Maginfiche Comunità, by the Regole and by other actors of private law that guarantee the collective use of resources.
* The lecture is in Italian with simultaneous English translation

12.30-14.00 Lunch
**Tourism management for UNESCO designated sites in Natural Areas**

**Day 3**

**Trento**
**Dolomites**
**Val di Fiemme**

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**Afternoon**
14.00-14.30

**Pitching session on participants’ experiences**
Participants briefly present their experience in 5 minutes presentations. Case studies presentations are divided among the three days according to the topic. The order and number of presentations might vary.

- A new entrepreneurial model for co-planning sustainable tourism products by enhancing UNESCO Natural Heritage site. Case study of The “Dolomiti Walking Hotels” a voluntary network of Hoteliers specialized in hiking in the Dolomites
  - Monica Basile
  - Hotel Association of Trentino, ASAT, Federalberghi Trentino (Local testimonial), Italy

- For a more sustainable tourism in the Dolomites. An update of the demand monitoring system
  - Giulia Cutello
  - Eurac Research, Italy

- Environmental volunteers programme in natural parks: Leave your green footprint!
  - Luigi Zandonai
  - MBS, Italy

- How can tourism development preserve the territory?
  - Lucia Leonardi, Roberto Pizzicannella
  - Department of Crafts, Commerce, Promotion, Sport and Tourism, Autonomous Province of Trento, Italy

14.30-17.00

**Learning Lab**
Participants discuss common issues and challenges arising from their experiences, relative to the public vs. private dilemma and daily topics.

17.00-17.30

**Conclusions and wrap up of the day**

19.30

**Dinner**
Dilemma #2 OPENNESS VS. CLOSURE

Natural areas are in between private and public threat: the more accessible they are, the more exposed they are to crowds, pollution, traffic, noise. Some sites opted for the strict regulation of tourist flows, while many others tried to maintain a free and open access. Which is the best approach to guarantee sustainability?

Morning

08.00-09.00 Bus transfer to Val di Fassa

09.00-09.15 Introduction to the day
Alessandro Bazzanella, Paolo Grigolli
Winter Academy Facilitators

09.30-10.30 Problem setting
International experts illustrate their case studies focusing on how they deal with the topic outlined above and identifying the crucial challenges. Speakers explore the two sides of the dilemma providing interesting insights for the group work in the afternoon.

Limited or full accessibility to natural areas?
Some cases from Südtirol

The UNESCO areas of the South Tyrol Dolomites are under a considerable tourist pressure. In recent years, as a result of several factors including the increased international notoriety resulting from the UNESCO recognition, the advertising effect of successful TV series, the emulation triggered by social networks, this pressure has been sharply exacerbated. This increase in flows has led, on the one hand, to economic well-being and on the other, to a series of negative externalities in terms of traffic, pollution and congestion suffered by the resident population. Therefore, it is necessary to intensify the monitoring of this phenomenon and to implement measures to contain or guide it, which is not always easy given the many and often opposing interests at stake.

Renato Sascor
Officer - Natural Parc Fanes-Senes-Braies

10.30-11.00 Coffee break

11.00-12.30 The Nordic way to sustainable tourism in natural areas: nature enjoyment as a human right
Nature is a big part of Scandinavian culture and identity, which is reflected in people's behaviour as well as in the legal system. Since the early 20th century, the Right of Common Access is shaping nature awareness and ethics. Swedish biosphere reserves are established with the same ethos and with a high degree of co-creating opportunities. That is, people in biosphere reserves are very much part of their establishment and in shaping the direction of the development of the biosphere reserve. This session shines a light on benefits and challenges with value-driven development of sustainable tourism.

Johanna MacTaggart
National Co-ordinator - UNESCO Biospheres, Sweden

Debate

12.30-14.00 Lunch
### Afternoon

**14.00-14.30**

**Pitching session on participants’ experiences**
Participants briefly present their experience in 5 minutes presentations. Case studies presentations are divided among the three days according to the topic. The order and number of presentations might vary.

