CPMR SEMINAR ON CIRCULAR ECONOMY AND THE ROLE OF THE REGIONS
16 October 2019 - Palermo
Best Practice from the Industry
The case of Mirabilia

SESSION 1: Circular Economy & Sustainable Tourism
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Mirabilia cooperation with UNESCO

One of the key conclusions of the third edition of the World Tourism Conference on tourism and culture UNWTO/UNESCO (Istanbul, 3-5° December 2018) was:

The need to promote greater integration among tourism, culture and local stakeholders as well as being beneficial to visitors and the community, maintaining local identity and cultural values.

The above, according to the three pillars of sustainable tourism: economic, social and environmental (UNWTO Tourism Global Code of Ethic).

http://ethics.unwto.org/en/content/global-code-ethicstourism
According to the need for quality and responsible tourism, the project “Cooperation with UNESCO” aims at developing a European network for the development of a collaboration model with UNESCO local management authorities.
Mirabilia cooperation with UNESCO

General objective of the project
- realise a replicable pilot model;
- favour the creation and inclusion of sustainable tourism services;
- Contribute to develop Mirabilia project at UNESCO level;
- Promote visibility and conservation of the network UNESCO sites.
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Specific objectives of the project

• Create a local collaborative ground among Chamber of Commerce and local UNESCO management authorities
• Improve collaboration among local stakeholders
• Assist local enterprise in the process of moving towards the adoption of UNWTO sustainable principles
• Increase intersectoral collaboration among local companies (tourism, cultural and artistic)
• Support Chamber of Commerce transnational cooperation
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Projects main steps
1 Cooperation Plan with local UNESCO site MA
2 Data Mapping, Questionnaire and Manifesto
3 Training sessions, Workshops, Database, Matera IT - November 2019
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Today’s voluntary standards will be tomorrow’s legislation and regulation
THE INVISIBLE BURDEN

Take into account **Tourism’s hidden costs**, referred to as the “invisible burden”, to **protect and manage** vital destination assets.

**Failing** to do so puts ecosystems, cultural wonders, and community life at increased risk, and places **tourism industry** on a weak foundation that could **crack** under its own weight.

**Destination managers** need to engage on the continuous process of balancing **tourism demand**
The case of the Aeolian Islands

Key critical aspects

- Fast shift from a millennial subsistence economy to a tourism one
- Seasonal tourism concentrated in 6 months
- Lack of a UNESCO site Management Authority
- Lack of local tourism planning
- Need for adequate competences/training and infrastructure to support the new development model
- Public/private sector need to be assisted to adopt a sustainable development model
- It is a medium to long term integrated process involving sociocultural, economic and environmental aspects
- Lack of understanding in the private/public sector
Thank you!

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