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**LAKE TOURISM IN A SLOW PERSPECTIVE.
THE CASE STUDY OF MONTE ISOLA IN
LAKE ISEO.**

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TABLE OF CONTENTS

INTRODUCTION	5
CHAPTER 1	7
Lake tourism, slow tourism and best practices	7
1.1 Geography	7
1.2 The significance of lake tourism	8
1.3 Lake accessibility	9
1.4 Ecotourism	11
1.5 Slow Tourism	12
1.6 Sustainability	18
1.7 Information and Communication Technologies (ICT) and Smart Tourism.....	20
1.8 Best practices.....	23
1.8.1 Lake Bled (Slovenia)	23
1.8.2 Lake Orta (Italy)	25
1.8.2.1 San Giulio Island	26
1.8.3 Lake Balaton (Hungary)	27
1.8.4 The Lake District National Park (United Kingdom)	28
CHAPTER 2	30
Planning and management of lake tourism destinations.....	30
2.1 The impact of tourism on the lake environment	31
2.2 Conflicts and participation processes	32
2.2.1 The case of Lübeck (Germany)	34
2.3 Lake as an opportunity for tourism marketing	35
2.3.1 Value-added opportunities.....	36
2.4 Landscape and marketing	37
2.5 Sustainable tourism development	38
2.6 Planning and management of a lake destination	40
2.6.1 The case of Windermere (United Kingdom)	44
2.7 Lakes with islands in the European continent	46
2.7.1 Lake Constance (Germany, Switzerland, Austria)	46
2.7.2 Lake Lauerz (Switzerland)	51
2.7.3 Great Prespa Lake (Albania)	52
2.7.4 Lake Ladoga (Russia)	53

2.7.5 Lake Maggiore (Italy).....	54
CHAPTER 3	60
The case study of Monte Isola and the survey	60
3.1 Lake Iseo (Italy)	60
3.2 Geology	61
3.3 Monte Isola.....	61
3.4 History	63
3.5 Economy.....	64
3.6 Accessibility	64
3.7 Tour of the island	65
3.8 Services	65
3.9 Remarkable local businesses	66
3.9.1 Peschiera Montisola Soardi	66
3.9.2 Cantiere Nautico Ercole Archetti	66
3.9.3 Come una volta.....	66
3.10 The main sights	67
3.10.1 Madonna della Ceriola Sanctuary.....	67
3.10.2 Oldofredi-Martinengo Fortress.....	67
3.10.3 Oldofredi Villa.....	68
3.10.4 Museo della Rete	68
3.11 The islets	68
3.11.1 The Islet of San Paolo.....	68
3.11.2 The Islet of Loreto	68
3.12 Festivals.....	69
3.12.1 Santa Croce Festival	69
3.13 Data analysis	70
3.14 The survey	74
3.14.1 Questions for inhabitants of municipalities without small harbours	75
3.14.2 Questions for inhabitants of Monte Isola and of the municipalities of Lake Iseo with small harbours.....	82
CONCLUSION	91
INDEX.....	95
BIBLIOGRAPHY	98
WEB REFERENCES	103

INTRODUCTION

Lakes are among the most valuable and remarkable resources of Earth. They support human life storing water for irrigation, hygiene and industrial use, they are vital for the fishing industry and because of their landscape and natural features they also constitute a significant resource for recreational and tourism activities.¹

This work is aimed at proving that a successful lake tourism destination should be guided by principles oriented towards the preservation of the distinctive characteristics of lakes and towards the maintenance of the unique qualities of the territories.² These principles are tightly connected to the slow tourism approach. Slow tourism is a form of tourism that respects local cultures, history and environment, giving value to the concept of social responsibility, celebrating diversity and relationships among people. This approach to tourism is characterised by slowness, by the value given to time, by the quality of the activities and by environmental awareness.³ Slow tourism promotes active involvement of tourists, of the host communities and of the local stakeholders. Tourists are invited to visit the destination at a reduced pace, respecting its heritage, discovering the area and tasting its local products. The host community and the local stakeholders are invited to foster partnerships among each other to promote their territory starting from the needs of the residents and taking into consideration the tourists' need too, valorising the local history, culture and typical products.⁴

Monte Isola is an island in Lake Iseo, in the province of Brescia. It was chosen as a case study for slow tourism because, since tourists can only visit it by foot or by bike and bus services and car rental with driver are available but their activity is limited, tourists are invited to visit the island in a slow way. Moreover, the residents of Monte Isola are less than 2,000 and this could help in creating synergy among each other, making tourists feel

¹ Hall, C.M. and Härkönen, T. (2006). Lake Tourism: An Introduction to Lacustrine Tourism Systems, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, p. 3.

² Ibidem.

³ Boucq, E. and Crabeck, S. (2015). Strategies and levers to promote sustainable mobility in tourism destinations: Charleroi and the province of Hainaut, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 257.

⁴ <http://www.slowtourism-italia.org/en/aboutus/> (accessed 5/08/2020)

welcomed, leaving them good memories of the destination and creating the basis for their possible return. A survey was created and it was mainly administered via social networks to the municipality of Monte Isola, to the municipalities of Lake Iseo with a small harbour, to inhabitants of the province of Bergamo and Brescia and to other municipalities in Lombardy and in Italy. The aim of the survey was to analyse and assess the situation of Monte Isola from the point of view of the inhabitants of Lake Iseo and of the visitors in order to better understand the critical issues related to tourism and to find out how the island could improve in a slow perspective.

The first chapter is aimed at identifying the geographical characteristics of the lakes and at how they play a significant role in the development of a lake tourism destination since they determine the lake accessibility. Being the focus of the work sustainable and responsible tourism, definitions and theories on ecotourism, slow tourism and sustainability are provided, giving insights on how they could be relevant for lake tourism. It was also underlined the importance of the implementation of Information and Communication Technologies (ICT) to enhance participation, one of the key elements of slow tourism. At the end, some best practices of lake islands in Europe were identified.

The second chapter is focused on the impact of tourism on the lake environment, on the conflicts that may rise from the different uses of a scarce resource and on the participation processes that could help in solving the possible conflicts. It was also explained the high potential that a lake has for tourism marketing and its value-added opportunities, such as drawing many different target groups. Starting from Butler's theory of tourism lifecycle, it was elaborated the concept of sustainable tourism development and it was explained the meaning of an efficient planning and management of a lake tourism destination. At the end of the chapter, the tourism situations of some inhabited lake islands of the European continent were presented, with a particular focus on the islands of Lake Constance, in Germany, and Lake Maggiore, in Italy.

The third chapter is about Lake Iseo with a particular focus on the case study of Monte Isola, its defining characteristics, history, economy, festivals and points of interest. The data of the province of Brescia related to arrivals and overnight stays is then examined and the last part of the chapter is dedicated to the presentation of the survey about the tourism situation on the island and to the analysis of the collected data.

CHAPTER 1

Lake tourism, slow tourism and best practices

1.1 Geography

“Lakes are open water bodies, ponds, dams or reservoirs on the surface of the earth, representing a valuable resource utilised for a variety of human activities.” ⁵

There are millions of lakes around the world and they can be found on every continent and in every environment (mountains, deserts, plains and near seashores). They are unevenly distributed across the world and the number of salt-water lakes is higher than that of fresh water lakes. Lakes are surrounded by land and they vary in size; some of them measure only a few square meters and are often referred to as ponds, whereas other lakes are so big that they are called seas, for instance the largest lake in the world is The Caspian Sea, in Europe and Asia. Lakes do also vary in depth; the world’s deepest lake is Lake Baikal, in Russia. Lastly, they have different elevation; the highest lake worldwide is Lake Titicaca, in the Andes Mountains, whereas the lowest lake is the Dead Sea, between Israel and Jordan. In lakes, water comes from many sources, such as rain, snow, melting ice, streams and groundwater seepage. Most of these sources provide the lakes with freshwater. Lakes are referred to as open if water leaves the lake by a river or a stream of water; freshwater lakes are open. Lakes are referred to as closed if water only leaves the lake by evaporation; closed lakes normally become saline because when the water evaporates, it leaves behind mineral salts.

On Earth there are glacial lakes, caldera lakes, underground lakes, rift valley lakes, ox bow lakes, artificial lakes and reservoirs. Because water quality and landscape setting are attractive features of lakes, they have often become a source of recreation and tourism. Lakes are not only natural features, but they also play a key role in supporting human life; they represent an important water resource constituting almost 40% of water catchment basins of the world. ⁶

Lakes form by filling basins, which are bowl-shaped depressions in the Earth’s surface. Lake basins are formed in several different ways. In the Northern Hemisphere, glaciers

⁵ Cooper, C. (2006). Lakes as Tourism Destination Resources, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, p. 27.

⁶ Ivi, p. 27-28.

that covered large areas of land during the ice age formed many lakes. Glacial lakes can be found in Europe and North America, for instance Minnesota is called 'The Land of 10,000 Lakes' because of the number of glacial lakes present in the state. Other lake basins formed where plate tectonics changed the Earth's crust (making it buckle, fold or break apart) forming faults, deep cracks that were filled with water coming a rainfall or streams. An example of a lake formed by the movement of tectonic plates is Lake Baikal, in Russia. Some lakes form when rain or melted snow fill the crater when a volcano becomes inactive. Rainwater may also fill a caldera, which is a depression left when the top of a volcano is blown off or collapses during an eruption, and become a lake. For example, Crater Lake, in Oregon (USA), is one of the deepest lakes in the world and it was created when Mount Mazama's volcanic cone collapsed. Rivers can also form lakes. Some rivers wind back and forth across the plains in wide loops called meanders; during periods of flooding, a river may bypass a meander leaving a body of standing water. This kind of lake is called oxbow lake because the shape resembles the U-shaped frame used for harnessing oxen when used to pull a wagon or plough. Lakes can also be created as a consequence of landslides or mudslides; when debris pile up in dams, they can block the flow of a stream forming a lake. Beavers can also be responsible for the creation of lakes because they build dams out of tree branches that can plug up rivers or streams and form ponds or marshes. Artificial lakes are often built not only for storing water for irrigation, hygiene and industrial use (i.e. hydroelectric power plants) but also for recreational purposes such as boating, swimming or fishing.

1.2 The significance of lake tourism

In many parts of the world lakes are vital parts of recreation and tourism as both a location for leisure activities and an attraction in their own right. Lakes are also used extensively by many countries and destinations in touristic promotion campaigns, whether it is to provide a key image of the destination or an attractive backdrop for other leisure activities.⁷

The economic and tourism significance of lakes is difficult to determine. In fact, lake tourism is a form of tourism that occurs not only on the lake itself, but also in the

⁷ Hall, C.M. and Härkönen, T. (2006). Lake Tourism: An Introduction to Lacustrine Tourism Systems, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, p. 3.

surrounding area. Lacustrine systems include the lake, the foreshore and those amenities, facilities and infrastructures in the surrounding region that support the role of the lake as a tourist attraction. The environmental system that underlies the lake tourism system is usually much larger in area and includes all areas of watershed that feed the lake. Indeed, the idea of lake tourism reinforces the idea that there are certain geographical entities that, because of their particular environmental characteristics, are often designated as a separate type of tourism in which the specific environment serves to attract particular activities and which serve to convey certain environmental images as part of destination promotion.⁸

To become a successful destination, the local government should establish principles for future growth and development. These guiding principles will help to keep continuously the focus on the sustainability of the offer and on deepening the knowledge of the customer, of the service provider and of the local stakeholders, understanding their needs. The time invested in knowing the users of the area will lead the destination to grow and open to new markets, while also enhancing the relationship among tourists, host communities and lakeshore property owners. The combination of these elements will result in the establishment and maintenance of quality experiences and of sustainable standards at the destination.⁹

1.3 Lake accessibility

An increasing issue of many lake destinations is the issue of accessibility and rights of use. Although there are clear differences in access rights in Nordic countries compared to New Zealand and North America, issues of access and use are becoming increasingly contested as pressures on scarce water sources grow. Lakes obviously have great potential to meet different tourists' needs, be active in participation, such as kayaking, or passive observation, such as admiring lake scenery. However, different needs will have different

⁸ Hall, C.M. and Härkönen, T. (2006). Lake Tourism: An Introduction to Lacustrine Tourism Systems, in C.M. Hall and T. Härkönen (edited by), Lake Tourism an Integrated Approach to Lacustrine Tourism Systems, Paperback, Clevedon, p. 3.

⁹ Ibidem.

access and use requirements and, at times, such use requirements may be at odds with each other, as well as those of other users of lake and water resources.¹⁰

Lakes are accessible by most of the means of transport such as boat, car, bike, train and bus. Most lakes are easily accessible in their entirety by all these means, whereas lake islands can only be accessed by boat. In these cases, while tourists will always be dependent on the timetables and on the routes of boat services, boat owners and boat renters have the possibility to choose their departure time and their route. Being the boat the main mean of transport at the lake, attention should be put on the type of emissions that they produce. In fact, nowadays most boats use non-renewable sources and sailboats have not always the possibility to use wind power.

