



ENTE PARCO NAZIONALE DELL' ASPROMONTE

e

UNIVERSITA' MEDITERRANEA DI REGGIO CALABRIA

DARTe - Dipartimento Architettura e Territorio

In collaborazione con

ECOTRANS

Rete europea per uno sviluppo turistico sostenibile Saarbrücken (DE)

Ecoturismo

Governance

INTERNATIONAL WORKSHOP



TECNOLOGIE PER LA GESTIONE SOSTENIBILE DELLE RISORSE TURISTICO-AMBIENTALI NEL TERRITORIO DEL PARCO DELL' ASPROMONTE

TEMA DEL WORKSHOP

*"Aspromonte Destinazione Verde" / "Aspromonte Green Destination" Come rendere più sostenibile il turismo in Aspromonte e nella sua comunità / How to make tourism more sustainable in the Aspromonte Community*

Reggio Calabria, 24 - 25 settembre 2014

Università degli Studi *Mediterranea* di Reggio Calabria Aula Magna "Antonio Quistelli"  
Salita Melissari, 89124 Reggio Calabria

**Innovazione per il turismo sostenibile: buone prassi in Europa. The story behind the story**

Antonio Pezzano, membro di ACTA (Associazione Cultura Turismo Ambiente), Milano



**Buone prassi  
nella **governance**  
per un turismo  
sostenibile in  
Europa**





Governance

Buone prassi





Chichén Itzá, Mexico



Christ Redeemer, Brazil



The Great Wall, China



Machu Picchu, Peru



Petra, Jordan



The Roman Colosseum, Italy



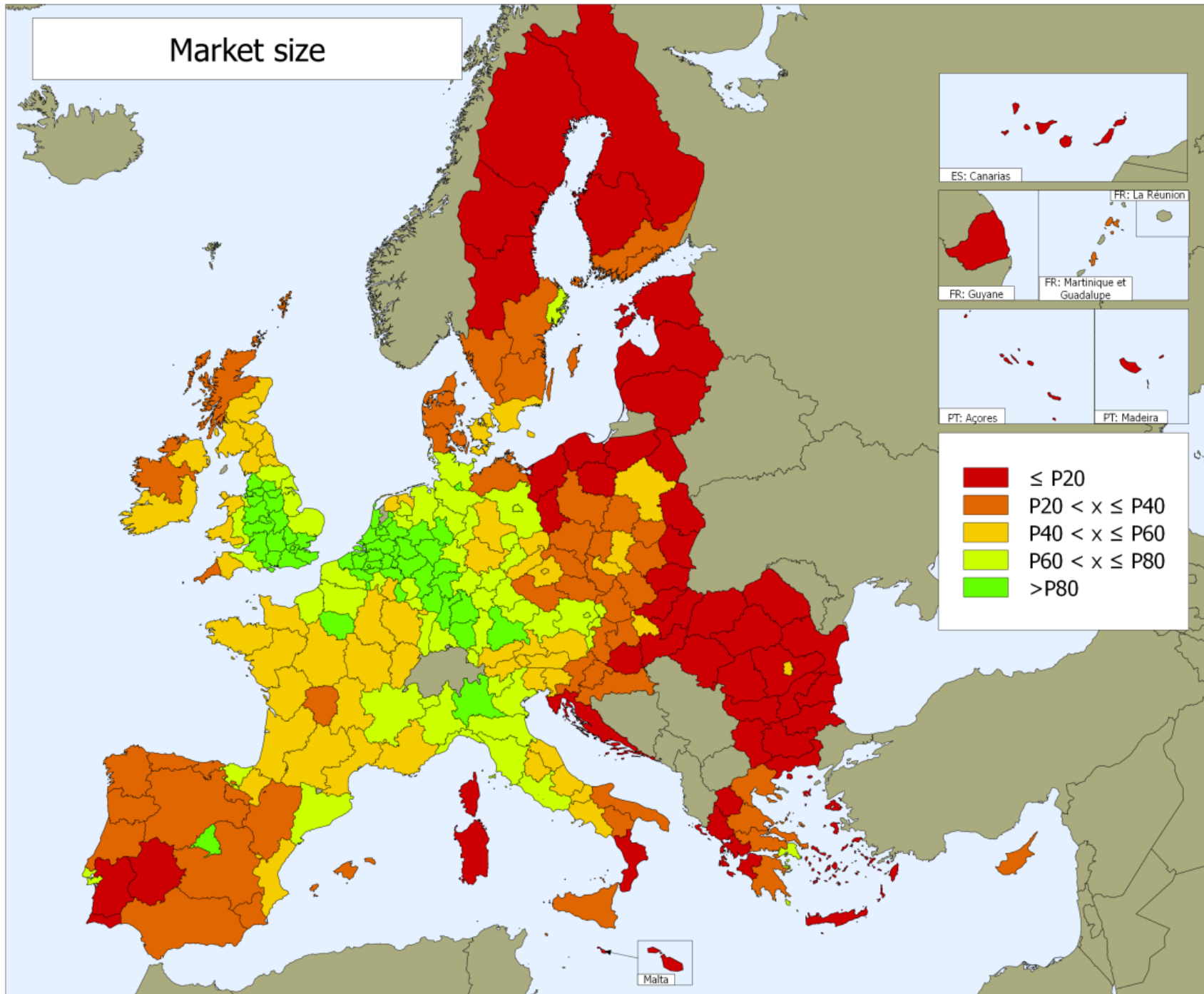
The Taj Mahal, India







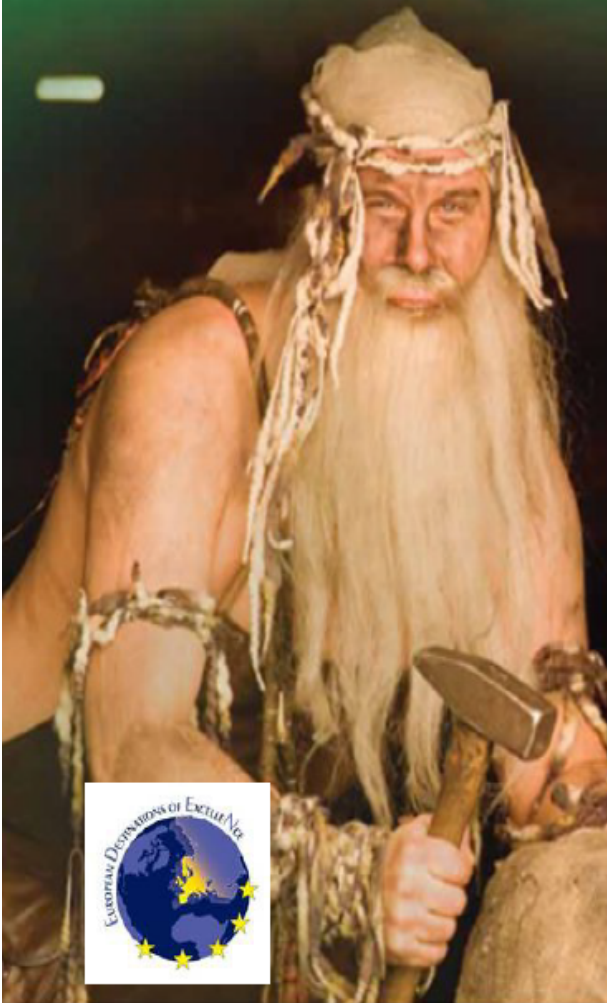
