

Tourism workgroup

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STRENGTHS

- Nature
- High rooted traditional culture
- People
- Landscape

OPPORTUNITIES

- Ecotourism and rural tourism
- Seaside tourists
- Mild climate in winter season
- Sardinian people around the world («Reserve's ambassador»)
- Experience in food self production
- MaB Program "brand" for the destination
- Archaeological heritage
- The community know-how (story telling)

WEEKNESS

- No connection between touristic attractions
- little/any external communication
- People don't have understand the opportunities
- Little languages knowledge
- No touristic signages on roads and no promotional materials
- The best attractions are often close to the public
- Scarce attitude to work in group (administrators and operators)

THREATS

- Reaction to tourism by local community
- Climate change
- Fire and hydrogeological risk, flooding
- Abandonment of the territory by youth and businesses
- Loss of traditional know-how
- Mass tourism

Suggestions to attract tourism from seaside to inland areas (*in the short term*)

- Realise an **integrated ticket** for all the main attractions (museums, archaeological sites,...)
- To create a «**MaB Grand Tour**» which connects (for now by car, but in the future also by bike and by walk) the principal touristic attractions of all the Municipality part of the Biosphere Reserve and realise promotional materials.
- To involve Biosphere Reserve's CEAS in an **integrated programme of family activities** (lab, excursions) or even just for tourist's children of the seaside.
- To realise **a survey on the seaside tourists** in order to know for which activities they are willing to visit the inland areas.
- **Increase the communication** on the coast of the initiatives which take place in the inland areas.

Suggestion to attract a not summer tourism (in the short term)

- **Cycle tourism** (road, mountain-bike, e-bike), **Trekking, Climbing and Bouldering**
- Organise a **folkloristic sing and dance festival** by inviting other BRs with their experiences.
- Propose to the appropriate/passionate actors (bike associations, climb, archaeological passionate,...) to participate to «**experimental packages**» proposed at low prices. Those actors are willing to accept some organisational difficulties (due to the inexperience) and they can help providing some suggestions, at the end of the experience, useful for the local operators grow. For example offering to CAI or to an association of photographers, of cyclists or of archaeologies to come and try this packages which they have to value and give suggestions for improvement.
- Organise **experience-based course** (cuisine, agri-food productions, craft)

Suggestions to develop a strategy of territorial marketing (*in the short term*)

- To create and promote a **Biosphere Reserve's brand**
- To develop a territorial **web-marketing** using **story telling**: the story of experiences and the know-how of the territory
- Organise a **photo contest on Instagram** that help to show the beauties of the Biosphere Reserve
- Create and promote a **list of the Biosphere Reserve's economic operators** connected to tourism, agricultural products and crafts.
- To support the connections between the skills of the Universities (in all sectors) and the tourist operators to develop the awareness of del **“the sense of places”** and to be able of sharing it with tourists.

Suggestions to structure a tourist district (in the short term)

- Create a «**inter-municipality workgroup**» (17 Municipalities) to develop the tourism in the area.
- Facilitate the creation of **network/associations of tourist operators of Biosphere Reserve** (17 Municipalities) which participate actively to the tourist governance and to the territorial action promotion.
- Realise **educational tour** for tourist operators of Biosphere Reserve to show them all the opportunities of the territory (17 Municipalities) and know each other. Organise also, for tourist operators of BR, educational tour in tourist destinations similar and more developed.
- Develop in High Schools **educational courses on the new professionalism of tourism.**