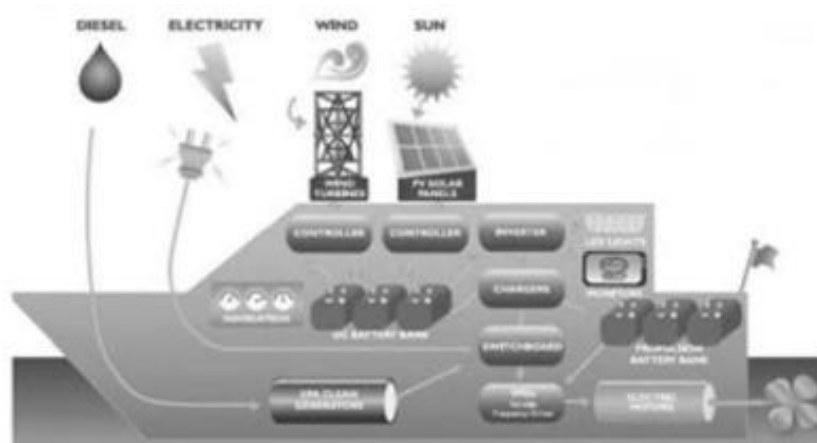
The region Umbria, in Italy, hosts many lakes such as Lake Trasimeno and Lake Piediluco. There, people can join boat trips and enjoy the different linking services among the various points of the lake. In the lake area in the province of Terni, people can only take sightseeing tours on ferries to admire the landscape from different perspectives, whereas in Lake Piediluco, the largest Umbrian lake, there is a proper transportation system (run by Umbria Mobilità), which links Isola Maggiore and Isola Polvese with other towns bathed by Lake Trasimeno. The ferries that carry tourists daily from one point of the lake to the other do not stand out as neither sustainable nor attentive to using innovative technologies that would allow the means of transport to be activated by renewable resources.

Some cases around the world represent an example and a challenge in order to turn Umbria, and most lake areas, in more sustainable regions. Since 2008, for example, the American company Hornblower decided to invest in the making of a ferry as sustainable as possible calling it 'Hornblower Hybrid'. The ferry is used for trips, aperitifs and dinners, it is 168 meters long with a carrying capacity of maximum 600 people and, being the ferry powered by hydrogen fuel cells, solar panels and wind turbines, it is eco-friendly. Moreover, the floor is built with recycled materials, the balconies are made of recycled glass and the coatings are made of aluminium to be aesthetically pleasing and avoid the

¹⁰ Hall, C.M. and Härkönen, T. (2006). Research Agendas and Issues in Lake Tourism: From Local to Global Concerns, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, p. 225.

use of wallpaper, glue and paint with high levels of VOCs (volatile organic compounds) which are usually polluting. The windows and the heating and cooling systems are made in order to guarantee high-energy efficiency and to maintain a comfortable environment in the most efficient way. The boat is not yet fully sustainable, the starting motors still have a diesel engine, but it is an example that could be followed worldwide.¹¹

Image 1: 'Hornblower Hybrid'



Source: <https://www.hornblower.com/> (accessed 20/07/2020)

1.4 Ecotourism

Nature tourism and ecotourism are highly connected to the environment and for this reason they may facilitate a controlled use of natural spaces and work as a regulatory mechanism where conflictual and disruptive aspects of natural heritage are present. Ecotourism can be included in the forms of tourism that are oriented to sustainability and social responsibility. Sustainable tourism has been developing during the last decades with the main aim of maintaining under control the carrying capacity of the territory and of providing an alternative to mass tourism, which takes little care of the conservation of the natural resources of the territory. Ecotourism takes into consideration some essential elements such as environmental, cultural, social and economic sustainability; environmental education; effective participation of the local community in the

¹¹ Aliperti, G., Asdrubali, F. (2015). *Alla scoperta del turismo sostenibile. Accordi, norme e filiera turistica. Analisi di un fenomeno internazionale partendo dal caso della regione Umbria*, FrancoAngeli, Milano, pp. 184-185.

management of ecotourism; and access to economic benefits brought from it. Ecotourism is worldwide renowned for its pioneering role of pushing the tourism industry towards higher sustainability standards that have now become more and more important for tourism destinations. Already since the early 2000s, nature tourism (concerning in particular Parks, Protected Areas, Oasis and Reserves) has increasingly registered more and more demand. This happened not only because nature tourism favours contact with nature, to which people have increased their interest for, and because it offers the possibility to carry out outdoor activities, but also because it valorises the combination of nature, culture and typical products, which is now playing a big role in the development of a tourism destination. In the Mediterranean, tourism is characterised by particularly attractive elements such as the presence of big cities, of cultural and religious clusters, the relevance of coastal places and of the rural and natural environment. Ecotourism and sustainable tourism in the Mediterranean are essential to overcome the impacts (sometimes catastrophic) of mass tourism, which exceeded the carrying capacity of many destinations. In fact, these latter represent the mature and descendent stage of development and the best solution to improve the situation could be the implementation of an integrate management approach.¹²

1.5 Slow Tourism

In literature, it does not yet exist a unique and agreed definition of slow tourism. However, many scholars have tried to find a possible interpretation of this concept by identifying principles, ideas and behaviours that characterise the slow tourist.

According to Matos (2004), slow tourism, in order to be defined as such, should have two essential conditions: low-cost air mobility and touristic sustainability.

According to Heitmann et al. (2011), slow tourism is a form of tourism that respects local cultures, history and the environment and it gives value to the concept of social responsibility, celebrating diversity and relationships among people. Slow tourism is characterised by the dimensions of discovery, learning and sharing with the aim of reducing the quantity of experiences, trying to enhance the quality instead. In line with this perspective, slow tourism is opposed to mass tourism, the frenetic rhythms of the “hit

¹² Grumo, R. (2018). L'ecoturismo nel Mediterraneo e l'Area Marina Protetta Torre Guaceto: salvaguardia e sviluppo, *AGEI - Geotema*, 49, pp. 121-125.

and run” visits and the consequences of the commodification and trivialisation of the local culture.

Lumsdon e McGrath (2011) claim that in literature different lines of thought put the accent on four main topics, which are the slowness and the value of time, the activities at the destination, the means of transport and the experience of the travel and lastly, the environmental awareness.

Conversely, according to Zago, slow tourism is neither an activity nor a touristic product on its own, but rather it represents a different and more involved way to spend the holiday; it can be a cross-sectorial philosophy to the many types of post-tourism (especially the naturalistic, food and wine, rural, cultural, sport and social tourism). In order to define the dimensions in which slow tourism can be declined, Zago developed the ‘CASTLE model’ (an Italian acronym) stating six criteria which coexistence would characterise slow touristic products. The first one is Contamination (*Contaminazione*) and it concerns the relational sphere and the capacity of the offer system to create opportunities of exchange among people (guest-local community, guest-touristic offer, among the guests themselves). Authenticity (*Autenticità*) involves the capacity of creating and offering an experience deeply connected with the culture and tradition of that destination. Sustainability (*Sostenibilità*) is related to the impact of the touristic activity on the local environment in a broad sense, which has to be ecologically light, economically convenient and socially equal towards local communities. Time (*Tempo*) refers to the centrality of time in the medium-long term even within the industrial and territorial management. Slowness (*Lentezza*) is about slowing down tourism rhythms, allowing guests to establish a deeper contact with the local situation. The last criterion is Emotion (*Emozione*) and it implies the ability to generate memorable moments in order to offer tourists the opportunity to live an immersive and satisfying experience.

The slow travel approach, which has developed in parallel to slow tourism, puts the accent on the travel itself rather than on the activities done at the destination (Gardner, 2009). One point that the different approaches to this type of tourism have in common is the critic to the use of the airplane, which is a source of pollution (Dickinson, Lumsdon, 2010). This statement, sometimes even extended to other means of transport (such as high-speed trains and cars), implies a touristic experience with extremely dilated time

which does not properly suit the post-modern tourist, who travels in a world crossed by flows of people, objects and information, creating wide nets (Lévy, 2010). Dickinson et al. (2011) suggest a distinction between hard slow traveller, who takes on a certain lifestyle even while travelling and cares about the environment, and soft slow traveller, who carries out slow activities even by using fast means of transport such as the airplane. They also claim that three standards of slow tourism can be identified. The first one concerns means of transport with lower environmental impacts such as public transport or bikes instead of air and car travel. The second standard concerns enhanced tourism experiences by making visitors engage in a more intensive way with the sense of a destination. The last characteristic is considering transport as a tourist experience.

The slow movement approach applied to tourism is seemingly a call for a change of leisure life practice – the choice of fast versus slow – and in doing so to engage in modes of critical consumption that requires some reflection on the type of tourist and place visitor we want to be. Slow tourism is more about living life and experience, as opposed to racing through – where the quality of the experience/visitation is purely determined by fast, efficient, quick, productive and plentiful quantity of visits.¹³

The slow movement is a call for consumers to make them critically analyse their consumption pattern. The concept of critical consumption involves the fact that every consumer has the power of choice to modify market relations by taking decisions that will affect other people's lives for the better. One of the critical choices that constitute a slower mode of consumption concerns slow food. The slow food movement gives value to smaller producers that must put higher prices compared to corporate entities due to their lack of economy of scale, but they ensure high standards of quality for their goods because they have to manage a lower amount of goods. Moreover, by purchasing their goods not only local producers will be empowered, but also the territory will be valorised and be more competitive.

One other factor that allows the development of slow tourism is linked to urban planning, which should imply public participation and the integration of different perspectives,

¹³ Wilbert, C., Michael D. (2015). Going s-Low in Cambridge: opportunities for sustainable tourism in a small global city, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 208.

methods and stakeholders. A place can be defined as sustainable if its buildings are energy efficient, the mobility is carbon-reduced, there is a good land use management and if the integrated planning process takes into consideration ways to implement public participation.

It is a fact that worldwide the continuous demographic growth and economic development has led to increasing mobility of people and goods. However, one of the global aims is the reduction of greenhouse gases emissions and other pollutants in the transport sector in order to react to global warming and air pollution. This aim represents many challenges that require a structural change of the transport systems, starting from sustainable mobility, which will ensure quality of life, enhance environmental protection, improve economic performance and guarantee social inclusion.

A global strategy for sustainable mobility should encourage multimodality and intermodality, focus on the improvement of existing transport systems by creating a working system of complimentary means of transport (rail, road, walking, cycling) and ease the change from one service to the other. The goal of the European Commission (2011) is to enhance interoperability. To achieve the aim it is crucial to reduce car trips by developing alternatives to road transport; to give priority to active modes of transport such as cycling, walking or skateboarding by ensuring their safety; to promote more sustainable mobility patterns for people and goods; and to foster proximity, and in particular proximity in urban areas, which may allow the control of the urban sprawl and the implementation of commercial areas while also ensuring a diversity in activities in the current neighbour area maintaining the proximity services. Another key point is accessibility. The transport system should meet the needs of many different areas of region (i.e. rural and urban areas) and of many different individuals (i.e. elderly, young people, people with low income and disabled people). Innovative technologies such as Intelligent Transport System (ITS) may contribute to improving efficiency and safety of the means of transport.

“ITS applications include traffic monitoring, public transportation coordination, emergency management, traveller information, advanced vehicle safety, commercial vehicle operations and electronic payment systems.”¹⁴

European Union supports and encourages many of these strategies. These include for example the European Commission Sustainable Urban Mobility campaign, who is promoting the combination of different modes of transport with its slogan ‘Do the Right Mix’, and the Sustainable Urban Mobility Plans (SUMP), defined as ‘a set of interrelated measures designed to satisfy the mobility needs of people and businesses today and tomorrow’. There are many tools and levers to promote sustainability – The White Paper (European Commission, 2011), includes a long list of 131 initiatives. These tools include the use of regulations, deployment of sustainable modes and integrated mobility approaches, deployment of intelligent transportation systems, and the use of alternative fuel vehicles. Some of them are specific to a transport mode or a territorial scale.¹⁵

Pricing tools, which are policies on the acquisition and renewal costs for private car, can be used as subsidies and fiscal incentives to encourage people to purchase cleaner and more efficient vehicles that would act on operating costs (i.e. fuel, parks, insurances, travel cards and vehicle control services). Moreover, congestion pricing can help to reduce congestion by imposing a tax on private motor vehicles to enter a corridor or a cordon area during peak periods; for medium size cities, parking pricing is usually used. Capacity control includes policies that aim either to restrict the road network or to extend the network in order to succeed in implementing more sustainable modes of transport such as collective transport or in developing pedestrian areas and cycle ways. Another tool that could be employed is the limitation in the building of new parking places in city centres. During the last few years, services such as carpooling, car sharing and bike sharing have been increasingly developed and they have been allowing subscribers to access a network of shared vehicles without ownership, filling the gaps in urban mobility systems and providing an alternative option to private vehicle use. The use of private vehicles could also be diminished by developing transport-related facilities such as

¹⁴ Boucq, E. and Crabeck, S. (2015). Strategies and levers to promote sustainable mobility in tourism destinations: Charleroi and the province of Hainaut, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 257.

¹⁵ Ivi, p. 258.

intermodal hubs, park & ride and kiss & ride. In this way, commuters would park outside city centres and then transfer to a bus or a rail system. The establishment of Low Emission Zones, where vehicles are charged or banned from certain areas, achieves a similar aim. Other innovations from which the environment is benefiting have not only been developed with the use of new technologies like e-ticketing and teleworking, but also by acting on the demand side, starting from awareness campaigns which for example promote an active lifestyle.

