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COMUNE DI AVELLA

GOVERNAMENT BODY



DMO WELCOME

IRPINIA

DESTINATION MANAGEMENT
ORGANIZATION

COMMUNITY AND GOVERNMENT PROJECTS

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DESCRIPTION

The Dmo "Welcome Irpinia" is the first example of green destination in the Campania region that enhance the Irpinian territory cultural, natural and enogastronomic heritage which develop in an eco friendly way to promote the green tourism. The DMO set a new reception system and a new territory identity without upsetting the main rural identity but giving a boost process of territory regeneration and economical development. The DMO is a partnership public/private and local (Municipalities, institutional bodies, chamber of commerce, Irpinian Gal, Partenio Regional Park, Campania Region, local tour operator, enterprises, ISMED - CNR Mediterranean Research Institute, Mountain community, CAI Avellino). In the Municipality of Avella, which is geographically located on the border between the provinces of Naples and Avellino, the Irpinia's gateway, we detected the main Municipality that welcome into this amazing land. Many treasures to discover in a "middle land" far few kilometres from the main Campania attractions, well linked by road networks, motorways, airports and railways. The strengths points of Irpinia are: cultural heritage, production activities, km 0 products, trekking, excursions, authentic experiences in the villages to discover food and wine, waterways that feed five important aqueducts. The DMO Welcome Irpinia is undoubtedly a green and sustainable destination steeped in tradition and authenticity whose manufacturing, farming and cultural traditions have centuries-old roots. Thanks to the geography of the territory rich in vegetation: chestnut groves, olive groves, hazelnut groves, vineyards characterize the strongly food and wine vocation of this land. The national and international fame of agri-food products of recognized quality, through the work of the DMO, outlines new professional skills in the sector and improves the employment rate. The testimony of a valuable craftsmanship throughout the territory is internationally recognized as a Made in Italy product, improving the economy. Through the DMO "Welcome Irpinia" we can find a path of sustainable economic integration and we can hypothesize that the various forms of tourism linked to the attendance of rural areas are an effective contribution to supporting social cohesion and environmental, economic and territorial sustainability. The goals are to propose local development in terms of sustainability, which characterizes the growth of the hospitality offer throughout the territory, training young people and raising awareness among schools as well as the administrations already active with us in the project. Tourism in Irpinia aims to give a new boost to the entire sector and the economy of the inland areas, also to further characterize the image of a territory dedicated to offering quality and well-being. In Irpinia the DMO determines an increase in businesses, accommodation facilities with a view to eco-sustainability without soil consumption but aiming at the recovery of infrastructures, empty homes, state-owned houses. Our mission, through a professional training plan aimed above all at young people, is to create more employment and respond to the problem of desertification and depopulation, especially of small hamlets. The challenge is to "territorialise" the 17 goals and 169 targets of the United Nations agenda with indicators and tools with which the municipality administrations of the DMO act.



ENVIRONMENT

NATURE PRESERVATION

The Dmo, making use of the partnership with the Partenio Regional Park Authority, the Mountain Community, the Cai and the sector associations, promotes activities and productions present in the area: the diffusion of the collective brand "Partenio Quality" environmental protection and sustainability policies, protection of the flora boasting a large quantity depending on the altitude and the morphology of the territory. The DMO has a system to promote sustainability standards for all partners in line with the criteria of the GSCT Global Sustainable Tourism Council. In order to monitor, protect and restore the access of the local community, visitors and tourists to natural sites, the Dmo plans actions for the restoration and cleaning of paths, watercourses, green areas included in archaeological, urban and mountains and adventure parks. Developing programs aimed at raising the awareness of companies, visitors and the public, through specific green initiatives, is part of the biodiversity conservation activities. DMO, through funding and training, equips itself with a system that supports small and medium-sized local businesses, encouraging them to manage goods and services (picnic areas, camper parking, cycle paths, equipped areas, footpaths, excursion activities such as climbing, snowshoeing and recovery of mountain refuges). The DMO promotes and develops local production taking into account the principles of sustainability and trade based on the nature and culture of the area by including local artisans, farmers and suppliers in the tourism value chain. The DMO has a visitor management system with environmental guidelines and a code of practice for tourist guides and tour operators.