## Market size





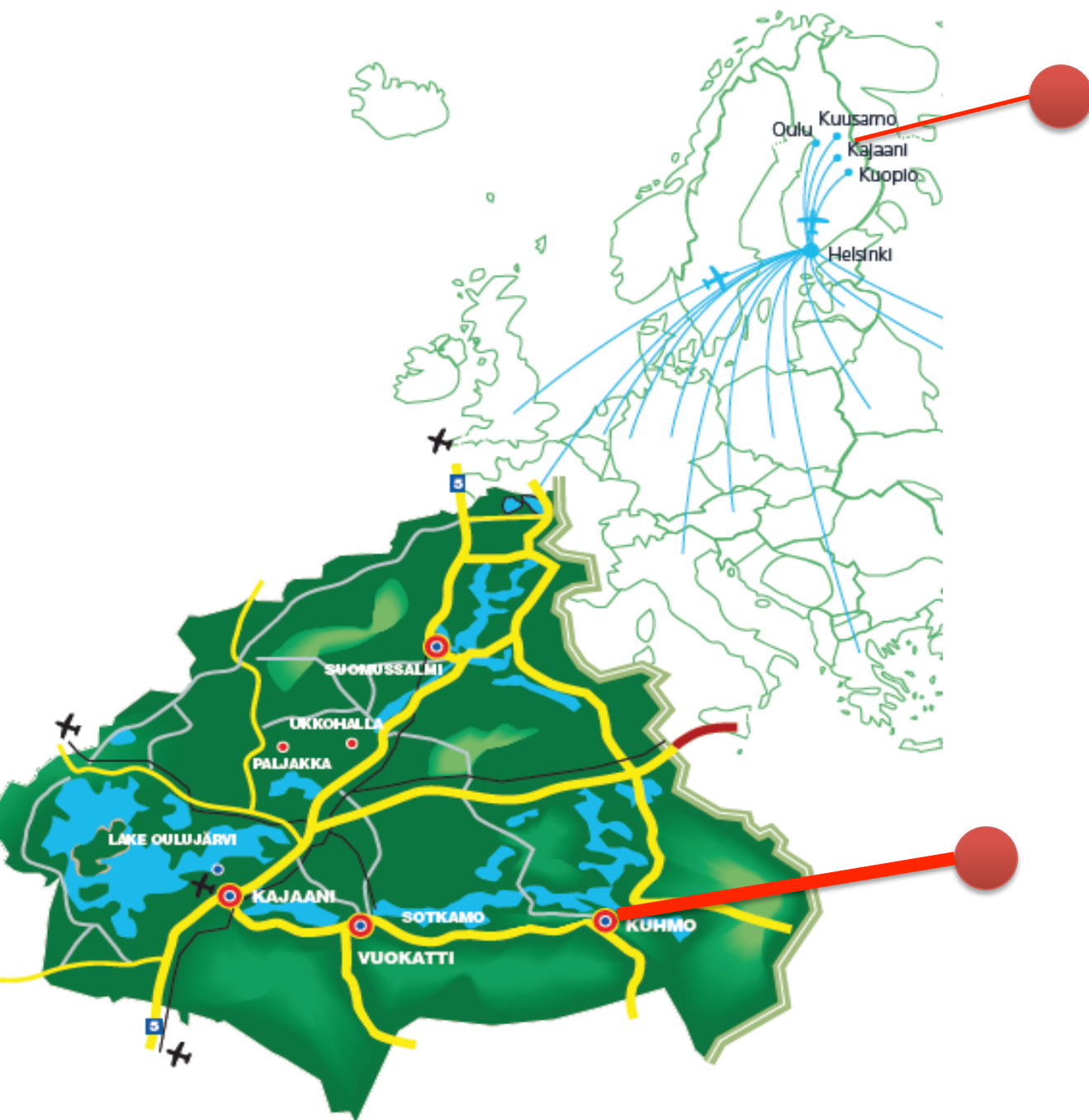
KUHMO - SUOMUSSALMI

*Nature, Culture and  
Finnish Well-being*



**Wild taiga**  
*Finland*







# FINLANDIA D'ESTATE: C'È TRAFFICO DI NOTTE!

Visit Finland Italy, Summer campaign





## Wild Taiga holidays and tours, 2014 and 2015

Type:

Departing:

Activity:

Duration:



SEARCH

Hand-picked Wild Taiga holidays run by people who care a lot about Wild Taiga and keeping it unspoilt by tourism. Travel like a local – experience Wild Taiga like you live there. Enjoy the peace and quiet of your Wild Taiga holidays or the pace and excitement as much as people who live there do. A choice of exceptional Wild Taiga holidays run by remarkable people.