“According to Hall (1999), within the spatial context of the tourism destination area, transport demand can be conceptualised in terms of three ideal categories of transport users, all potentially competing with each other for transport and transport space.”¹⁶

The host community, who is not directly involved in tourism; the employees of the tourism industry, who may be part of the host community or may be incomers from outside the destination area; and the tourists, who could use specialised means of transport. From this analysis, it may be stated that tourism transport involves a wide range of modes, special situations and ownership patterns. Moreover, some means of transport have been created with the main purpose of meeting the tourists’ needs, such as tour coaches, express buses or transport in a seasonal tourism destination, but residents do also benefit from these services.

According to Dall’Aglio (2011), two types of transport exist. Transport *for* tourism, which is used to reach a destination or tourists place and it includes plane, train, taxi, bus and metro; whereas transport *as* tourism could be part of the experience, an existing planned itinerary or an itinerary autonomously planned. This form of transport may include urban walk, cycling, car tour, coach tour or historic train.

It is often thought that tourist mobility has increasingly been growing. However, a study carried out in France demonstrated that tourist mobility is a minority part of the mobility system. The study also showed that tourists tend to walk longer and more often than they do in their everyday life. This is because walking is one of the best solutions to circulate and discover places, public transport may be difficult to access, walking may be more

¹⁶ Boucq, E. and Crabeck, S. (2015). Strategies and levers to promote sustainable mobility in tourism destinations: Charleroi and the province of Hainaut, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 260.

pleasant because the perception of time is different from that of everyday life and visits in urban centres are often limited to a small area of the city territory because of the spatial concentration of accommodations and tourist sights. For this reason, local governments and city planners should give to the management of tourist demand for an efficient transport system as much consideration as to the needs of the host community.¹⁷

1.6 Sustainability

The concept of sustainability is generally considered to be composed by three different elements: environmental sustainability, i.e. the ability to maintain rates of renewable resource harvest, pollution creation, and non-renewable resource depletion; economic sustainability, i.e. the ability to support a defined level of economic production; social sustainability, i.e. the ability of a social system – such as a place – to function at a defined level of social well-being (Epstein, Buhovac, 2014). The term sustainability has been embraced by many in order to address priorities for local governments (Birch, Wachter, 2008; Bulkeley, Betsill, 2005). The report by the World Commission on Environment and Development – also known as the Brundtland Report (1987) – argued that sustainability, besides being an institutional goal, is a process of change where the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations (Wheeler, Beatley, 2004).¹⁸

Being sustainable has become one of the main goals that citizens, companies and more in general the society are pushed to achieve.

Companies are increasingly judged beyond the sole financial results they achieve, encompassing also their social and environmental performances. Consumers are increasingly asked to consume responsibly and in a sustainable way, avoiding excesses and consuming environmental friendly products and services. Political institutions and

¹⁷ Boucq, E. and Crabeck, S. (2015). Strategies and levers to promote sustainable mobility in tourism destinations: Charleroi and the province of Hainaut, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 261.

¹⁸ Pedeliento, G., Andreini, D., Bergamaschi, M., Magno, F. (2015). Place branding: marketing in a s-Low tourism perspective, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, pp. 99-100.

public administrators are ever more pushed to consider the economic, social and environmental impact of their decisions and actions.¹⁹

Sustainability not only has increasingly become a pursued strategy of places (especially of cities and metropolitan areas which have larger touristic flows), but it is also an element that may have become part of the culture of a given place and may be reflected in its identity with the consequence of affecting the image of the place.

A place cannot be sustainable if citizens and visitors do not take on behaviours that contribute to the achievement of this aim. In order to enact a social change, there must be first the cultural conditions of the place in which such change is looked-for. The interaction between individuals, groups and institutions may determine in great measure the type of projects that may be enacted, the tension between individuals and institutional projects and the quality and quantity of resources in which to invest for the achievement of the objectives of the projects. Therefore, sustainability can be defined as an institutional project and since nowadays social change to places and to society is required, two forms of power of change may be taken into consideration. The first one is related to the individual that, with its only means, has the power to amplify the level of interaction between stakeholders and institutions to act in a different way while also changing the context thanks to which the individual acted. Social institutions, on the other hand, have the power to force individuals to behave in a certain manner by providing structural conditions that enable actions and interactions.

Whatever is the source of power and the social actor responsible for the change, this change can become a structural property of the social system only if it becomes institutionalized, routinized and a guide to action. Thus, if a social movement or a political institution exert power to favour the development of sustainable practices (environmental, and/or economic, and/or social) this can contribute to the development of a sustainable

¹⁹ Pedeliento, G., Andreini, D., Bergamaschi, M., Magno, F. (2015). Place branding: marketing in a s-Low tourism perspective, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 100.

culture of that place only if these practices are institutionalized through actors' actions across time.²⁰

If with time a sustainable culture is established, then the learnt practices will become part of the identity of a place and their effects will be reflected not only in the society behaviours but in the surrounding physical environment as well.²¹

1.7 Information and Communication Technologies (ICT) and Smart Tourism

“Information and Communication Technologies can serve to improve tourist experience, destination competitiveness and citizens' quality of life through the provision of interactive/mobile services in the fields of mobility, culture, energy, security and health.”

22

The improvement of wireless internet has led to an increased interconnectivity and interactivity between citizens and service providers. Nowadays, not only people can access a huge amount of information and added-value services, but they can also interact with the places, public administrations, firms and other citizens. By doing so, people generate new information (User-generated content) and add value to the services and applications which have been used. These new technologies have empowered people by letting them participate more in the development and management of a destination, involving them in the co-creation of value added services.

The development of technologies such as mobile internet, geolocalisation, virtual and augmented reality led to the improvement of the tourists' experiences at tourism destinations thanks to the provision of valuable and updated information or innovative applications to enjoy tourism attractions. ICT has also led to the improvement of city management efficiency by automating processes to reduce costs and time needed to provide public services. Moreover, ICT favours the development of slow management approaches and enhances the role of small and medium-sized destinations. In fact, thanks to smart technologies, smaller destinations may target distant markets, promoting the city

²⁰ Pedeliento, G., Andreini, D., Bergamaschi, M., Magno, F. (2015). Place branding: marketing in a s-Low tourism perspective, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 101.

²¹ Ibidem.

²² Herrero, A., Pérez, A. (2015). Smart technologies and s-Low tourism: applying ICT to develop the destinations. The case of SmartSantander, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 267.

to tourists that otherwise would not know about the destination through traditional media. Moreover, since the use of ICT provides added-value information and services, even small and medium-sized cities are able to compete with big cities as tourism destinations.

Smart technologies may be a good choice to support slow tourism because they can easily provide information about connectivity (e.g. transportation timetables) and about slow tourism experiences at the destination (e.g. events and tourism routes). ICT can also help in creating customised and active slow experiences, which usually attract tourists' attention. Slow tourism aims at valorising the territory, enhancing citizens' participation in the decisional processes and letting tourists interact with the local culture of the destination.

The development of ICT for tourism requires the implementation of ICT that allow the managerial and technological integration of private and public stakeholders so that the users (tourists and residents) can access a diverse assortment of value-added services through an integrated infrastructure, perceived as unique and global (Neuhofer, Buhalis, Ladkin, 2012).²³

Using ICT means implementing new digital channels for sharing content (social media), creating of new born-digital content (a source for local businesses), facilitating online access to experiences attracting potential new customers from all around the world and enhancing the role of local businesses and stakeholders.

Smart tourism, in order to be defined as such, does not only need ICT, but also a sustainable development approach that is suitable for slow destinations. The combination of these two elements will make the destination more competitive, leading to a potential increase in the number of visitors and in profitability.

Accordingly, this will lead to the development and growth of the tourism sector in the city or territory, with positive externalities through the creation of jobs and richness. Additionally, many of the value-added services smart ICT in the destination may be used and enjoyed by residents. Thus, citizens may benefit from more efficient and accessible

²³ Herrero, A., Pérez, A. (2015). Smart technologies and s-Low tourism: applying ICT to develop the destinations. The case of SmartSantander, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 270.

public services and improve their knowledge and enjoyment of their own territory, including cultural heritage and tourism attractions.²⁴

ICT can be applied to mobility, aiming to manage transportation efficiently, to improve mobility resource and to provide an easier access to the territory and its attractions (e.g. providing information about traffic and booking services online). ICT can also be applied to culture, providing access to cultural activities in real time, promoting the destination as a tourism attraction and enhancing the tourist experience (e.g. augmented reality, virtual reality and geolocation); to energy, improving the efficiency in energy management and sustainable tourism (e.g. renewable energy and better waste management); to security, enhancing public safety and by doing so reducing the tourists' risk perception that it is normally felt when out of the known environment; to healthcare (e.g. remote access to electronic medic records and barcode readers incorporated to food with nutritional information); and to economy, fostering business opportunities in Big Data Systems and Customer Relationship Management Systems.

The development of ICT for tourism implies the customisation of the relationship between tourists and residents with direct and individualised interactions, a type of communication adaptive each user, quick and efficient responses to the highly elastic demand and the use of channels to interact with customers, providing content that must be adapted to each kind of media. The implementation of these solutions would improve the tourism services and the quality of life for the local community that may benefit from the economic development and opportunities created by the tourism industry.²⁵

For destinations themselves, the advantages of using smart technologies are also clear. Through smart applications that are strongly based on the principles of public participation and the valorisation of territories, councils can place greater value on cultural, natural, mobility and tourist resources of their destinations. In the case of slow destinations, the new possibilities opened by the use of ICT become a clear source of advantage that allows them to be in a competitive position comparable to leading tourist destinations, such as large cities or the more traditional tourist destinations. Finally, the

²⁴ Herrero, A., Pérez, A. (2015). Smart technologies and s-Low tourism: applying ICT to develop the destinations. The case of SmartSantander, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 272.

²⁵ Ivi, pp. 278-279.

benefits of using smart applications also reach the business sector, which takes advantage of the new resources from which they can develop new applications and services, thus promoting new business opportunities and helping to generate new economic activities and employment.²⁶

1.8 Best practices

1.8.1 Lake Bled (Slovenia)

Image 2: Bled Island in Lake Bled



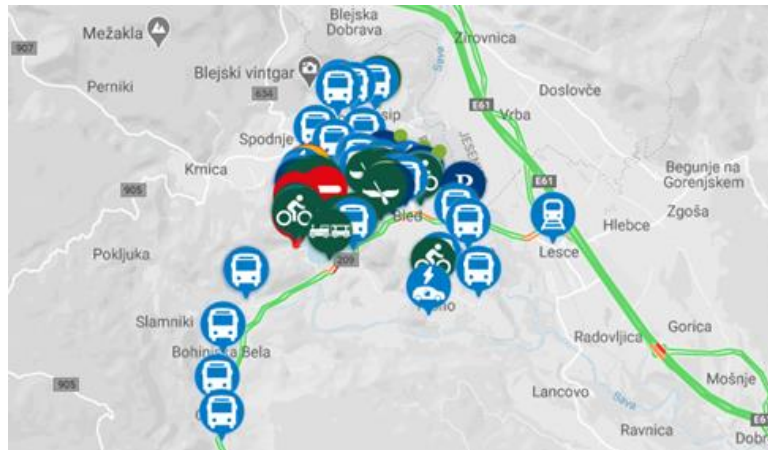
Source: <https://www.theguardian.com/travel/2018/mar/24/slovenia-food-drink-ljubljana-bled-noah-charney> (accessed 18/10/2020)

Slovenia has been among the leaders in sustainability for several years now and Bled, a Slovenian town, has been the advocate of green tourism and holds the gold label of the Green Scheme of Slovenian Tourism. It also ranked second in Europe in the 2019 Green Destinations international non-governmental project and since 2011 it is a member of the Alpine Pearls group which objective is the promotion of sustainable mobility. In Bled, sustainability comes in the first place from the residents, who make sustainable choices and carry on an environmentally friendly conduct, and visitors are expected to make an

²⁶ Herrero, A., Pérez, A. (2015). Smart technologies and s-Low tourism: applying ICT to develop the destinations. The case of SmartSantander, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 281.

effort in respecting these principles. Sustainable transportation in and around Bled has been introduced to reduce the environmental impact. People may park in the marked parking areas and then use sustainable means of transportation provided by the town or rent vehicles with a lower carbon footprint.