**Adirondack Front-Country Stewardship Program**
Kelly Ceriale
Paul Smiths College, USA

**Designation of the natural heritage sites of Turkey for possible nomination to the UNESCO World Heritage List**
Şule Urun
Turkish National Commission for UNESCO, Turkey

**Searching for a balance between enjoyment and preservation in the Appennino Tosco-Emiliano biosphere Reserve**
Giuseppe Vignali
Appennino Tosco-Emiliano National Park, Italy

**Factors leading to serious incidents for visitors hiking Mount Olympus**
Themis Nasopoulou
Olympus National Park Management Agency, Greece

**The management strategy for the area of Catinaccio**
Mara Nemela
Natural Reserves Network Val di Fassa, Italy

**The Bernina line in the Valtellina part of Alta Resia**
Luigi Maffescioni
Consultant, The Project Player, Italy

**14.30-17.00**

**Learning Lab**
Participants discuss common issues and challenges arising from their experiences, relative to the openness vs. closure dilemma and daily topics.

**17.00-17.30**

**Conclusions and wrap up of the day**

**17.30-18.30**

**Bus transfer back to Cavalese**

**19.30**

**Dinner**
Dilemma #3 CONSUMPTION AND USE VS EXPERIENCE
What factors should we consider to evaluate the success of a tourism project? How can we ensure sustainable development without compromising the natural resource itself? How should we design tourism development to find a balance between present and future stakeholders?

Morning

08.00-09.00    Bus transfer to in South Tyrol

09.00-09.15    Introduction to the day
Alessandro Bazzanella, Paolo Grigolli
Winter Academy Facilitators

09.30-10.30    Problem setting
International experts illustrate their case studies focusing on how they deal with the topic outlined above and identifying the crucial challenges. Speakers explore the two sides of the dilemma providing interesting insights for the group work in the afternoon.

Community based tourism in the Appennine mountains:
the experience of living with the locals
In the Tuscan-Emilian Apennine National Park, a short step from the Cinque Terre, 10 local young men, thanks to their passion, perseverance and love for their homeland, bring “Cerreto Alpi” back to life: a small village that due to abandonment and depopulation risks losing its “light” and vitality. It is for this “light” that “I Briganti di Cerreto” are working day by day in their land with the aim of requalifying and implementing local activities, in the interest and to the benefit of the local community, offering job opportunities to the few young people remained and building cooperative networks with different institutions and enterprises.

Simona Magliani
I Briganti di Cerreto, Italy

Jacopo Sforzi
EURICSE, Italy

10.30-11.00    Coffee break

11.00-12.30    The systemic management of a tourist destination:
strategy, governance, product development, sustainability.
The case of bike tourism in Dolomiti Paganella
The speech will focus on the new Strategy developed by Dolomiti Paganella Tourism Board and how it has been a powerful way for changing the Tourism Board’s role on the territory. The successful development of the Bike Area will be used to underline how it can be possible to manage different stakeholders and lead them towards common goals and results. The speech will also tell the story of the new brand “Dolomiti Paganella Future Lab” project, an ambitious project to develop, together with the local community, the future of the tourism destination in the next 30 years.

Luca d’Angelo
Director - Paganella Dolomites DMO, Italy

Sabrina Pesarini
Head of Digital Marketing - Trentino Marketing

Debate

12.30-14.00    Lunch
Afternoon
14.00-14.30  Pitching session on participants’ experiences
Participants briefly present their experience in 5 minutes presentations.
Case studies presentations are divided among the three days according to the topic.
The order and number of presentations might vary

Developing a global reporting initiative for the Stelvio National Park
Elena Viani, Robert Kropfitsch
AD solutions, Italy

Research on the community’s perceived impacts of tourism in Tusheti Protected Areas
Marta Mills
German Development Agency GIZ, Germany

Exploring the Dolomites: Landscape, history, ecology and literature in Northern Italy
Juri Bottura
Dolomit - Learning Experiences for the Curious, Italy

Ecotourism in Tunisia: Utopia or reality, between consumption and experiential tourism planning – the ECOMEL Project
Chokri Mansour
Association Pinna for the Development and the Promotion of Ecotourism, Tunisia

Musical events in natural context
Elena Guella
Sustainable Development and Protected Areas Service, Autonomous Province of Trento, Italy

Cammino San Vili: A walk through sustainable development
Alessandro Armani
Dream, Italy

14.30-17.00  Learning Lab
Participants discuss common issues and challenges arising from their experiences, relative to the consumption and use vs. experience dilemma and daily topics.