ANIMAL WELFARE AND PRESERVATION

The Partenio Regional Park body is part of the DMO, which implements action plans for the protection and control of the fauna. From the point of view of wildlife tourism, the DMO aims to collect in its territory attractions that involve animals, such as riding stables, experiences at farms where farm animals are present, areas used for the artificial swarming of bees and falconry activities. To protect the animals involved in these activities, the DMO adopts the "Regulations for the protection and welfare of animals". The Dmo promotes itineraries in the ancient "tratturo" in Irpinia, a place of transhumance. Transhumance is an ancient practice of pastoralism which consists in the seasonal migration of livestock along the migratory routes in the Mediterranean and in the Alps. This tradition has its roots in prehistoric times and also developed in Italy through the grassy paths of the "tratturi" which testify, today as in the past, a balanced relationship between man and nature and a sustainable use of natural resources, transhumance in Irpinia is been recognized as a World Heritage Site by UNESCO. Dog sitter/cat sitter areas are created near the archaeological sites where the entry of animals is prohibited to encourage pet-friendly practices.



CARBON OFFSETTING AND CLIMATE CHANGE MITIGATION

The DMO through targeted projects encourages tourists to use less polluting means such as tourist buses and electric trains, car and bike sharing, electric bikes and scooters to reduce the number of vehicles in circulation. Therefore all the municipalities adhering to the DMO are equipped with parking spaces for cars upon first arrival in the selected locations. The DMO for the reforestation process promotes the "Adopt a tree" project with the involvement of both operators and tourists in the crowdfunding form. In its tourist proposal, the DMO favors proximity tourism in order to reduce the environmental impact, and also offers tourist packages that include urban trekking and nature trails. The DMO for each individual municipality has launched a study process for the redevelopment, from a commercial and tourist point of view, of historic centers where there is a greater detection of polluting elements with the adoption of limited traffic areas. Since the constructions generated by tourism (e.g. new accommodation facilities or restaurants) remove the possibility of the land surface being covered by trees and vegetables, the DMO favors the adoption of less impactful emerging building practices such as bio-architecture by recovering homes empty or state-owned houses especially in small depopulated villages. Also with regard to the preparation of these structures, as well as museums and places of culture, it favors the adoption of actions aimed at reducing materials. In addition to the use of LED lighting, recycled materials are used for the furnishings, an example: the setting up of the archaeological area of the MIA Museum in Avella was made with recycled wood and Avella hazelnut shells also recalling the brand represented by the typical product.

ENERGY - WATER SAVING - RENEWABLE ENERGY - WASTE MANAGEMENT

The DMO has a system to encourage companies and partners to measure, monitor and reduce energy consumption by reducing dependence on fossil fuels by promoting energy saving and improving efficiency. The public and private partners adhering to the DMO adopt policies and incentives for the use of renewable energies. The initiatives that enhance the assets falling within the territory of the DMO are carried out with criteria and according to specific guidelines aimed at reducing the environmental impact with the use of renewable energies, with a view to saving water and optimizing waste management. Where it is possible in municipalities and green areas to create hydroelectric, wind and solar plants that can become stages of trekking routes to be carried out by bike or on foot. Encourage the use of public transport: cars, buses and electric bikes with their recharging stations. The DMO supports the initiatives of the National Association "The most sustainable countries in Italy" deeming it appropriate to adopt the "Sustainable Countries" brand to promote the strategic themes of the green economy: the circular economy, the climate and energy, green cities and sustainable mobility. To save water, initiatives are promoted to ensure that the use of water is balanced and adequate. The adoption of the "Behavioral Plan" for tourism businesses, organizers, tourists and local communities will reduce water waste, such as avoiding the daily change of bed linen and towels. The DMO, taking into account the waste management problem caused by the phenomenon of over tourism, preventively adopts monitoring and management plans together with the relevant bodies in order to minimize solid waste and guarantee its sustainable and safe disposal. The DMO creates guidelines for tourist businesses, tourists and the local community for the optimization of urban waste collection in order to increase the percentage of separate collection which allows deserving bodies to obtain awards, including in cash, Legambiente is among the organizations that provide them. The DMO organizes sustainable plastic free events. Tourists who participate in our itineraries are provided with a sack and glove so they can help clean up our beautiful territories. As regards the disclosure of informative material, the DMO limits the use of paper material, preferring apps and touch screens.