Image 3: Public or sustainable means of transportation in Bled



Source: <https://map.e-bled.si/> (accessed 20/07/2020)

The destination management organisation has provided some guidelines for tourists in order to guarantee the protection of the environment. One of the most relevant ones concerns the reduction of waste and the disposing of inevitable waste in the designated bins in order to contribute to the preservation of nature. Another one concerns the bathing in lake, in fact, in order to protect the flora, which plays an important role in the lake ecosystem; public baths were built in order to prevent visitors from bathing along the entire coast of the lake. Since locals know best their area and they can provide tourists with useful information and interesting facts about the destination, Tourism Bled and the Bled Tourist Association organised the so-called ‘Ask me I’m local’ project; in the area of the Lakeside promenade, for eight hours a day during the summer season, locals offer information to tourists and guests about the area’s best restaurants, attractions and transport linkages. They are also available to clarify any doubts about the proper behaviour to maintain while being in Bled.²⁷

²⁷ <https://www.bled.si/en/inspiration/green-bled/> (accessed 21/07/2020)

1.8.2 Lake Orta (Italy)

Image 4: San Giulio Island in Lake Orta



Source: <https://discoveritaly.alitalia.com/en/us/destinations/milan/orta-san-giulio-piemonte-village> (accessed 18/10/2020)

Since 2014, the municipality of Ameno, in Northern Italy, in partnership with the Italian Association for Responsible Tourism (AITR), started the project ‘Quadrifoglio’ (*Four-leaf clover*) which is an initiative of responsible and sustainable tourism with the aim of valorising the artistic and naturalistic treasures on this little town on the east shore of Lake Orta. The project consisted in creating four paths dedicated to the lovers of trekking and mountain bike, which for now gained a lot of success. Moreover, the same municipality contributed to the development of other projects on the territory in partnership with local associations with the aim of depolarising and enriching the touristic offer of Lake Orta. The initiatives carried on by *Parco della Fantasia Gianni Rodari* (The Park of Fantasy Gianni Rodari) in Omegna follow the same direction. The literary park is in fact made by many buildings that are scattered throughout the territory of the municipality, valorising the different areas and the natural and cultural resources of the town. Many are the activities of the park that mix educational teaching and recreation, which attract significant school tourism, flows (more than 10,000 students a year). Moreover, the cultural initiatives addressed to a wide audience (exhibitions, workshops, plays, etc.) are often organised in partnership with the foundation *Forum Arti e Industria di Omegna* (Forum Arts and Industry of Omegna). This integrated partnership aims at offering the

territory the opportunity to valorise its tangible and intangible heritage tied to the local industrial history and to integrate it into the touristic resources that characterise the touristic offer of the area.²⁸

1.8.2.1 San Giulio Island

San Giulio Island is located within Lake Orta. The island is accessible in five minutes by the ferries of the Servizio Pubblico e della Navigazione Lago d'Orta (*Public and Boat Service Lake Orta*). Ferries are docked to the small harbour of Piazza Motta and they are available from the morning to the evening.²⁹

Tourists are welcomed on the island from a short staircase that leads to the Romanesque basilica, the main attraction of the island. The visit goes on through a narrow street which runs through the entire island and which is called 'Via del silenzio e della meditazione' (*Street of silence and meditation*), a blend between spirituality and architecture. Walking through the alleys of San Giulio there are Palazzo dei Vescovi and Abbazia Benedettina Mater Ecclesiae, where the famous "bread of San Giulio" is produced. The other buildings of the island, now private, were the residences of the canons; one of the oldest is Villa Tallone where renowned classical music concerts are yearly held. A restaurant with a terrace on the lake and a souvenir shop are the main tourism services on the island.³⁰

²⁸ Candiottio, R. (2015). *Sistemi di Governance dei Bacini Lacustri Basati su Piattaforme Ecologiche. Il Progetto Pitagora*, Giappichelli Editore, Torino, pp.43-44.

²⁹ https://www.ilturista.info/ugc/info/da_visitare/1654-Visitare_1_Isola_San_Giulio_e_il_Monastero_sul_lago_d_Orta/ (accessed 20/07/2020)

³⁰ <http://www.milansperanza.it/attrazioni/lago-dorta-e-isola-di-s-giulio/> (accessed 20/07/2020)

1.8.3 Lake Balaton (Hungary)

Image 5: Lake Balaton



Source: <https://www.britannica.com/place/Hungary/Drainage-and-soils> (accessed 18/10/2020)

Lake Balaton, in Hungary, is the largest lake in central Europe.³¹ Here, local stakeholders have specialised in water tourism. This type of tourism can be classified into four categories. The first one is classic water tourism with hand-driven means of transport, which are primarily canoes and kayaks. The second is fishing tourism; tourists may choose to fish from the shore, from a rowing boat or from a motor boat. Since local knowledge is crucial for successful fishing, most of the fishermen lead tourists to their known places and they usually go on a lake tour. The third category is ecotourism, it mainly consist in short boat trips with a tour guide who knows the fauna and flora of the lake area. The fourth is motor boat tourism and it is divided into sport shipping (water skiing and jet ski) and shipping tours.

Lake Balaton is a popular destination, but the destination management organisation could do more in order to develop the destination. For example, in order to attract young people, active tourism both for summer and for winter could be advertised on social media. Lake tourism and gastronomy are deeply connected and at Lake Balaton local products are of

³¹ <https://www.britannica.com/place/Lake-Balaton> (accessed 21/07/2020)

high quality but they do not receive the attention that they deserve; an option could be to hold markets or festivals for selling local products. The area is also rich in natural parks, for this reason ecotourism could be developed to widen the range of tourists coming to the destination. The last key element is the creation of an independent image of Lake Balaton from the other renowned lakes in the area and this could be done by taking advantage of the European Union funds for tourism.³²

1.8.4 The Lake District National Park (United Kingdom)

Image 6: Grasmere in the Lake District National Park



Source: <https://www.sykescottages.co.uk/inspiration/guides/lake-district/things-to-do/?page=2> (accessed 18/10/2020)

The Lake District National Park, in the United Kingdom, includes a unique landscape of lakes, fells, tarns, and mountains. The Park is a resource for agriculture, mining, quarrying, power generation and tourism. Its landscape is the main tourist attraction and it is entangled with the local culture and history, from the villas around the park to the archaeological sites. The Park Authority has developed an integrated approach in order to valorise and preserve lakes and tarns, whose beauty has contributed to the creation of the identity of the park. Several lakes of the National Park contribute to nature

³² Remenyika, B., Tóthb, G., Sikóc, B. (2017). Lake Tourism and the Balaton Research, *Journal of Central European Green Innovation*, 2064-3004, pp. 59-76.

conservation or provide water supplies. Others, being easily accessible, have recreational use. Lakes are important tourism destinations and the high amount of demand needs careful management not only to protect the integrity of the destination, but also to ensure the quality of the experience of the tourist. Recreation and tourism can be identified as recent uses of the lakes, which have led to an increasingly complex management. Therefore, a new National Park Plan has recently been developed; thanks to the accumulated experience of the last few years, the potential impact that tourism has on the lake environment has been understood. However, many threats to lake destinations areas come from outside the tourism industry and they include climate change and the decrease of water quality due to pollution. The objectives of the National Park Plan are to ensure that the waters in the park continue to have the highest possible water quality; to maintain the diversity of water types and the conditions for self-sustaining populations of indigenous plants and animals associated with fresh water and wetland habitats; to permit the quiet enjoyment of lakes and tarns in ways that are compatible with maintaining their character and the character of the surrounding area. The demand for lake tourism in the Park is so high that this plan was developed to ensure that the amount recreational use is appropriate the carrying capacity of each tarn and lake. However, the biggest lakes have their own plan too which was created with the consultation of all the local stakeholders.

The International Lake Committee Foundation (ILEC) started awareness raising campaigns on the sustainable use of lakes providing seven guiding principles for the sustainable management of lakes, which include guaranteeing a harmonious relationship between humans and nature; considering a lake drainage basin as the starting point for planning and management actions for sustainability; developing a long-term and proactive approach to prevent the causes of lake degradation, developing policies for lake management based on science or best available information; resolving conflicts among competing users of lake resources, taking into account the needs of the present and future generations and of nature; enhancing meaningful participation of citizens and other stakeholders in identifying and resolving critical lake problems; ensuring good governance, based on fairness, transparency; and empowering all stakeholders.³³

³³ Cooper, C. (2006). Lakes as Tourism Destination Resources, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 37-39.

CHAPTER 2

Planning and management of lake tourism destinations

Because of their landscape features (flora, fauna and cultural attractions), lakes represent valuable resources for human activities such as tourism development. Lake tourism is often called “water-based-tourism”³⁴ and it refers to the many activities and experiences that can be undertaken in water or in the surrounding areas. According to this definition, the body of water constitutes the main resource for developing the destination, while the resources of the surrounding region enhance the lake area.³⁵ In fact, lacustrine tourism systems include the lake, the foreshore and the services in the surrounding areas that support the role of the lake as a tourist attraction.

The World Tourism Organisation defines lake destinations as being culturally relevant, vulnerable to change and complex systems that need to be managed. A lake tourism destination, in order to be defined as such, must provide support services for tourism (i.e. accommodation, retailing and food and beverage), it must be accessible and it should have a strong destination organisation. The destination management organisation, to enhance the competitiveness of the destination, should understand the needs of the different stakeholders, who, in turn, should provide information that could help in taking decisions tailored to their needs and directed towards the improvement of the destination.

Tourists tend to consider a lake destination as a place with a definite location far from home that provides tourist services and entertaining. When choosing a travel destination, visitors study the promotional material, mainly on websites, and form their idea of the destination. A lake (or any other place) becomes a destination when tourists decide to go and visit it; before that moment, every lake is only a water basin on the map, only significant as a part of the environment and of the culture of the local community. Therefore, a lake environment acquires significance when tourists link their experience at the lake to that environment.

³⁴ Jennings, G. (2011). *Water-Based Tourism, Sport, Leisure, and Recreation Experiences*, Routledge, New York.

³⁵ Rodrigues, A. I., Correia A. & Kozak M. (2017). Combining visual and textual data for assessing destination image: Lake tourism example, *Journal of Global Scholars of Marketing Science*, 27:4, pp. 319-339.

2.1 The impact of tourism on the lake environment

Lake tourism has a history of 200 years, but it is only in the last few years that the tourism pressure on lake destinations has started to cause concerns. In fact, among the causes that affect lake quality (i.e. changes in land-use, increased urbanisation, poor sewage infrastructure, pollution and over-use of lake resources) there is also the environmental stress caused by the tourism industry. The impact of tourism on the environment is dependent on the activities carried out at the lake, on the number of people taking part into them and on the nature of the environment itself.

Recently, the development of the lake as a tourist destination has led to an increase in the number of second and retirement houses. This process is part of a “broader pattern of amenity-related migration and human mobility”³⁶, meaning that many holiday destinations have gradually become a place for tourism urbanisation. In these new urban contexts, lakes, which have an incredible environmental value, have been placed under threat by the intensive use of water basins. In lacustrine systems, tourism activities (e.g. boating and fishing) contribute to the change in the environment, mostly for the worse, and at the same time they are affected by that change, which could sometimes lead to the loss of interest in the destination due to a lack of quality.

The effect of pollution can have a major impact not only on species living in the lake, but also on other animals further up the food chain, including human beings. Poor water quality can also have a substantial impact on tourism and recreational behaviour, either by influencing individual perceptions and behaviours or by direct regulation of access and recreational behaviour.³⁷

The solution to this situation is not immediate because lacustrine systems must often follow some guidelines related to water use and water quality that sometimes could be conflicting. When there are different demands on scarce lake resources, lake management should meet the interests of all stakeholders. The institutional arrangements and the non-use of resources are dependent on values and interests of the stakeholders, including the

³⁶ Hall, C.M. and Härkönen, T. (2006). Lake Tourism: An Introduction to Lacustrine Tourism Systems, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, p. 8.

³⁷ Ivi, p. 9.

agricultural and industrial sectors (e.g. fishing and tourism industries) and the host community.³⁸

2.2 Conflicts and participation processes

Lakes are primarily used as water supplies, flood mitigation resources and power supplies, but they are also used for recreation and tourism. Lakes can be also used for fishing, irrigation, nature conservation and transportation. Since there are many stakeholders involved in these activities, conflicts are likely to arise. Therefore, lakes are often subject to management controls and restrictions to ensure that their use is compatible with the preservation of lakes and reservoirs. Some of the main causes for conflicts are the differences in users' goals, in the activity style, in the tolerance of other users and in the sensitivity to conflict.

Conflicts may be solved by educating users, creating long-term space and distance guidelines, relocating some activities, monitoring the number of boat or activity permits and fostering participation processes.³⁹

When a lake becomes a popular tourist destination, local communities may come into conflict with tourists over the same water body. In order to avoid potential conflict over a scarce water resource and to preserve water quality, the destination management organisation should implement the use of collaborative strategies, which involve processes that include exploring different aspects of the same problem brought up by the various stakeholders and trying to come up with solutions that, without constructive confrontation, would otherwise be impossible to put into action. The steps of these collaborative strategies usually include the involvement and transparency in the decisional processes, the possibility of the participants to design the processes, the promotion of discussions for creative problem-solving processes, the emphasis on accountability, the development of a common action plan and the development of a collaborative partnership. The benefits of the implementation of a collaborative approach are that firstly, it could be considered as an alternative to legal approaches for the

³⁸ Hall, C.M. and Härkönen, T. (2006). Lake Tourism: An Introduction to Lacustrine Tourism Systems, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 8-9.

³⁹ Cooper, C. (2006). Lakes as Tourism Destination Resources, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 32-34.

resolution of the increasing conflicts in natural resource management. Secondly, an inclusive approach could lead to a better understanding of the complexity of natural and social systems thanks to the complementary capacities for information and analysis contribution of government and non-government. Lastly, a collaborative method would help in solving the problem of the overlapping responsibilities of the many organisations, reducing conflicts and sharing data and expertise.⁴⁰

The Italian landscape of lakes combines both natural and cultural tourism resources. Most lakes are surrounded by castles, villas, gardens or churches. In the last few years, these places have become more accessible and therefore more vulnerable as tourism destinations. This threat is accentuated in the summer months, when the demand reaches its highest levels especially in July and August, causing an acute seasonal peak. Since tourists have started to recognise the value of lakes, local communities, who being part of the attraction benefit from the commercial opportunities which tourism generates, should be more involved in the management of lakes by being consulted on the role of the lake in which they live.