17.00-17.30  Conclusion and wrap up of the day

17.30-18.30  Bus transfer back to Cavalese

19.30  Dinner and farewell party
Day 6
Trento

Setting the future scene

Morning

08.30-09.30  Bus transfer to Trento

09.30-09.45  Introduction to the day
Alessandro Bazzanella, Paolo Grigolli
Winter Academy Facilitators

09.30-10.45  Learning Lab: closing session
One last session of group work to unpack the last issues and insights and evaluate the week’s experience.

At the end of the session Winter Academy participants share their conclusions.

10.45-11.00  Coffee break

11.00-13.00  Main results from the Winter Academy on Tourism Management for UNESCO designated sites in Natural Areas
Alessandro Bazzanella - T.UN.NA Course Co-ordinator
Paolo Grigolli
Director of the SMes School of Tourism and Culture Management

Paolo Rosso
Policy Analyst - OECD Trento Centre for Local Development

Open debate

Certificate ceremony & Official closing

13.30-15.00  Networking lunch
Speakers’ profile

Jonathan Baker – Head of Science Unit at the UNESCO Regional Bureau for Science and Culture in Europe. He has 17 years of experience working for UNESCO in the Natural Sciences, both at headquarters and in the field. From 2003 to 2006, he served within the International Hydrological Programme in Paris. From 2006 to 2009, he was “attaché de cabinet” and focal point for Natural Sciences, strategic planning and decentralization, inter alia, in the office of the Director-General of UNESCO. From 2009 to 2014, at UNESCO’s sub-regional office for Central America and Mexico in San José (Costa Rica), he managed programmes in the areas of biosphere reserves, water, science, technology and innovation and disaster risk reduction. From 2015 to 2018, at the Regional Bureau for Sciences in Latin America and the Caribbean in Montevideo, Uruguay, he was responsible for coordinating the MAB programme as well as disaster risk reduction activities in the region.

Alessandro Bazzanella – Senior trainer and consultant at the tsm-Trentino management school, he managed a variety of projects aimed at promoting a balanced development of the tourism sector.

Gianluca Cepollaro – Director of tsm-step School for Spatial and Landscape Management in Trento, Italy. His research focuses on the areas of landscape and environmental education, the management of educational institutions and development processes of work and organisations.

Luca d’Angelo – Destination Manager at Paganella Dolomites. He worked as a Senior Researcher at Trentino School of Management focusing his works on sports tourism, destination marketing, and destination branding. He has coordinated and directed the Trento and Valsugana Wine Route for 5 years and he has been the Destination Manager at Valsugana Tourism Board (Trentino, Italy). In early 2015, he took charge of the Dolomiti Paganella Tourism Board as Destination Manager. He is currently leading a DMO innovation process, focusing on tourism product and experience design.

Gianluca D’Incà Levis – Creator and curator of Dolomiti Contemporanea and Progettoborca, director of the New Venue of Casso/Nuovo Spazio Espositivo di Casso. Ever since 2010, he’s been launching a series of reflections and of curatorial projects that link contemporary art, recovery of industrial or civil disused sites, and mountains. The idea of producing innovative images is central, working on the natural environment in a critical and projective manner, and rejecting the stereotypical readings.

Paolo Grigolli – Director of the Tourism and Culture School Management of tsm-Trentino School of Management. Since the mid-1990s, he has been carrying out consultancy work on projects related to local development and tourism in many countries.