SOCIAL

CULTURE PRESERVATION

Sustainable cultural tourism is an essential element in the strategies adopted by the DMO, culture is an engine and a catalyst for sustainable development. Given the possible negative effects of tourist overcrowding and its impact on cultural heritage, the DMO, by involving local communities and other stakeholders in decision-making processes, guarantees good conservation practices while equally supporting the local economy. Referring to the guidelines of the European Commission to encourage sustainable cultural tourism, it adopts the "Disciplinary for the Planning of Cultural Events and the Management of Tourist Flows" setting very specific rules for the occupation of places of culture and their use taking into account the reduction of the environmental impact.

To preserve the local culture that finds its maximum expression in historical events, sometimes included in the heritage of humanity, the DMO through school projects that also involve the adult local community, spreads the tradition and sense of belonging that is handed down to future generations. The DMO aims to preserve the intangible cultural heritage with the contribution of organizations entrusted with the task of preserving the historical memory of the community, promoting awareness, training and dissemination through the creation of "Cultural Archives", therefore the DMO drawing from the archives creates content for experiential tourist packages. The DMO creates physical and intellectual spaces that offer innovative experiences of community education, sharing and conservation of cultural and ecological knowledge such as, for example, art and musical culture that deals, through sound processing, with environmental issues, or the combination among the many forms of arts such as dance, theatre, comedy and painting that revitalize the format of scientific debates by introducing artistic processes that facilitate public participation and content preservation.

LOCAL COMMUNITY INVOLVEMENT

The DMO implements programs of education of the local community on the accommodation capacity with the creation of focuses on cultural exchanges, on the adaptation by tourists to the customs and traditions of the territory, ensuring that it is the local community that is the protagonist expressing its full will to collaborate in tourism development. The local community is directly involved in the activities through membership of the associative system which has a consultative role within the organizational structures of the DMO. This involvement also leads to a socio-economic improvement of the local community by promoting its well-being, improving its working conditions and access to the tourism sector. DMO creates better places and services for both residents, visitors and tourists. Programs are implemented that strengthen the role of active and responsible citizens through concrete actions aimed at improving the use of common spaces and services. The DMO has structured the reception system in the "Host Family" families which presupposes the direct and active involvement of all the members of the family nucleus, this is an example of integration between tourists and the local community. An active role in the construction of our itineraries is assumed by the local narrative through the experiences conducted by the locals by involving tourists in the creation of typical dishes, handmade pasta, implemented by stories and tales of the past in the local dialect.