### Filter Wild Taiga holidays by

#### Type

- [Accommodation only \(1\)](#)
- [Adventure \(9\)](#)
- [Bed and breakfast \(1\)](#)
- [Cycling \(1\)](#)
- [Family \(4\)](#)
- [Honeymoon ideas \(3\)](#)
- [Hotels \(1\)](#)
- [Short breaks \(4\)](#)
- [Small group \(7\)](#)
- [Special interest \(2\)](#)
- [Tailor made \(10\)](#)
- [Things to see and do \(1\)](#)
- [Unusual \(1\)](#)
- [Walking \(2\)](#)
- [Wilderness \(10\)](#)
- [Wildlife \(6\)](#)
- [Winter \(8\)](#)

### Broaden search

[Finland holidays](#)

#### Reviews

[22 reviews](#)



#### Finland hiking holiday

A hut-to-hut hiking journey along Finland's eastern border, from €864 (8 days) ex flights



#### Canoeing holiday in Finland, Wild Taiga

An independent canoeing tour on Tervareitti, from €270 (7 days) ex flights



#### Finland canoeing holiday in the Wild Taiga

A week for canoeing, second week in a wilderness cabin, from €285 - €435 (15 days) ex flights



#### Watch brown bears in Finland

Observe the rare European Brown Bear, from £796 (4 days) inc UK flights

[Read 5 reviews](#)



#### Cycling holiday in Finland, forests and lakes

Self-guided cycling holiday along on Finnish countryside., from €550 (7 days) ex flights

[Read 1 review](#)



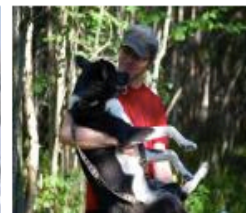
#### Tailor made husky safari in Wild Taiga, Finland

Enjoy the Finnish Taiga Winter Husky Safari, from €1020 (4 days) ex flights



#### Wild Taiga winter activity holiday, Finland

Winter wonderland holiday for couples in Wild Taiga, Finland, from €809 - €1033 (6 days) ex flights



#### Hiking with huskies holiday in Finland

Wilderness hotel and guided husky trekking tours., from €998 - €1138 (6 days) ex flights



#### Ski touring holiday in Finland, Russian border

Guided ski touring holiday in the beautiful wilderness, from €920 (7 days) ex flights



#### Family winter holiday in Finland, Wild Taiga

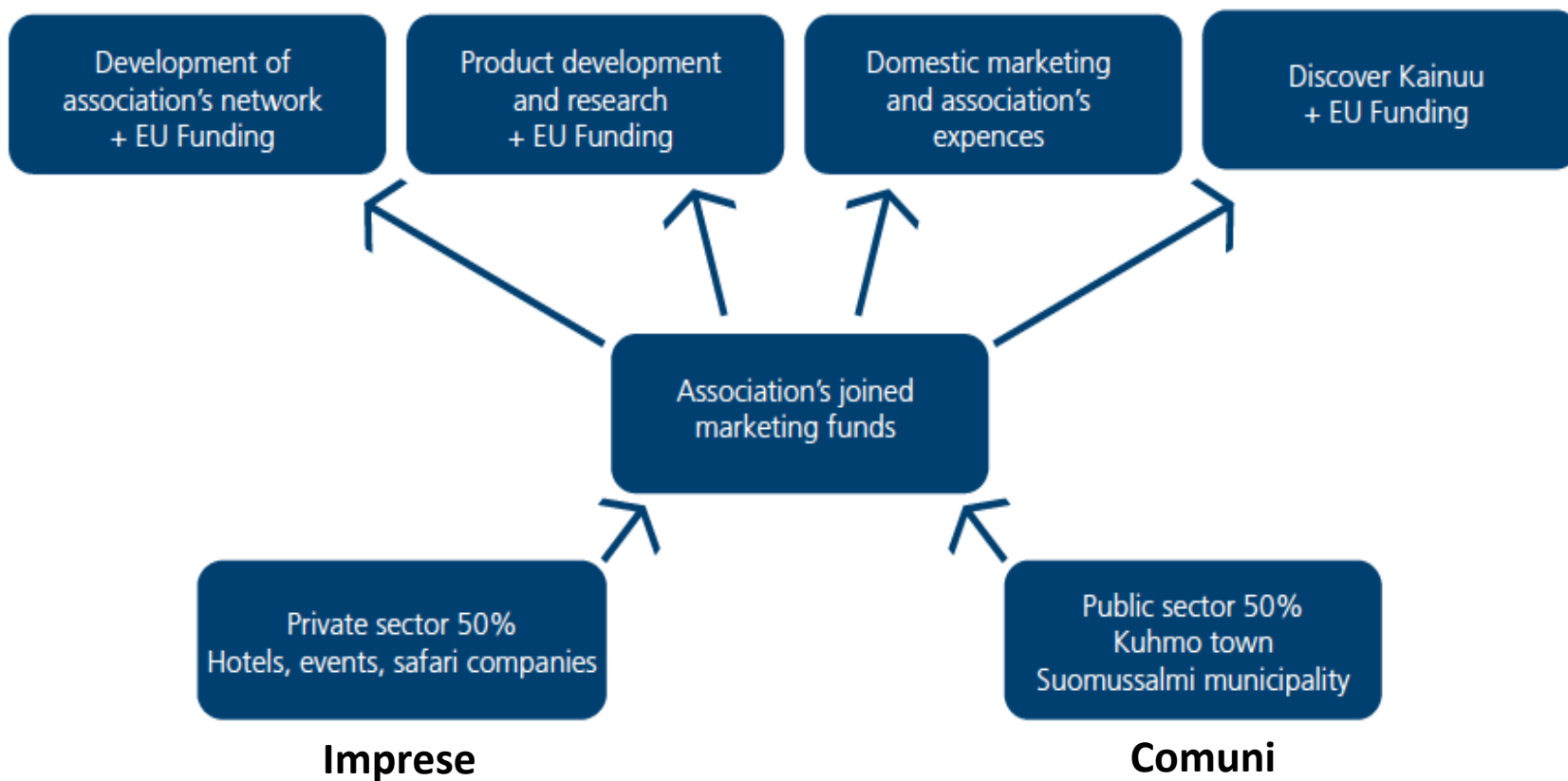
Enjoy a family winter holiday in the Wild Taiga, from €737 - €1086 (8 days) ex flights