Peter Haxton – Policy Analyst with the OECD Centre for Entrepreneurship, SMEs, Regions and Cities. Peter is currently responsible for the OECD Tourism Committee’s work on Managing Tourism Development for Sustainable and Inclusive Growth. He has authored various chapters in the biennial OECD flagship publication, OECD Tourism Trends and Policies, and publications on Analysing Megatrends to Better Shape the Future of Tourism, Intermodal Connectivity for Destinations, Effective Policies for Tourism Growth, Major Events and Catalysts for Tourism Growth, Reviewing the Policy Framework for Tourism Marketing and Promotion, Green Innovation in Tourism Services, Taxation and Tourism, and Climate Change and Tourism Policy in OECD Countries. Before joining the OECD, Peter worked as a Senior Tourism Development Manager with the London Development Agency. He has also held Senior Policy Advisor roles with both Tourism Queensland and the Australian Department of Industry, Science and Resources.

Johanna MacTaggart – National Co-ordinator of the UNESCO MAB Programme in Sweden. She is representing Sweden on the global governing board for the MAB Programme, and supports the development and upgrade of BRs in several countries. She has been involved in the MAB Programme since 2005 when she was recruited to establish Biosphere Reserve Lake Vänern Archipelago, which was designated in 2010. That gave her important experience in not only how to develop BRs, but also in how to run a BR with an integrate approach, where stakeholders are co-creators of the process to increase sustainability. She is also involved in various boards and networks like MAB-ICC, SEBR Social Enterprise in Biosphere Reserves, NordMAB and EuroMAB.

Simona Magliani – Employee and member of the Cooperative “I Briganti di Cerreto” (Cerreto’s Bandits), was born in a little village of the Tuscan Emilian Appennines. She left this land after psychology studies and for ten years she lived and worked away from home. 4 years ago, after a marriage whit one of the first member of the Cooperative, she returned to live in Appennine (Cerreto Alpi) and 2 years ago she had a child: Mia. Now she works in two different cooperative and she has a private activity as psychologist.
Marcella Morandini – Director of the UNESCO Dolomites Foundation since 2014. She has managed numerous territorial cooperation projects and has collaborated in various publications for the Alpine Convention, as international official of the Secretariat, from 2008 to 2014. She is the author, together with Sergio Reolon, of the book “Alps - Region of Europe. From geographical area to political system” mentioned at the ITAS award.

Borut Peric – Head of the Expert Services in Škocjan Caves Park Public Agency. He is responsible for preparation of five years management plans as well as yearly programmes and reports of the agency. He coordinates scientific research and monitoring in the caves and in park generally. As a caver he is very much interested in dynamics of the subterranean flow of Reka River between Škocjan Caves and the springs of Timavo River in Italy. He is involved in many other activities in the park, such as educational programmes, public awareness and different projects activities. He is also a member of the Expert Council of the park.

Sabrina Pesarini – Head of Digital Marketing at Trentino Marketing, a Destination Marketing Organization for Trentino Dolomites. She is recognized as an expert in Digital Marketing and digital transformation. With over 15 years of experience in DMO, OTA and consulting companies in Italy and abroad. Neuroscience passionate with a specialization in neuromarketing and Goal Mapping Practitioner.

Paolo Rosso – Policy Analyst at the OECD Trento Centre for Local Development, integral part of the OECD Centre for Entrepreneurship, SMEs and Local Development. His main areas of expertise are local development policies, SMEs, territorial innovation, regional, national and international co-operation initiatives and capacity building for local development.

Annibale Salsa – Anthropologist and expert of the Alps, he has taught Philosophical Anthropology and Cultural Anthropology at the University of Genoa. He was General President of the Italian Alpine Club (CAI) and President of the “Population and Culture” Working Group of the Alpine Convention. He is a member of the Scientific Committee of the tsm|step School for Spatial and Landscape Management and of the Museum of the Uses and Customs of the Trentino People and of the UNESCO Dolomiti Foundation.

Renato Sascor – Supervisor at Natural Parc Fanes-Sennes-Braies (Italy). Graduated in Natural Sciences and in Forestry and Environmental Sciences, he has been working at the Natural Parks Office of the Autonomous Province of Bolzano since 1997. He is also Co-chairman of UNESCO for the Autonomous Province of Bolzano. His main activities concern the evaluation of ecological-faunal aspects, also related to the Natura 2000 network, for the protected areas of the South Tyrol.

