

CASE STUDY: SICILY – BUILDING A SUSTAINABLE FUTURE FOR TOURISM IN EUROPE

28th MARCH. HOTEL “ATELIER SUL MARE” TUSA

Description: A visit to the only hotel-museum of contemporary art in the world, situated in front of the beach in Castel di Tusa village. Each room is designed by an artist (most of them Italians), and for this reason, they are very different each other. Before visiting the hotel, we visited the Tano Festa work “Monumento per un poeta morto”.

Evaluation (1 not at all – 4 a lot):

Is it an applicable experience in your case? 1

Is it an applicable experience in business sector? 3

Global evaluation? 2

Comments: Recently, some Town Councils (above all, tourist and culture departments), are promoting local artists. For example, in our region we have local artists whose work has been bought by our departments. As a result, the private sector entrusted him some works and lately the artist and his work is recognised over all Catalonia.

We mean, that from our departments, apart from promoting resources and tourist services, we have the opportunity to help promoting other sectors and disciplines.

28th MARCH. VILLA PICCOLO MUSEUM

Description: It is the summer residence of Piccolo family from Calanovella. In 1978 it was turned into a museum, where we can find a large variety of work of art, antique objects, paintings and family photos.

In the residence we can still see Giuseppe Tomassi di Lampedusa room, the author of “Il Gattopardo”, the most important novel in modern Italian literature.

Evaluation (1 not at all – 4 a lot):

Is it an applicable experience in your case? 1

Is it an applicable experience in business sector? 1

Global evaluation? 1

Comments: It is an interesting place, but there were a few aspects that we would bear in mind:

- To avoid, if it is possible, simultaneous translation, because we double the length of the visit, and in some cases the guide explanation loses its sense.
- To know your public and adapt the explanation. For example: if you are talking to tourist agents, it is more important to show them how the museum is managed, the activities organised, etc.; than to talk about Piccolo's family history.

28th MARCH. VILLA NICETTA AGROTOURISM

Description: a rural house in Acquadolci (Nebrodi nature reserve), two kilometers from the beach. The house (it dates from 1700), has been cleverly restored. Guests have the opportunity to take part in traditional activities in a familiar atmosphere.

Evaluation (1 not at all – 4 a lot):

Is it an applicable experience in your case? 2

Is it an applicable experience in business sector? 3

Global evaluation? 4

Comments: The welcome was very pleasant and we were very grateful that the explanations were directly in English, without translator. The dinner was delicious and all we tasted was local food.

29th MARCH. TAORMINA GREEK THEATRE

Description: Ancient monument remaining at Taormina (it has a capacity of 5000 people). Those ruins are the most valued in Sicily because they are in a good state of preservation and they are situated in an excellent place.

In addition, we visited the city which is the most popular destination for tourists. Finally we could visit the tourist office as well.

Evaluation (1 not at all – 4 a lot):

Is it an applicable experience in your case? 3

Is it an applicable experience in business sector? 1

Global evaluation? 3

Comments: The shuttle is a good solution and a comfortable means so as to arrive at the city. It makes it possible to control the visitors (quantity, influx, etc.) It is a useful tool to respect the carrying capacity.

Concerning the theatre, we were amazed with the monument and for this reason, it was difficult for the guide to get us together. Although he was explaining, it was in an informal way. If you are interested in visiting the space without a guide, it will be difficult because there was not any interpretative panel. According the length of the visit, it would last longer. Ideally, it would be a brief explanation about the theatre and free time to take photos and admire the scenery.

30th MARCH. VISIT TO A FAMILY-RUN CHEESE FACTORY IN NOVARA

Description: demonstration to know how the cheese was elaborated 300 years ago. A tasted of the cheese and sausages.

Evaluation (1 not at all – 4 a lot):

Is it an applicable experience in your case? 3

Is it an applicable experienc in business sector? 4

Global evaluation? 3

Comments: It is important to carry out this kind of live demonstrations, including tasting also in our Interpretation Centers.

30th MARCH. VISIT IN NOVARA

Description: interior town in the region of Mesina. Nowadays it has just 1500 inhabitants despite some years before had been a big town.

Evaluation (1 not at all – 4 a lot):

Is it an applicable experience in your case? 3

Is it an applicable experienc in business sector? 1

Global evaluation? 3

Comments: the town council members gave us a warm welcome. Our traditions would be constant everywhere and in any period in our town so that the visitor have the opportunity to know it.