HUMAN RIGHTS PROTECTION

The DMO aims at accessible tourism. People with disabilities experience opportunities, disabled people have the right to self-discovery and enjoyment of all activities. The rules of universal design are applied in tourist infrastructures, products and services, so that they are usable by everyone. Furthermore, all these services are provided at no additional cost to end users. Inclusion of the vast world of people with special needs represents a great business development opportunity. Finally, we promote the training of professionals in the tourism sector, to raise their level of awareness on accessibility issues. The DMO pays increasing attention to the LGBTQ+ community. An example of accessible tourism that takes place in the area covered by the DMO is represented by the "Juta a Montevergine" event that takes place in the municipality of Ospedaletto d'Alpinolo, a ritual that brings together the transgender community with music and tamorre according to that which is a legend in which the Madonna of Montevergine saved two homosexuals discovered by the discriminating community by saving them from certain death. The DMO implements all the actions necessary for the inclusion in the world of work and access to services, for immigrants, war refugees and the weakest groups, guaranteeing economic benefits. The DMO promotes equal opportunities in the world of work, in governance positions especially in the tourism sector since from statistical data collected, women are able to invent quality tourism and capable of making microcredits bear fruit. The particular abilities of women find a lever of strengthening and correspond to the characteristics of responsible tourism. The DMO pays particular attention to developing and war-torn countries by proposing "Cultural and Tourist Corridors" to the Ministry of International Affairs, Ministries of Culture and Tourism, encouraging their entry into the national territory to give them possibility of cultural exchange with the Host Family system activated on the territory of the DMO, also directing them towards training.

HEALTH AND SAFETY FOR EMPLOYEES AND GUESTS

The DMO programs training courses on health and safety for all operators and employees who possess the certifications according to the state-regions agreement. The accommodation facilities and the managers of all the attractions included in the DMO territory implement all the protocols and comply with the regulations in force so that the safety of tourists is guaranteed during their stay, who will be informed with appropriate marketing campaigns. Taking into account the specific needs, the ability of the DMO to develop flexible tourist itineraries such as for example the "Smart-Workers" is central. The DMO for the ongoing digitization processes is equipped with apps that can guarantee information to tourists on local health services and also on the hygienic-sanitary conditions of the places, or where there are particular dangers or particular influxes. Taking into account the responsibility towards its tourists, it takes reasonable measures to offer safe and healthy vacation spots by monitoring the level of criminal acts against tourists and crimes committed by tourists to defend the image of the destination.



ECONOMIC

LOCAL EMPLOYMENT

One of the main goals of the DMO is to create job and training opportunities by reducing the phenomenon of depopulation, also taking into account equal opportunities. The DMO plans training courses for the tourist professions with the relevant bodies, such as hostess, guides and reception and supervisory staff, creating a short list from which to draw based on the real demand in response to any increase in the number of tourists. A team of experts takes care of monitoring the tourist demand and the behavior of tourists and visitors, producing a report useful for the subsequent planning of actions capable of responding to the needs in terms of services and professions that impact on employment growth. A full implementation of the rural development policy passes through an equally full integration with the set of policies that affect the unitary government of the economy and the territory of a region through the governance of the DMO. The attention is focused on agriculture, transforming agricultural producers into real entrepreneurs by structuring a cycle that starts from the collection, to the processing up to the transformation and marketing, both retail and industrial, of the products which implies an implementation of the workforce. New forms of consumption oriented towards well-being enhance the research and direct purchase of genuine food, leisure stays in non-traditional places and ways. The search for tourist destinations located outside the traditional routes and for typical and local agri-food products is undoubtedly one of the characteristics on which the DMO aims by creating experiential packages at companies. For the increase in non-receptive structures, the aim is to recover state-owned homes and houses for the creation of widespread hotels. Also the creation of "Historic Commercial Centers" which are made up of shops, clubs and leisure areas for adults and children, in addition to revitalizing the single space and territory, implements services for tourists and creates jobs.

EMPLOYEE PARTICIPATION AND TRAINING

The goal of the DMO is to create local employment opportunities. Destination businesses offer equal job and training opportunities, job security and fair wages. The DMO implements actions of inclusion in the world of work for everyone, including women, young people, the disabled, minorities and other vulnerable categories, and implements training programs through Professional Higher Institutes that offer equal access. Policies are implemented to support occupational safety for all. Employee participation is guaranteed with the creation of a consultative body useful for collecting ideas to improve governance by offering them opportunities for growth.



