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Sectoral Social Dialogue Committee, Plenary meeting
“Club Qualità Parco”, Trentino Italy

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PARCO NATURALE
ADAMELLO BRENTA

The Scenario

The Adamello Brenta Natural Park

- established in 1967, first Italian natural park
- 4 different territories
- 39 municipalities inside the Park
- different models of tourism development

The Hotels

Highlights

- n. 335 hotels inside the protected area
n.15 included in the project
- Hospitality features in Trentino
 - 85% owners
 - 80% repeaters clients
 - new hotel generations

The Project “Qualità Parco”

The partnership Hoteliers–Natural Park

- to increase sustainability and environmental culture;
- it involves hoteliers and their guests;
- Labeling ‘Qualità Parco’ certified by an international auditor



“Club Qualità Parco”

Philosophy

“Club Qualità Parco” is set up by qualified ecofriendly hoteliers:

- to preserve their environment
- to disseminate the eco awareness to the guests



“Club Qualità Parco”

Main objectives

- to promote shared actions to increase the owners' environmental awareness;
- to build relations between businesses;
- to train employees on environment “good practices”



High lights

Strategies

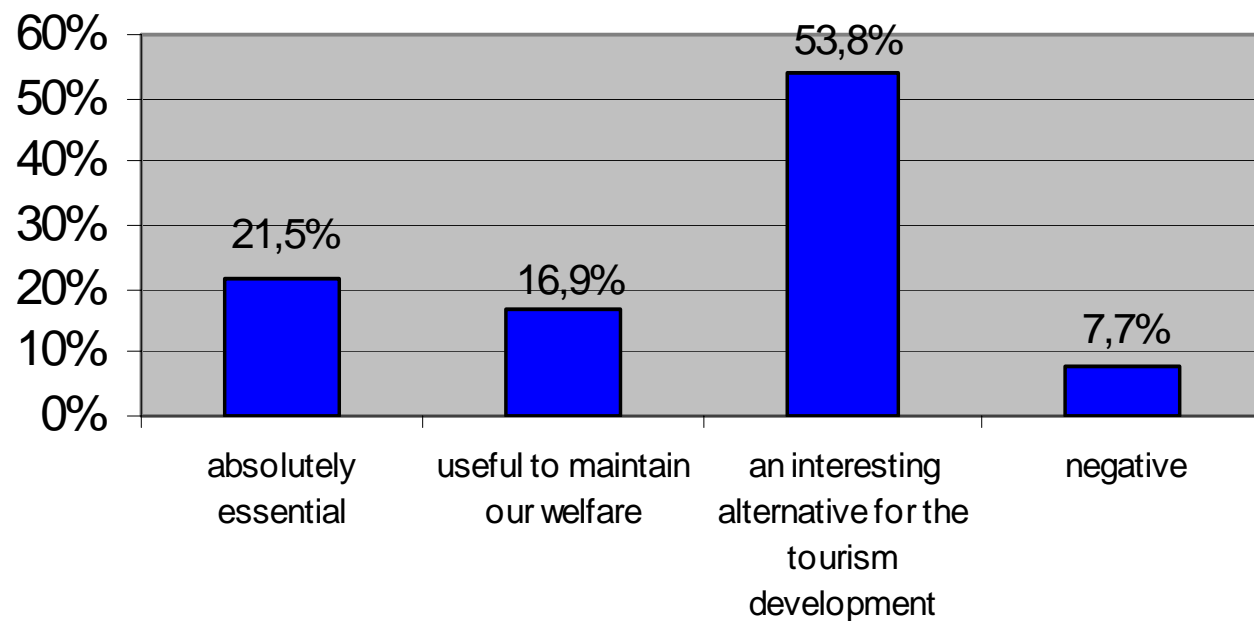
1. Attention to the environment
2. Promotion local culture
3. Communication to the guests
www.qualitaparco.it
4. Partnership with Natural Park



“Good news”

Hoteliers believe in the Club

Hoteliers' opinion about the park





Future steps

- Improve the environmental preservation and sustainable development;
- Spread the consensus base among stakeholders;
- Increase the number of sustainable tourists

Thanks!

Club Qualità Parco
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**Associazione Albergatori ed imprese turistiche
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