Jacopo Sforzi – Researcher at Euricse. He holds a PhD in Economic Sociology from the University of Brescia, with a dissertation on institutional action, social capital, and local development in rural areas. His main research activities are focused on institution and local development, particularly cooperative, public institution, public-private partnership, and social capital. His current research project relates to new bottom-up institutional models and new community organizations able to increase citizen participation and social cohesion, to manage general interest needs and services, and to promote local development.

Stefano Zanoni – Course Tutor Consultant for Sustainable Development Projects. He's currently part of the staff of the “Ledro Alps and Judicaria” Unesco Biosphere Reserve (Trento - Italy) where is in charge of supporting important activities concerning the conservation and sustainable tourism of the territory. In 2014 attended the Master Degree “World Natural Heritage Management” in Trentino School of Management.
Participants

Alessandro Armani  Marketing Consultant, Dream, Italy

Delia Battisti  Student, Italy

Maria Bertolini  Science communicator, MUSE-Science Museum, Italy

Juri Bottura  Co-Founder and Co-Administrator, Dolomit - Learning Experiences for the Curious, Italy

Valentina Cappio  Head of Digital Content & Social Media, Trentino Marketing, Italy

Kelly Cerialo  Assistant Professor, Business and Tourism Management, Paul Smiths College, U.S.A

Giulia Cutello  Junior Researcher, Institute for Regional Development, Eurac Research, Italy

Antonella Faoro  Sustainable development and protected areas, Autonomous Province of Trento, Italy

Chiara Fedrigotti  Science communicator, MUSE Science Museum, Italy

Elena Guella  Forestry officer Sustainable development and protected areas, Autonomous Province of Trento, Italy

Robert Kropfitsch  Operating Director, AD Solutions, Italy

Paola Larger  General Manager, Bien Vivre Hotels, Italy

Lucia Leonardi  Management staff, Department of Crafts, Commerce, Promotion, Sport and Tourism, Autonomous Province of Trento, Italy

Luigi Maffescioni  Consultant, The Project Player, Italy

Chokri Mansour  Head, Association Pinna for the Development and the Promotion of Ecotourism, Tunisia

Marta Mills  Sustainable Tourism Expert, German Development Agency GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), Germany

Elisabetta Nardelli  Food products and Events Manager, Trentino Marketing, Italy

Themis Nasopoulos  Environmental Guide at Olympus National Park Olympus National Park Management Agency, Greece

Mara Nemela  Co-ordinator Natural Reserves Network Val di Fassa, Comun general de Fascia, Italy

Marta Potenza  Student, Italy

Manuela Summerer  Product Management, IDM, Südtirol

Laura Tabarelli  Copywriter, Digital Content & Social Media, Trentino Marketing, Italy

Giulia Torta  Student, Italy

Şule Ürün  Expert, Turkish National Commission for UNESCO, Turkey

Flavia Verzegnassi  Employee, Regional Natural Park of the Friulian Dolomites, Italy

Elena Viani  Consultant, Ad Solutions, Italy

Giuseppe Vignali  Director, Appennino Tosco-Emiliano National Park, Italy

Luigi Zandonai  Consultant, Mbs, Italy
Winter Academy

Tourism management for UNESCO designated sites in Natural Areas

24-29 November 2019

VENUES
Trento
OECD Trento Centre for Local Development
MUSE-Science Museum
tsm-Trentino School of Management

Various locations in the Dolomites World Heritage Site
Val di Fiemme
Val di Fassa
Alto Adige-Südtirol

INFORMATION
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This event is part of the OECD Centre for Entrepreneurship, SMEs, Regions and Cities activities.

The OECD Centre for Entrepreneurship, SMEs, Regions and Cities provides comparative statistics, analysis and capacity building for local and national actors to work together to unleash the potential of entrepreneurs and small and medium-sized enterprises, promote inclusive and sustainable regions and cities, boost local job creation, and support sound tourism.

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