An integrated approach is considered the most effective method because it takes advantage of a holistic view of the lake to better manage the situation. According to Klessing, an integrated management approach should consider aesthetics, collective security, cultural opportunity, economic opportunity, educational opportunity, emotional security and spiritual dimensions, environmental security, individual freedom, individual security and recreational opportunity.

An effective management of lakes is critical for the delivery of high quality recreation and tourism experiences. This management approach may include phasing tourism use in time, zoning lake use in space, solving conflicts, providing codes of conduct for lake users and enhancing community based planning and management.⁴¹

Participation can be defined as an inclusive process in which individuals, groups and organisations take part into the decisions that concern them or in which they are interested. In this way, the public administration with the involvement of associations,

⁴⁰ Hall, C.M. and Härkönen, T. (2006). Lake Tourism: An Introduction to Lacustrine Tourism Systems, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, p. 16.

⁴¹ Ivi, pp. 11-18.

privates or common citizens enlarges the group of policy-makers, giving them responsibilities through a process of decisional sharing. Participation could range from informing citizens about relevant topics to consulting them in order to gather their reactions and opinions about implemented projects. One problem that may rise from the consultation with citizens is that it may make them feel manipulated from the authorities that could potentially just want to obtain social legitimisation on actions taken by few in the name of the community, involving citizens in a participation of façade and not in one based on facts.⁴²

The basis for developing a network in a slow perspective are integrating different actors in the planning process (even children and youngsters), promoting a productive cooperation of the different stakeholders to achieve common decisions and an agreed result, promoting integration and transparency in the decision-making process, developing online platforms for individual and group projects, aiming at a science-based and sustainable development.⁴³

2.2.1 The case of Lübeck (Germany)

The Lübeck planning agency BCS stadt+region organized a village development plan for two neighbouring villages in the Lübeck region, in which the residents were included from the beginning. This implied a specific participation of children and adolescents, who could search for positive and negative aspects in their village as ‘village detectives’ and present these aspects with pictures and self-made posters. In workshops, the needs and suggestions of all participating residents were stated for particular places within the village. Precise measures were then developed from these suggestions. Priority, scheduling and cost estimate were determined for the individual measures, which are supposed to be realized in the further planning process.⁴⁴

There are many ways in which to promote participation, some municipalities have created competitions for the local community in which individuals or groups compete against each other to achieve the best solution to a precise task following certain rules and time

⁴² Banini T., Picone M. (2018). Verso una geografia per la partecipazione, *AGEI - Geotema*, 56, pp. 3-10.

⁴³ Laleik, A., Eilers, S. (2015). Perspectives and tools for an integrated urban planning in the s-Low network: the case of Lübeck, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, p. 242.

⁴⁴ Ivi, pp. 239-249.

schedule. The result is that by choosing among the best solutions, good quality is provided.

Another method to enhance participation could be the development of the app of the destination, where people can create their own route, upload comments, evaluations or pictures, and then decide whether just to save the route or to share it too. The benefits of this platform include combining various points of view, creating networks of points of interest, appealing to various target groups, enabling public participation, evaluating the destination by identifying its strengths and weaknesses, customising the routes and producing new identities.

Technologies cannot be considered as a substitute to on-site experiences but they can be complimentary to them (e.g. augmented reality) or they can provide some services that would be otherwise difficult to provide such as online museum tours and virtual reality experiences. Thanks to technologies, information has become more accessible, providing benefits for the visitors and increasing the value of the destination. One example of smart technologies that appeals to youngsters and adults is QR codes, by being easily applicable and inexpensive they have been highly implemented either in restaurants and cafés or they have been used to provide further information about items, buildings and works of art.⁴⁵

2.3 Lake as an opportunity for tourism marketing

Lake areas have their own unique qualities, but the general draw of lakes and water is relatable to human emotions and to how lakes and water make people feel when near them. Marketing campaigns that rely on deep research on their target market can direct the push and pull factors in the travel behaviours by focusing on the unique features of a specific destination, enhancing the chances of hitting their target groups. A strong image and a trustworthy brand are fundamental to marketing success. The image should change over time after having carried out quantitative and qualitative analysis to identify new targets and tourism trends. Attention to customer preferences and needs, obtained through visitor-profile research, could also help in building and sustaining the market.

⁴⁵ Laleik, A., Eilers, S. (2015). Perspectives and tools for an integrated urban planning in the s-Low network: the case of Lübeck, in E. Casti and F. Burini (a cura di), *Centrality of Territories. Verso la Rigenerazione di Bergamo in un Network Europeo*, Sestante Edizioni, Bergamo, pp. 239-249.

Nowadays, among most of the stakeholders, if not all, it has been developed a common environmental sensitivity in tourism destinations. This fact has led to a shift in priorities and it raised awareness on certain topics. Firstly, that tourists travelling to a lake mostly want to escape from their daily stresses and environment; they are attracted to the qualities that water provides such as high quality, clean and natural conditions. Secondly, service providers know what draws tourists to the destinations; therefore, they try to preserve the attractions in order to protect their investments. Thirdly, the community and lake-property residents value and cherish the natural environment in which they live and they try to prevent the resources from being overused and overdeveloped. Lastly, environmental protection of the lake brings economic and social benefits. One of the key elements to achieve a successful management of image, branding, product development and delivery is the attention given to the distinctive qualities of the lake. Quality marketing and product development should not only connect the destination with the needs of visitors, but they should also educate the visitors about the need of the destination to be preserved.⁴⁶

2.3.1 Value-added opportunities

Regions and communities interested in developing value-added opportunities for lake-destination tourism will greatly benefit by investing in market research and the development of strategic/master plans that engage all stakeholders in the lake-destination product process. Consumer research done well will generate the necessary information to assess markets, understand the client and identify potential new niche markets and value-added development opportunities. Similar processes and background assessments will build strength in businesses and host communities. Sound planning will present the strategic direction and help draw stakeholders together. Issues and value-added options related to such factors as lake access, overnight accommodation development, infrastructure needs and attraction development can all be handled in a comprehensive way that protects social values and resources.⁴⁷

Value-added development opportunities for lake destinations, based on solid research and in accordance with the opinions of local stakeholders, are likely to be leading to an

⁴⁶ Erkkilä, D.L. (2006). Local Considerations in Marketing and Developing Lake-destination Areas, in C. M. Hall and T. Härkönen, *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 220-222.

⁴⁷ Ivi, p. 221.

improvement in the access to lakes and to an increased interest of visitors in the destination upgrades, which are dependent on market research suggestions. Examples of local improvements could be the wider range of lodging options, the enhanced amenities, the expansion of unique high-end retail shops and the creation of more nature-based activities.⁴⁸

2.4 Landscape and marketing

“The landscape is the totality of the knowledge and feelings particular to each observer.”

49

The lake landscape is defined as water, trees and shores, but it becomes concrete once people experience it. To interpret a cultural landscape, it is important to understand how people see the elements of the landscape and not what elements it contains. What people generally search for are places that differ from their usual physical and social environment, but at the same time, they search for familiar places within which they feel secure.

The concept of the ‘sense of place’ is related to the atmosphere and the activities that are unique to a particular place and that can only be experienced by visiting it. The introduction of this concept into the mental landscapes linked to the lake environment enables the development of the lake and the surrounding region as a tourism resource. A way in which lake destinations can differentiate themselves from the traditional tourism images is by creating a ‘sense of the lake’, which will likely increase the attractiveness and the value of lake destinations and lake landscapes. In fact, the local touch is the key element of the ‘sense of place’ and not including it in the marketing strategy may lead to a distortion of the advertisement campaigns that could result in the disappointment of tourists’ expectations.

As experienced space, the lake landscape is defined as sensual perceptions and their interpretation as water, shores and forests. In the same way, the landscape is talked about

⁴⁸ Erkkilä, D.L. (2006). Local Considerations in Marketing and Developing Lake-destination Areas, in C. M. Hall and T. Härkönen, *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 220-222.

⁴⁹ Tuohino, A. (2006). Lakes as an Opportunity for Tourism Marketing: In Search of the Spirit of the Lake, in C.M. Hall and T. Härkönen, *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, p. 102.

not only through experiences, memories, feelings and activities, but also thorough the cultural interpretations, meanings and sign systems connected with them. Through human interaction with nature. Lake landscape becomes a ‘lived world’ full of values and meanings, putting it somewhere between culture and wild nature.⁵⁰

Culture is important to better define the lake character; by focusing on the peculiar traits of a destination, tourists will be more likely to remember them, to come back and to suggest the destination to others. A lake landscape must be considered as a personal experience bounded with social and cultural interpretation. In this way, a natural landscape becomes a meaningful place.⁵¹

2.5 Sustainable tourism development

Water-based recreational and tourism activities are characterised by their seasonal nature and this creates pressures on businesses in lake destinations in terms of the implementation of business strategies to manage seasonality, especially if there are limited business opportunities in low demand months. Therefore, businesses, in order to succeed, need to differentiate their strategies from other tourism destinations and they must have a strong environmental position too because their success is highly dependent on the quality of the lake and of the surrounding region.

In the same way that the broader tourism industry and particularly international organisations such as the World Tourism Organisation and the World Travel and Tourism Council has embraced sustainable tourism development rather than sustainable development -which considers tourism as just one element of an arrange of sustainable development strategies- so it is that there is a danger that lake tourism will be seen as an end itself rather than as a means. Tourism, as with all human activities, is ultimately dependent on the environment. In developing lake tourism, it therefore becomes paramount that an integrated approach to lacustrine systems is adopted that acknowledges the role of tourism as just one component of the complex management mix that surrounds lakes. It is likely that where this is done, the broader economic and social well-being, as well as, of course, environmental well-being will be accomplished. Yet to achieve this

⁵⁰ Tuohino, A. (2006). Lakes as an Opportunity for Tourism Marketing: In Search of the Spirit of the Lake, in C.M. Hall and T. Härkönen, *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 101-117.

⁵¹ Ivi, p. 106.

not only requires an improvement in the state of knowledge about lake tourism in the tourism industry, but also other users and managers of lakes as well as the communities that depend on them and the policy-makers that ultimately bear responsibility for the political decisions that surround lacustrine systems.⁵²

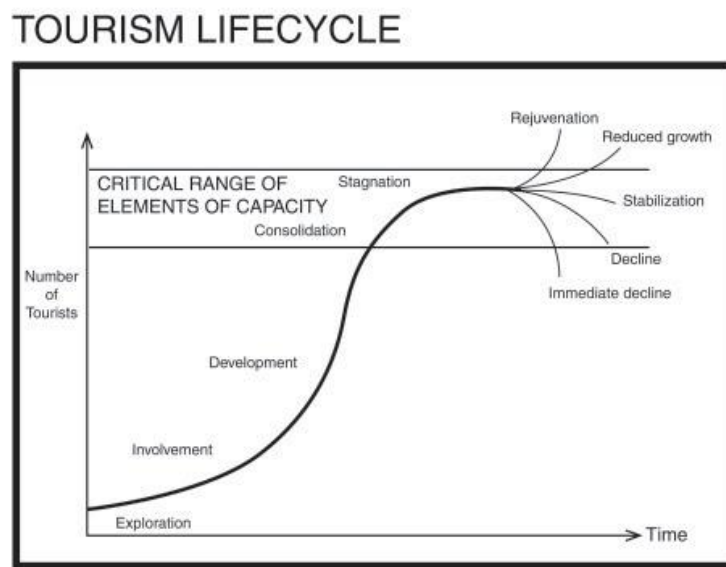
Buhalis is a researcher who integrated the various relationships of local stakeholders by developing a comprehensive framework for marketing a destination. He stated that marketers should first analyse the type of destination they want to promote (e.g. urban, rural, alpine or lakes), identify the stage of development of the life cycle and then create marketing campaigns for the destination.

The concept of life cycle was first developed by Butler who suggested that tourism at a destination goes through different steps of development that are exploration, involvement, development, consolidation and stagnation. From the point of stagnation, the situation can then turn into either rejuvenation, reduced growth, stabilisation, decline or immediate decline.⁵³

⁵² Hall, C.M. and Härkönen, T. (2006). Research Agendas and Issues in Lake Tourism: From Local to Global Concerns, in C.M. Hall and T. Härkönen (edited by), *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 230-231.

⁵³ Rodrigues, A.I., Correia A. & Kozak M. (2017). Combining visual and textual data for assessing destination image: Lake tourism example, *Journal of Global Scholars of Marketing Science*, 27:4, pp. 319-339.

Figure 1: Butler's Tourism Lifecycle



Butler, A.W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. The Canadian Geographer/La Géographe Canadien, 24(1), 5-12.

Source: <https://sites.google.com/site/5startct1088/blackpool/butler-s-tourism-area-life-cycle> (accessed 21/07/2020)

When lakes are part of a destination product, their geographical location is a key element of the tourism development process. Different types of lakes require different strategies for tourism development and Butler's life cycle scheme can help a destination in formulating a strategic marketing plan. Lakes can be situated near mountains (e.g. the lakes in Switzerland and Northern Italy), on distant islands (e.g. the little lakes in Iceland), they can cross different countries (e.g. the Great Lakes), they can exist as a single lake such as Lake Balaton (Hungary) or they can be one near the other such as the Lake District (United Kingdom).⁵⁴

2.6 Planning and management of a lake destination

Ryhänen has defined five dimensions of lake tourism. The first one being the Resource dimension, which includes the natural, cultural and social resources; the Supply Dimension refers to the services, facilities and infrastructures that allow accessibility and add value to the Resource dimension; the Logical Dimension concerns the existence of linkages between lakes, lakes and lakeside towns and lakes and cities; the Organisational

⁵⁴ Rodrigues, A.I., Correia A. & Kozak M. (2017). Combining visual and textual data for assessing destination image: Lake tourism example, *Journal of Global Scholars of Marketing Science*, 27:4, pp. 319-339.