IPZAH-IDE BIRGELER

## PROGETTI EUROPEI – PROGETTI SPECIALI



## FONDI REGOLARI





Tuomo Tahvanainen, director  
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[www.kainuunetu.fi](http://www.kainuunetu.fi)

Over 25 years working experience in

- Financing sector
- Metal industry
- Nuclear safety
- Marketing / foreign trade
- EU-projects; SME development
- Tourism, creative industry, food sector
- And several other sectors...





# Wilderness Experience in Estonia



Soomaa –  
Estonia's Wilderness Capital

# ESTONIA









lonely planet

TRAVEL MAGAZINE OF THE YEAR  
FEBRUARY 2014 lonelyplanet.com

# traveller

## 52 best weekends away

Win!  
A DREAM  
TRIP TO THE  
CARIBBEAN

ON THE COVER Evening light falls on  
the Alhambra Palace, Granada, Spain



### Explore Moorish wonders in **SPAIN**

Mix cocktails in **NEW YORK** ▶ Escape to the coast of **SICILY** ▶ Camp in the desert in **JORDAN** ▶ Join a winter carnival in **PRAGUE** ▶ Discover the mysteries of **ORKNEY** ▶ Stay in a lighthouse in **NORWAY** ▶ Hike with llamas in **WALES**!

Mini Guides to Bali, Salzburg, Dubai, Marrakesh, French Alps, Melbourne ▶▶



优酷



야생의 모습 그대로

소마 국립공원

Estoria







**Soomaa**  
kalender 2013 / 10226





## Aivar Ruukel

✓ Friends ▾

✓ Following

Message



Timeline

About

Photos


Friends 29 Mutual

More ▾

### ABOUT

 **Lecturer at Eesti Maaülikool/Estonian University of Life Sciences and Partner at Soomaa.com**

Past: Drumm Consulting - Sustainable Tourism Specialists and Estonian University of Life Sciences

 **Studied Agronomy at Estonian University of Life Sciences**

Past: E.P.A 1992 and Vändra Keskkool

 **Lives in Pärnu**

 **From Pärnu**

 **Married to Ljudmila Ruukel**

 **Followed by 249 people**



**GREEN DESTINATION**

**BANDIERE ARANCIONI**

**EDEN**



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**LEADER**

**OGNUNO FACCIA IL SUO MESTIERE**

**MATCH FUNDING**

**MERITO**





“If you want something new, you have to stop doing something old” Peter Drucker