

RECOMMENDATIONS FOR MAINSTREAMING SUSTAINABILITY IN TOURISM POLICIES

IN SICILY

for



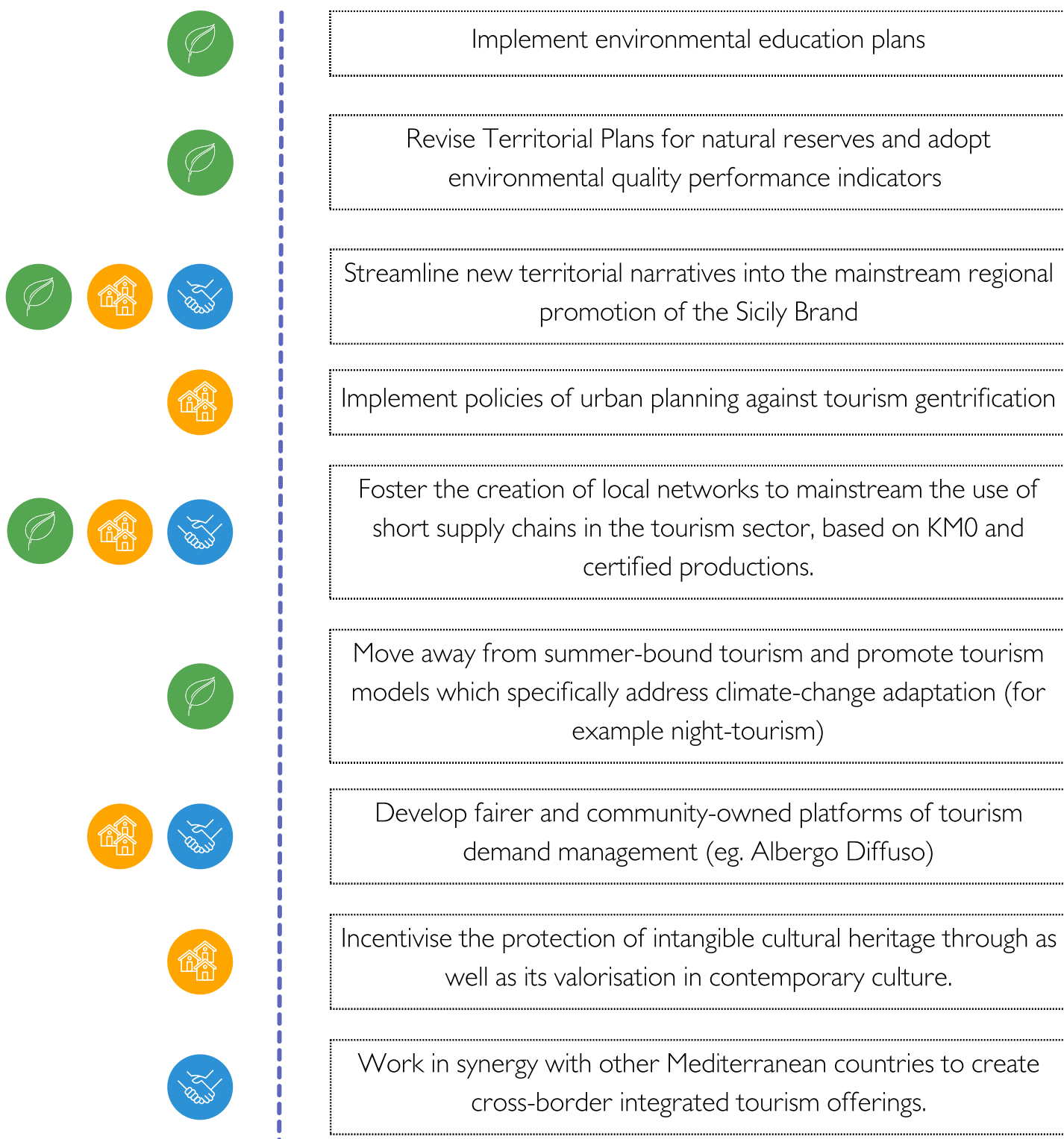
environmental sustainability



socio-cultural sustainability



economic sustainability





Valorise green itineraries within the centralised promotional strategy of the Sicily Brand



Facilitate and incentivise the implementation of energetic self-sufficiency in tourism facilities



Increase incentives to obtain certifications of organic farming.



Focus on promotional activities that aim at attracting quality tourism over quantity tourism, that values the authenticity of destinations.



Support the capacitation of agro-tourism operators and the diversification of activities in the agricultural sector



Increase synergies between the agricultural and tourism sector in joint programmes (eg. the Rural Development Strategy (PSR))



Prioritise the support to festivals and manifestations of contemporary relevance that attract quality-tourism



Promote new forms of touristic fruition for marginal areas



Promote intra-regional mobility (proximity tourism) towards “marginal areas” through better regional promotion



Leverage European funding to experiment new, de-seasonalised and unconventional forms of tourism