Dimension refers to lakes as being geographic and administrative entities that cross various territories; and the Representational Dimension considers lakes as meaningful places to which the tourists link mental images and feelings that they have been creating during their experience.⁵⁵

The planning and management of a lake destination area is dependent on the type of use that is made with and around the lake area. Once this element has been determined, the examination of a product-market match will allow the analyst to predict the type and amount of visitors attracted to the destination. Defining the target market helps in determining the kind of services that visitors could need. Understanding and knowing which could be the development forces operating in an area is fundamental for careful planning and management of the resources, services and access to the lake region. According to Butler's life cycle theory, pattern of development could be considered as predictable, provided that some information about the experiences that can be done when travelling to the destination is given in advance. Destination management organisations should use all the tools available in order to understand the potential development of an area; once it has been identified, planning and management can be undertaken with a fairly broad knowledge base of what kind of development is most likely to take place. Knowing the level and type of future development could help in improving the chances of meeting sustainable objectives determined for the lake destination.⁵⁶

In a destination development project, time and cost associated with the destination play a key role. In fact, normally, the longer it takes to reach a destination, the more expensive the price of the ticket is and the higher is the perceived quality of a place. The perceived resource quality is determined by how resources are designated from an environmental perspective and it affects the attraction power. Other elements that are fundamental for an efficient implementation of a destination development project are the 'sense of place', clustering, environmental protection, partnerships and transportation linkages. The 'sense of place' is a mix of the development that has resulted from the product promoted and the

⁵⁵ Rodrigues, A.I., Correia A. & Kozak M. (2017). Combining visual and textual data for assessing destination image: Lake tourism example, *Journal of Global Scholars of Marketing Science*, 27:4, p.332.

⁵⁶ Erkkilä, D.L. (2006). Local Considerations in Marketing and Developing Lake-destination Areas, in C. M. Hall and T. Härkönen, *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 209-218.

market attracted to it and clustering is the component that defines the appearance of a place.

In recent years, some destinations have started to develop consumption centres. This model aims at incorporating all the tourism attractions into a central area, thereby reducing the need for creating or enhancing transportation linkages. The rural areas that have started to adopt this approach are beginning to resemble the mechanism of an urban tourism destination. Some renowned tourism destinations that are rural areas during the off-season months have transformed into more urban destinations throughout the year as the number of tourists has increased. Nevertheless, the future of each area is mainly connected to how resources are perceived by visitors; the level of development becomes of secondary importance.⁵⁷

In business development of lake tourism, the primary stakeholders are the customers and the businesses providing the goods or services. Knowing the customer's motivations for travel, the needs and the travel preferences is fundamental for the development of products and for the connection of the products to the consumer through effective marketing based on the lake-destination image and branding. Since lakes are frequently located far from urban centres, the motivation behind value-added development is the desire to attract new visitors and to make them stay for an extended period of time in order to boost expenditures and increasing the host-guest interaction. Secondary stakeholders are the host community and owners of shoreline properties around the marketed lakes.

Dann described the tourist motivation for travel using a push-pull framework. The push factors concern people's motivation for travelling outside their usual environment, while the pull factors are the forces that lead people to a particular destination after the decision of travelling has been made.

Klenosky related push factors to the needs and wants of travellers, including escapism, relaxation, adventure, prestige, health and fitness and social interaction. On the other side, he described pull factors as the features, attractions or attributes specific of a destination,

⁵⁷ Gartner, W.C. (2006). Planning and Management of Lake Destination Development: Lake Gateways in Minnesota, in C.M. Hall and T. Härkönen, *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 179-180.

including the appeal of sunny beaches, good restaurants and cost-effective travel opportunities.

In order to better identify the type of visitors coming to a tourism destination, researchers have listed the main reasons for travelling. People have the desire to escape from their daily duties, to travel to places that make them feel safe and to experience a new place. Tourists also travel to places with an important history background for education or with age-old traditions for tasting new food and beverages and for experiencing a different lifestyle. Some people travel to find excitement, be adventurous or improve their skills, whereas others search for relaxation and for luxury retreats. Other motives include visiting friends and relatives, visiting places where the family comes from; boosting ones ego by going to places where the friends have not been yet; and searching for different or better healthcare treatments.

On the supply side, stakeholders are aware of the fact that customer satisfaction of first-time visitors is crucial for their return (lodging, dining and retail shopping). For this reason, in order to succeed, businesses apply business principles and try to understand and incorporate customer preferences into their offer.

Since locals provide services and offer tourists value-added opportunities, the relationship between guest and host should be valued and remain strong and positive. The involvement of the host community in tourism development is a key element to establish a partnership that takes into consideration the values, the needs and goals of the community in the development of projects. Moreover, research is done at the destination to study the inhabitants' quality of life and their attitudes towards visitors. Regional planners or destination management organisations should remain available to assist communities in identifying the key values for a successful tourism development. Some of the fundamental values that make the community unique are related to the commitment to assessing accurate benefits and costs of tourism in the area; diversification of the offer and competitiveness in the water-based tourism industry; ensuring water and service quality;

sharing benefits and control among all the local stakeholders and remaining authentic by staying true to the social fabric, history and culture of the community.⁵⁸

As previously stated, lake environments involve different stakeholders and the planning and management of the destination could be more effective if there was integration across the sectors and groups not only at the lake but also between the lake and the surrounding region. This could be achieved by giving full responsibility and authority to a single organisation, but lake basins are often divided into areas that are under different planning and political jurisdictions, for this reason the coordination among them is often minimal. Hartig et al. suggested that the complexity of lake planning could benefit from an adaptive approach that allows to make adjustments in case of changing circumstances and that gives importance to the collection of experience and information during the years thanks to which future actions could be reassessed. In this way, there could be continuous improvements in the decision-making processes that rely on trial, on monitoring and on social learning. This kind of processes could be considered as a form of sustainable development that is dependent on the complexity and unpredictability of natural and social factors. Moreover, policy-making should take into consideration the changes that are hard to predict and that stem from national and international sources and that may influence tourism, such as terrorism, pandemics or new technological innovations.⁵⁹

2.6.1 The case of Windermere (United Kingdom)

Windermere, a lake in the Lake District National Park, has been attracting tourists from over 150 years. Three organisations have the aim of carrying on a collaborative working strategy at Windermere and they have built partnerships that have proven to be significant for the tourism policy-making in the area. This joint working has proven to be effective because it provided efficient communication channels, it made organisations work together to better understand their own needs and aims and it prevented them from developing activities that stemmed from conflicting priorities. Many planning documents of the region aim at a joint working approach to planning, for example the Park

⁵⁸ Erkkilä, D.L. (2006). Local Considerations in Marketing and Developing Lake-destination Areas, in C. M. Hall and T. Härkönen, *Lake Tourism an Integrated Approach to Lacustrine Tourism Systems*, Paperback, Clevedon, pp. 209-218.

⁵⁹ Bramwell B. and Pomfret G. (2007). Planning for Lake and Lake Shore Tourism: Complexity, Coordination and Adaptation, *Anatolia*, 18:1, pp. 43-66.

Authority's Lake District Management Plan "seeks to promote an integrated approach to management and action by the many relevant agencies and organisations".⁶⁰

Following the collaborative approach, the Park Authority involved all the agencies that played a key role in the region: the North West Development Agency, the Cumbria Tourist Board and the South Lakeland District Council to establish a partnership that led to the development of the Lakes Market Towns Initiative and the Windermere and Bowness Enhancement Masterplan. The Park Authority has also promoted better coordination of "recreation and access, nature conservation, water quality and environmental issues, the historic environment, the landscape, traffic and transport and economic and community well-being".⁶¹

By having one public agency responsible for all the aspects related to the lake destination, coordinated planning could be easier, but in the case of Windermere, despite the various attempts, so far, the many organisations still create a too complex system. Nevertheless, in tourism planning complexity is generally important for developing democratic environments and for providing efficiency. In fact, the promotion of shared responsibilities between the agencies and organisations could open debates and balance out the decision-making processes.⁶²

⁶⁰ Bramwell B. and Pomfret G. (2007). Planning for Lake and Lake Shore Tourism: Complexity, Coordination and Adaptation, *Anatolia*, 18:1, p.51.

⁶¹ Ivi, p. 52.

⁶² Ivi, pp. 43-66.

2.7 Lakes with islands in the European continent

2.7.1 Lake Constance (Germany, Switzerland, Austria)

Image 7: Mainau Island in Lake Constance



Source: <https://www.bodensee.eu/en/when-to-visit/spring> (accessed 18/10/2020)

Lake Constance is located in the foothills of the Alps between Germany, Switzerland and Austria.⁶³

“Lake Constance is the largest inland waterway in Germany and the third largest lake in Central Europe.”⁶⁴

It was formed by the Rhine Glacier and it was originally a single lake, but after the last glacial period, the accumulated debris and the erosions led to the formation of two distinct parts: Upper Lake Constance and the Lower Lake Constance, connected by the Seerhein.

⁶⁵

The lake has many islands and peninsulas, which people can either individually visit or join an island hopping tour. The islands are Lindau, a typical Bavarian city; The Dominican Island; Mainau Island, which is also called the flower island; Reichenau Island is a UNESCO World Heritage Site; Liebesinsel (the love island) is one of the smallest; the three Werd Islands in Switzerland, whose pile dwellings are under the

⁶³ <http://www.treccani.it/enciclopedia/lago-di-costanza/> (accessed 21/07/2020)

⁶⁴ <https://www.bodensee.de/en> (accessed 23/07/2020)

⁶⁵ <http://www.landeskunde-online.de/rhein/bodensee/geologie.htm> (accessed 23/07/2020)

protection of UNESCO. The peninsulas are the Mettnau Peninsula and the Hori Peninsula, with its many hiking and cycling paths, the beaches and the woods.⁶⁶

Along the cycle path of Lake Constance (*Bodenseeradweg*), there is path that goes all around the lake and it is called 'Der Bodensee-Rundwanderweg', it is 260 kilometers long, it can be easily divided into different stops and it is suitable for hiking and biking.⁶⁷

Because of its versatility, Lake Costance represents a popular attraction for holidaymakers throughout the year. People interested in culture can find many sights to explore in the cities; people keen on nature can enjoy the diversity of landscapes on the islands and at the nature reserves; winter and summer sports are the main attractions of the lake; and the area offers regional specialities and gourmet cuisine. The lake meets the interest of many target groups, the offers range from low-budget to luxury stays and from family trips to romantic getaways.⁶⁸

Moreover, to enhance accessibility, the destination management organisation offers the possibility to buy a holiday pass, called Bodensee Card PLUS. The cardholders can benefit from numerous services, such as a one-time free admission at any of the 160 attractions, free travel on ferries and express check-in at the attractions. The Bodensee Card PLUS is valid for three or seven separate days depending on the choice of the cardholder (round trips are one-time free) and from April to October the ferries connect lakeside locations in Germany, Austria and Switzerland.⁶⁹

2.7.1.1 Lindau

One of the island in Lake Constance is Lindau old town. Its most famous point of interest is the harbour entrance with the Bavarian lion and the white lighthouse that overlooks the Alps and the lake. The promenade, with its many cafés, is one of the best places on the island to have a look at the daily activities at the harbour. There are also parks and lakeside areas where to relax as well as museums and the Lindau Theatre. Visitors can also climb the lighthouse and enjoy the view of the lake from above. Lindau has developed different attractions for each season. During spring, tourists may come to the island to have a look at the fruit blossom along the panorama cycling circuit; in summer, the Art Nouveau pool

⁶⁶ https://www.bodensee.eu/en/what-to-do/travelling-around-lake-constance/tour-suggestions/island-hopping-on-lake-constance_touroute1171 (accessed 23/07/2020)

⁶⁷ <https://www.wanderkompass.de/Deutschland/Bodensee-Rundwanderweg.html> (accessed 23/07/2020)

⁶⁸ <https://www.bodensee.de/en> (accessed 23/07/2020)

⁶⁹ <https://www.bodensee.eu/en/what-to-do/lake-constance-highlights/bcp> (accessed 23/07/2020)

of the Hotel Bad Schachen is the place where people may be interested in going to swim; in autumn, the changing colours of the leaves can be admired at the Lindenhofpark and in winter the Christmas market is held at Lindau harbour.⁷⁰

Lindau is a big pedestrian area and it is connected to the land with a bridge. It is therefore easily accessible by public transport (train and bus).⁷¹ One of the best ways to reach the island is by boat from Bregenz or Friedrichshafen. The parking spaces are in front of the island and the nearest airports are Zurich Airport, Bodensee Airport and München Airport.⁷²

The island is the ideal location for water sports and sailing. Every year, many sport events are held in the area such as the sailing regatta 'Rund um'. Since 1951, on Lindau Island it is also held the annual 'Conference of Nobel Laureates', on this occasion Nobel Laureates meet with other scientists and scholars for a week of reciprocal exchange of views.⁷³

2.7.1.2 Mainau Island

Mainau Island is famous for being the 'flower island' because of its flower displays that can be admired during the whole year. In the past, Lennart Bernadotte, a Swedish prince, created a verdant paradise of plants and flowers inside the Grand Duke's former summer residence and opened it to the public. Every season on the island has its own highlights, but the main attractions are the palm house and the butterfly house at Mainau Palace, where there are also themed playgrounds for children.