THE ECONOMIC VIABILITY OF THE BUSINESS

The main economic support of the DMO is represented by the co-participation of the public and private entities that are part of it. The Dmo enjoys support from other institutional bodies that finance projects that pursue tourism purposes. The Dmo creates the Sustainability Report, helping to measure and monitor the impact on the environment and on society, and to report the commitments and results achieved. The Sustainability Report improves the reputation of the destination, allows access to mortgages and loans, strengthens the corporate image by showing the dmo aware of the environmental issue. By equipping itself with a management fund for all planned activities and an endowment fund for the balance sheet, the DMO prepares for their growth aimed at economic sustainability. The Dmo prepares an open procedure with which it invites all interested economic operators, meaning by these: any natural or legal person and/or entity, companies, branches, subsidiaries, partnerships, cooperatives, banks, limited liability companies, public universities or private and other forms of entities to support economically and on the market with various forms of sponsorship and support. These actions can materialize through the organization of events, demonstrations, sectoral workshops and crowdfunding.

MARKETING AND BRAND ENHANCEMENT

The DMO launches the "Welcome Irpinia" brand, presenting tourist products that include food and wine, slow tourism, ecotourism, cycle tourism and responsible and sustainable tourism. "Welcome" was chosen because the promoter municipality of the destination is Avella which represents the gateway to Irpinia and is part of an extended area that includes municipalities that have certain tourist vocations. The promotional messages treat the local community, an integral part of our dmo and tourists in an authentic and respectful matter. Being "sustainable tourism" still under development, the marketing campaign requires a SWOT analysis at the base. Therefore, the strategies adopted aim at achieving the objectives and at defining quality by taking into account specific certifications. The promotion will not distort the image of the place by providing information that makes the product usable. The definition of the price is decisive considering that sustainable tourism is aimed in particular at a high-profile target, i.e. those who show respect for the environment and those who implement heritage conservation actions. Considering that the target of tourist destinations is specialized and prefers to travel independently, the means that the network will provide, monitoring both in economic and environmental impact terms, are essential for the distribution of the product. The territorial marketing strategy focuses on various points: on the creation of specific contents on sustainability guaranteeing due visibility in all channels, on correct information on mobility without impact on the environment by traveling without giving up one's desires. The DMO promotes the area by offering alternatives to the traditional way of discovering a destination with trekking, horse riding or cycling. The offer of sustainable accommodation such as Host Families, widespread hotels, relais and huts is another excellent strategy. Involve local organizations for authentic territorial marketing as spokespersons for sustainable initiatives. To promote a destination in a sustainable way, the definition of a clear communication plan based on various pillars cannot be excluded: social media strategies, creation of a network of credible influencers, organization of themed events.



VIDEO

DMO WELCOME IRPINIA

<https://www.youtube.com/watch?v=SrYyugzsHZY>

INIZIATIVE SOSTENIBILI / GREEN

<https://www.youtube.com/watch?v=V7BeenQrico>

<https://www.youtube.com/watch?v=9o5ogKFNsNA>

<https://www.youtube.com/watch?v=mDh46qEjm3E>

<https://www.youtube.com/watch?v=9B4BkZ9H8>

<https://www.youtube.com/watch?v=Xl5mLpAK28o>

PARCO PARTENIO

<https://www.youtube.com/watch?v=sMgn9ZX2Kkk>

<https://www.youtube.com/watch?v=2By4ifp5mus>

https://www.youtube.com/watch?v=abB6sEOi_EM

<https://www.youtube.com/watch?v=Z1GEzYOSG9A>

<https://www.youtube.com/watch?v=dEMR6JvW-Dc>

ENTI / PARTNER

<https://www.youtube.com/watch?v=-BwIoESOUR4>

<https://www.youtube.com/watch?v=h0lfwNBEBh4>

<https://www.youtube.com/watch?v=l2tb0hGcJE8>

<https://www.youtube.com/watch?v=hXqz6Z8Rpal>

<https://www.youtube.com/watch?v=D3b-xx8C6eQ>

INFORMATION

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