The season peak on the island is from March to May when most of the flowers bloom. Another key moment during those months involves the Count's Island Festival with many exhibitions and a vast entertainment programme.⁷⁴

June is the month of roses and in this part of the year more than 1,000 varieties of roses can be admired along the promenade and visitors get to choose the most beautiful of all

⁷⁰ https://www.bodensee.eu/en/where-to-travel/lake-constance-cities/lindau_topcity245 (accessed 23/07/2020)

⁷¹ <https://www.rome2rio.com/map/Nearby-Airports/Lindau> (accessed 23/07/2020)

⁷² <https://www.exploralp.com/best-to-do-to-visit-alps/town-to-visit/alpine-town/item/702-lindau> (accessed 23/07/2020)

⁷³ <https://www.bodensee.de/en/region/obersee/lindau-on-lake-constance> (accessed 23/07/2020)

⁷⁴ https://www.bodensee.eu/en/what-to-do/map-of-lake-constance/mainau-island_poi116 (accessed 23/07/2020)

for the election of the Mainau Queen of Roses. Dahlia displays, another type of flower, has a long tradition on the Island and they bloom from September. Visitors may choose the Mainau Queen of Dahlias of the year as well.⁷⁵

“Since 1974, Mainau Island has been managed as a limited liability company by Countess Bettina Bernadotte and her brother Count Björn Bernadotte. By working in the middle of and with nature, the Bernadottes strive to create a balance between economic, ecological and social aspects, including the use of renewable energy.”⁷⁶

2.7.1.3 Reichenau Island

Reichenau Island, called also the Monastic Island, is the largest island in terms of landmass and the most popular island in Lake Constance. The Island was declared a UNESCO World Heritage Site in 2000 because of the outstanding religious and cultural value of the Benedictine monastery of the Middle Ages. The integrated group of medieval churches testimony the early monastic architecture in central Europe and their wall paintings and illuminations witness that the monastery was an important artistic centre in the 10th and 11th centuries.⁷⁷

On the island, there are also vineyards, vegetable farms and other churches. Guided tours are organised for visitors interested in the history of the island, in vegetable farming, in viticulture and in fisheries.⁷⁸

The three churches, the monastic buildings, and ten other buildings on the island have been designated as cultural monuments of outstanding value under the Law for the Protection of Cultural Monuments of the Land of Baden-Württemberg (Denkmalschutzgesetz Baden-Württemberg of 25 May 1971, revised on 25 April 2007). The same law protects seventy other properties as designated cultural monuments. Under the terms of the law, any construction project or modification to a cultural monument must be submitted to the Administration for the Protection of Historic Monuments of Baden-Württemberg (Freiburg im Breisgau Division), which is represented at local level

⁷⁵ <https://www.bodensee.de/en/sights/mainau-island> (accessed 23/07/2020)

⁷⁶ https://www.bodensee.eu/en/what-to-do/map-of-lake-constance/mainau-island_poi116 (accessed 23/07/2020)

⁷⁷ https://www.bodensee.eu/en/what-to-do/map-of-lake-constance/reichenau-island%2C-unesco-world-heritage-site_poi226 (accessed 23/07/2020)

⁷⁸ https://www.bodensee.eu/en/what-to-do/map-of-lake-constance/%22discovering-reichenau%22-guided-tour_poi2266 (accessed 23/07/2020)

by the District of Constance Administration. Cultural monuments of outstanding value enjoy further protection by being listed in the Inventory of Monuments (Denkmalbuch), which applies to cases of reconstruction or extension of such monuments. In these cases, approval must be sought for any project affecting the surroundings of a listed monument, if these surroundings are of particular importance to the monument. [...] Several sectors of the island of Reichenau (some 230 ha out of a total area of 460 ha) have been designated as nature reserves under the Law for Nature Conservation of Baden-Württemberg (Naturschutzgesetz Baden-Württemberg) of 13 December 2005, revised on 17 December 2009. In addition, the Federal Law for Nature Conservation (Bundesnaturschutzgesetz) of 29 July 2009, revised on 28 July 2011, protects landscapes of historic cultural interest, which includes the surroundings of listed monuments. The provisions of the Building Law (Baugesetzbuch of 23 September 2004, revised on 22 July 2011) concerning nature conservation and the protection of landscapes and monuments apply to several sensitive sections of the island, while the building regulations of the Land of Baden-Württemberg (Landesbauordnung für Baden-Württemberg of 8 August 1995, revised on 17 December 2009) apply to the whole of the island. The various development plans for the Municipality of Reichenau, the District of Constance, and the Regional Plan lay down stringent restrictions on the development of new buildings, designed to encourage the preservation of the traditional organisation of the landscape. There is no official buffer zone for the property, but its island location of Reichenau in the middle of the northern reaches of Lake Constance provides adequate equivalent protection. In addition, the lakeshores in the vicinity (Gnadensee, Zellersee, and Untersee) are protected by both German and Swiss nature conservation and planning legislation.⁷⁹

A bridge connects the island to the mainland. The island is therefore accessible by all means of transport and on foot or by bike as well.

The island also offers a wide range of sport activities such as hiking, cycling and water sports.⁸⁰

⁷⁹ <https://whc.unesco.org/en/list/974/> (accessed 23/07/2020)

⁸⁰ <https://www.bodensee.de/en/region/untersee-hegau/reichenau> (accessed 23/07/2020)

2.7.2 Lake Lauerz (Switzerland)

Image 8: Schwanau Island in Lake Lauerz



Source: <https://www.arde.ch/projekt/insel-schwanau-lauerzersee/> (accessed 18/10/2020)

Lake Lauerz lies in the Canton of Schwyz (Switzerland) between the Rigi, the Grosser and the Kleiner Mythen mountains and it has glacial origins.⁸¹

Schwanau Island is particularly small, about 200 meters long, and its main attraction is Restaurant Schwanau where regional specialities are partially enriched with exotic spices. The only way to access it is by ferry.⁸²

The area around Lake Lauerz is a protected nature reserve and protected plant and animal species can also be found on Schwanau Island.⁸³

⁸¹ Gasser, J. (2003). 200 Millionen Jahre Erdgeschichte, *Geologie und Geotope im Kanton Schwyz*, pp. 74-81.

⁸² <https://www.myswitzerland.com/en/destinations/island-of-schwanau/> (accessed 23/07/2020)

⁸³ <https://www.rigi.ch/en/Explore-the-lakeside/Lauerz/Schwanau-Island> (accessed 24/07/2020)

2.7.3 Great Prespa Lake (Albania)

Image 9: Maligrad Island in the Great Prespa Lake



Source: <https://invest-in-albania.org/spiritual-albania-top-destinations-shouldnt-miss/> (accessed 18/10/2020)

Greater Prespa Lake (*Prespa e Madhe*) is located inside the National Park of Prespa, which is one of the largest national parks in Albania and it also hosts Small Prespa Lake (*Prespa e Vogël*). The lake has tectonic origins.⁸⁴

Maligrad Island is within the Great Prespa Lake and its name means ‘small city’ in the Macedonian language. Its main attraction is the Church of St. Mary from the 14th century, which was built inside a cave that is considered a holy place and that hosts old fresco paintings.⁸⁵ The island has also other caves and the area is mainly sandy and rocky, but there is a wide biodiversity. It is only accessible by boat and many tours are organised throughout the whole year.⁸⁶

⁸⁴ Wagner, B. and Wilke, T. (2011). Evolutionary and geological history of the Balkan lakes Ohrid and Prespa, *Biogeosciences*, 8, pp. 995-998.

⁸⁵ <https://www.intoalbania.com/attraction/prespa-lake/> (accessed 24/07/2020)

⁸⁶ <https://www.nature-experience-albania.com/guided-tours/hidden-secret-on-maligrad-island-prespa-lake/> (accessed 24/07/2020)

2.7.4 Lake Ladoga (Russia)

Image 10: Transfiguration Monastery at Valaam Island



Source: <http://www.comintour.com/tours/gorgeous-karelia/the-pearl-of-the-ladoga-lake-valaam-island#ae-image-0> (accessed 18/10/2020)

Lake Ladoga is located in north-west Russia and it has glacial origins.⁸⁷

Since the 14th century, when the monastery was built, Valaam Island has been a destination for religious pilgrimages. The island is only accessible by boat and it is located in the Valaam National Park. The colours of the monastery (red, white and light blue) have always been the highlight of the visits along with the natural unique characteristics of the area. The monastery is still in use and the monks, among their duties, grow their own food and have a farm.

Recently, there have been some legal disputes because the monastery and the other properties on the island have been returned to the Orthodox Church, which is currently evicting all those residents who are not connected to it. In 2016, a fire destroyed one of

⁸⁷ Gromig, R., Wagner, B., Wennrich, V., Fedorov, G., Savelieva, L., Lebas, E., Krastel, S., Brill, D., Andreev, A., Subetto, D., Melles, M. (2019). Deglaciation history of Lake Ladoga (northwestern Russia) based on varved sediments, *Boreas*, 48,2 pp. 269-533.

the most famous hotel on the island, The Winter Hotel; nowadays, only the external part of the building stands. Another problem that the locals had to face was the closure of the only school on the island.⁸⁸

2.7.5 Lake Maggiore (Italy)

Image 11: Borromean Islands



Source: <https://www.milanoevents.it/2020/09/23/isole-borromee-biglietti-scontati-per-il-tour-in-motoscafo-sul-lago-maggiore/> (accessed 18/10/2020)

Lake Maggiore is the second largest lake in Italy after Lake Garda and it is located in the Lombard Prealps; it is surrounded by mountains and hills and it has glacial origins.⁸⁹

The boundary between Piedmont and Lombardy lies in the middle of the Lake and the northern edge belongs to Switzerland.⁹⁰

In the Lake, there are eleven islands. Among the most relevant ones, there are the Borromean Islands that include Isola Madre, Isola Bella and Isola dei Pescatori. Around

⁸⁸ <https://www.rferl.org/a/russia-valaam-island-society-church/27954877.html> (accessed 24/07/2020)

⁸⁹ http://www.treccani.it/enciclopedia/lago-maggiore_%28Enciclopedia-Italiana%29/ (accessed 24/07/2020)

⁹⁰ <http://www.treccani.it/enciclopedia/lago-maggiore/> (accessed 24/07/2020)

the lake and on the islands there are many castles and villas that once hosted some relevant authors such as Gabriele D'Annunzio and Giovanni Verga.

The landscape of the Lake Maggiore also includes botanical gardens and natural reserves such as the National Park of Val Grande, Italy's largest wilderness area, and the Natural Park of the Ticino Valley, which was declared a UNESCO biosphere reserve.

Lake Maggiore offers a wide range of possibilities for practicing any type of sport (hiking, biking, horse-riding, golf and water sports), while for the ones in search of relax there are many thermal baths and mineral water springs in the area.⁹¹

Other peculiar attractions of Lake Maggiore comprehend the Colossus of St. Carlo Borromeo, which is one of the largest statues in the world; the Hermitage of Santa Caterina del Sasso;⁹² and the Sacro Monte devotional complexes in Domodossola, Ghiffa and Orta San Giulio, which are all UNESCO World Heritage sites built in commanding hilltop situations.⁹³

The Lake Maggiore area hosts many cultural festivals and events throughout the year and the museums always try to update their offer by holding temporary exhibitions alongside their permanent ones.⁹⁴

On the website of the destination management organisation, people can find some itineraries that vary from long trips to shorter ones that include hike or cycle paths.⁹⁵

⁹¹ https://www.illagomaggiore.com/en_US/home/our-top-picks/wellness (accessed 24/07/2020)

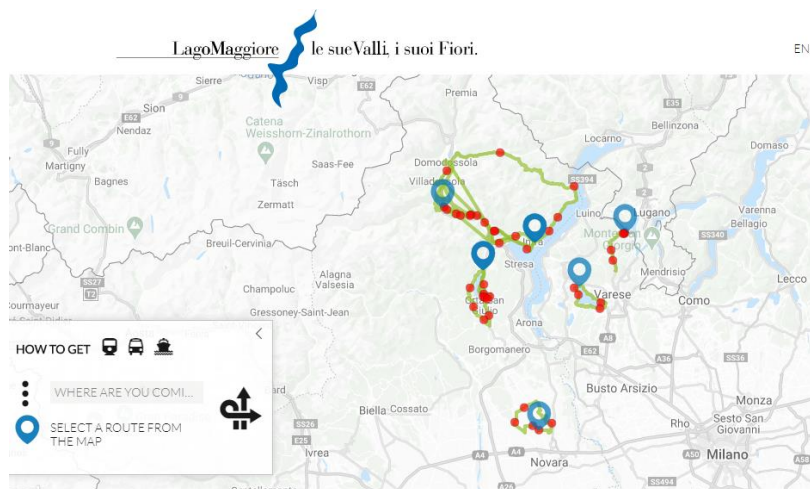
⁹² <http://www.italia.it/en/travel-ideas/lakes/lake-maggiore.html> (accessed 24/07/2020)

⁹³ https://www.illagomaggiore.com/en_US/home/our-top-picks/piety (accessed 24/07/2020)

⁹⁴ https://www.illagomaggiore.com/en_US/home/our-top-picks/music-entertainment (accessed 24/07/2020)

⁹⁵ https://www.illagomaggiore.com/en_US/home/itineraries (accessed 24/07/2020)

Image 12: Itineraries around Lake Maggiore



Source: https://www.illagomaggiore.com/en_US/home/itineraries (accessed 24/07/2020)

2.7.5.1 Borromean Islands

The Borromean Islands are located on the western side of Lake Maggiore, opposite to the town of Stresa and they can only be reached by boat. The islands take the name from the Borromeo family who owned the land during the 16th and 17th centuries. The islands are part of a brand, Terre Borromeo (*Borromeo Lands*), that groups the cultural and natural sites related to the Borromeo family. The brand includes Isola Bella, Isola Madre, Parco Pallavicino, Parco del Mottarone, Rocca di Angera and the Castelli di Cannero. These sites can only be accessed during certain months and only until late afternoon.⁹⁶

Isola Madre and Isola Bella are called ‘the sisters’ and they are considered the highlights of the brand. They both have a remarkable palace and big gardens, which are worldwide famous for their landscaping techniques and for the variety of plant species.

The French poet Montesquieu defined the islands as “the most beautiful place in the world.”⁹⁷

Since 2002, the gardens of Isola Bella and of Isola Madre have been part of the Royal Horticultural Society.⁹⁸

⁹⁶ https://www.isoleborromee.it/en/?gclid=CjwKCAjwkdL6BRAREiwA-kiczCfXmEm6YcvqrNDgNGNSL2IcvqWP0dhvTyJSOJhWVDV02Zs2rRGvwhoCmNsQA_vD_BwE (accessed 25/07/2020)

⁹⁷ <http://www.italia.it/en/travel-ideas/lakes/the-borromean-islands.html> (accessed 25/07/2020)

⁹⁸ <https://www.isoleborromee.it/en/isola-bella/> (accessed 25/07/2020)

2.7.5.1.1 Isola Bella

The island is one of the most popular attractions on Lake Maggiore. It was originally inhabited by fishermen and it was only in the 17th century that it was completely transformed by Italian architects commissioned by the aristocratic Borromeo family. A Baroque palace with landscaped Italian gardens was built.

“The ambitious project saw palace and garden brought together in the form of an imaginary ship: the dock represented the prow of the vessel, the main palace was the bow deck and the raised terrace was the bridge. “⁹⁹

Palazzo Borromeo, now a museum, has halls and rooms on the main floor, while in the lowest part of the palace there are six grottoes decorated with stones and shells that were built to amaze guests and to keep them protected from heat in the summer months. The Italian gardens are all year round coloured because of the many different species of flowers coming from all around the world. At the back of the gardens, there are ten superimposed terraces that make the island unique and have different colours at each flowering time.¹⁰⁰

Among the leading figures that visited Isola Bella, there are Napoleon Bonaparte in 1797 and Mussolini, who hosted the Conference of Stresa at the palace in 1935.¹⁰¹

2.7.5.1.2 Isola Madre

This island is the largest one on Lake Maggiore and its English-style botanical gardens are renowned as being among the most well-designed and well-kept gardens in Italy and among the best examples of topiary art in the world. The gardens boast a variety of rare plants and exotic flowers. They were first created in the 19th century, when owners brought back rare plants or flowers from trips to exotic places. The French novelist Gustave Flaubert defined them as being ‘an earthly paradise’. In the gardens there are also different faunal species including parrots, golden pheasants and white peacocks.¹⁰² The palace on the island, now a museum, has full view on each side of the lake and of the gardens.¹⁰³

⁹⁹ <https://www.stresa.com/borromeanislands> (accessed 25/07/2020)

¹⁰⁰ <https://www.isoleborromeo.it/en/isola-bella/> (accessed 25/07/2020)

¹⁰¹ <https://www.stresa.com/borromeanislands> (accessed 25/07/2020)

¹⁰² <https://www.isoleborromeo.it/en/isola-madre/> (accessed 25/07/2020)

¹⁰³ <https://www.stresa.com/borromeanislands> (accessed 25/07/2020)

2.7.5.1.3 Isola dei Pescatori

The island is characterised by the old village of the fishing community, which is still home to around fifty people. The village is famous for its architecture and old-fashion style. The streets are narrow and the shops are tiny. Most visitors come to eat in the fish restaurants and only few stop at one of their two hotels. On August 15th, visitors may witness the fishing boat procession that carries the Statue of Mary Assumed around the circumference of the island.¹⁰⁴

2.7.5.2 Rocca di Angera

The fortress was given to Cardinal Federico Borromeo in 1623 in a state of abandonment. He restored it and then it became the symbol of the political structure of the family.

Thanks to the recent renovations that Princess Bona Borromeo promoted at the castle, it returned to its former magnificence giving tourists the possibility to access the sophisticated collections. She also created a Museum of Dolls inside the fortress, now renowned for being the largest one in Europe. An area of the Rocca is also dedicated to contemporary art.

The fortress has a Medieval Garden that was created in 2008 after a study based on documents dating back to the medieval period in order to recreate the original garden of the Rocca. The garden is built in order to convey peace, simplicity and spontaneity. The flowers, vegetables, fruit trees and the medicinal and aromatic herbs that have been planted follow the seasons and bloom at different times of the year, making the garden always colourful throughout the months.¹⁰⁵

2.7.5.3 Parco Pallavicino

In 1952, Marquise Luisa Pallavicino completed the work of renovation of Parco Pallavicino and decided to welcome animals from all over the world building a zoo. Four years later, the Pallavicinos transformed the park into a wildlife museum open to visitors. The management of the park was then taken over by the Borromeo family in 2017. Nowadays, there are more than fifty species among mammals and birds. Some wild animals rescued by the forest service and recovered by veterinarians found their home in the park because they would not otherwise survive in their natural habitat if freed, either

¹⁰⁴ <https://www.stresa.com/borromeaislands> (accessed 25/07/2020)

¹⁰⁵ <https://www.isoleborromeo.it/en/rocca-di-angera/> (accessed 25/07/2020)

because they were born in captivity, because they were abandoned or because they had an accident that caused them permeant traumas. Among the animals that have been added in the years, there are Orobica goats, alpacas and ferrets. In the park there is a farm where visitors can experience direct contact with animals; this area allows a genuine and educational meeting that respects the animals.

The Flower Garden is another area of the park, which, thanks to the diversity of the plants, it always remains colourful. The highlights of the garden are the trees; there are among the oldest chestnuts and giant tulip trees in Italy and the great Lebanon cedar dominates Lake Maggiore from the area opposite to the villa that is not accessible to visitors.¹⁰⁶

2.7.5.4 Castelli di Cannero

The ruins of the castles can be found on three islets. It has recently been created a museum that tells the story of the castles throughout the centuries. This project has been carried out thanks to the finds discovered during the archaeological excavation campaigns and with the help of new technological tools.¹⁰⁷

2.7.5.5 Parco del Mottarone

The park lies between Lake Maggiore and Lake Orta and from the summit visitors can enjoy the view of the Alps.¹⁰⁸ In the park there is a Trail Park, where e-bikes and MTBs can be rented, there is also an Adventure Park, with four different routes even for children of the age of three, and a Ski Park.¹⁰⁹

¹⁰⁶ <https://www.isoleborromeo.it/en/parco-pallavicino/> (accessed 25/07/2020)

¹⁰⁷ <https://www.isoleborromeo.it/en/castelli-di-cannero/> (accessed 25/07/2020)

¹⁰⁸ <https://www.isoleborromeo.it/en/parco-del-mottarone/> (accessed 25/07/2020)

¹⁰⁹ <https://www.mottarone.it/> (accessed 25/07/2020)

CHAPTER 3

The case study of Monte Isola and the survey

3.1 Lake Iseo (Italy)

Image 13: Monte Isola in Lake Iseo



Source: https://www.tgcom24.mediaset.it/viaggi/italia/monte-isola-piccolo-magico-mondo-nel-lago-diseo_20663322-202002a.shtml (accessed 18/10/2020)

Lake Iseo, which is also called Sebino, is situated between the province of Brescia and Bergamo. On the side of Brescia, the lake is bounded by Clusane sul Lago, Iseo, Sulzano, Sale Marasino, Marone and Pisogne; on the Bergamo side by Lovere, Tavernola Bergamasca, Predore and Sarnico.

It is the seventh largest lake in Italy and the fourth in Lombardy. In the lake there are three islands, Monte Isola, the largest, Isola di Loreto, in the northern part of the lake and Isola di San Paolo in the southern part.

Until the first half of the 20th century, a large part of the lakeside towns of the area of Brescia based their economy on fishing, on boat building and on the waving of fishing nets. Today, their economy has partly changed and even if time passes by and technological innovations are brought into the market, they did not overcast the past

traditions. Traces of the ancient crafts can be found everywhere around the lake and in particular in Clusane and Monte Isola.

3.2 Geology

In the Palaeozoic era, 300 million years ago, in the area of Bergamo and Brescia two elongated basins formed and with time they filled up with debris. The intense volcanic activity of the area increased the amount of debris. In the Mesozoic Era, 220 million years ago, the sea started to advance and it arrived to lap the meridional Alps. The sediments of the seabed became the characterising element of many rocks and mountains of the area. In the Triassic, about 200 million years ago, the sea started to retreat, leaving behind other changes and among them, many basins scattered through the alpine territory. In the Cenozoic Era, the tectonic movements led to the Alpine orogeny and to the forming of the Mediterranean Sea. Because of these tectonic movements, the Sebino area advanced itself north. The plate tectonics contributed to the forming and evolution of the Sebino territory as much as glaciers did. About 120 million years ago, during the Würm glaciation, glaciers were spread across a large part of the Camonica Valley and of Sebino. The presence of the glacier determined the U shape of the valley. 100 million years ago, the glacier shaped the natural landscape of the area into what characterises the lake today.¹¹⁰

3.3 Monte Isola

Monte Isola is the largest inhabited lake island in Europe¹¹¹ and the Italian law described it as being an area of particular natural and environmental interest. Monte Isola is 600 meters high and it is one of the highest lake island in Europe.¹¹² In 2018, it was awarded as one of the ‘Most beautiful small towns in Italy’ and it ranked third in the European Best Destination 2019.¹¹³

The municipality of Monte Isola includes eleven hamlets and the islets of San Paolo and Loreto. Peschiera Maraglio, Sensole, Siviano and Carzano are close to the lake and link the island to the mainland. Sinchignano, Novale and Menzino are located along the flat

¹¹⁰ Touring Club Italiano (2009). *Lago D’iseo. Terra D’acqua e Pescatori*, Touring Editore, Milano, pp. 12-33.

¹¹¹ <https://www.visitmonteisola.it/en/history-and-general-view/> (accessed 03/08/2020)

¹¹² <https://www.worldislandinfo.com/MISINFORMATION.htm> (accessed 03/08/2020)

¹¹³ <https://www.bresciatourism.it/en/things-to-do/monte-isola-lake-iseo/> (accessed 03/08/2020)

and mid-hill area. Olzano, Masse, Cure and Senzano are towards the top of the mountain.

114

In 2019, the island had a resident population of 1,688 people.¹¹⁵ The inhabitants are allowed to move around the island on foot, by bike, by bus or by their motorcycles. This is because the use of motor vehicles has always been restricted on the island except for those in charge of special services (i.e. ambulance, doctor, parish priest and traffic wardens). Tourists can visit Monte Isola only on foot, by bike, by bus or by renting a car with driver. During peak season, from April to September, it is possible to rent bikes in Peschiera Maraglio and Carzano. The two main routes that link the island to the mainland are Sulzano-Peschiera Maraglio and Sale Marasino-Carzano. The ferry service is provided by the public transport company Navigazione Lago d'Iseo and it runs from early in the morning to late at night all year round. In the summer months, a direct ferry service from Iseo runs every half an hour and stops in Peschiera Maraglio, Sensole, Porto di Siviano and Carzano. Boat tours of the three islands and of the lake are also possible.

The highest point of the island is Madonna della Ceriola Sanctuary, which is reachable on foot, by bike or by a special bus service that runs from March to October. The sanctuary hosts the most ancient church on the island and it offers a panoramic view of the lake and of the surrounding mountains. On the path that leads to the top of the mountain, there are ancient hamlets where rural traditions have remained intact. Siviano, a medieval village, is the island's main village with the highest number of inhabitants. Peschiera Maraglio and Carzano are renowned for being fishermen's villages that preserve their fishing expertise and their knowledge about the conservation of fish.¹¹⁶

¹¹⁴ <https://www.visitmonteisola.it/en/history-and-general-view/> (accessed 03/08/2020)

¹¹⁵ <https://www.tuttitalia.it/lombardia/84-monte-isola/statistiche/popolazione-andamento-demografico/> (accessed 03/08/2020)

¹¹⁶ <https://www.visitmonteisola.it/en/history-and-general-view/> (accessed 03/08/2020)

Image 14: Map of Monte Isola



Source: <https://www.visitmonteisola.it/come-arrivare/> (accessed 03/08/2020)

3.4 History

Most of Lake Iseo was part of the Roman Empire and in 16 BC it joined the Res Publica Camunnorum. During this period, Romans cultivated vines, chestnuts and olives. In the VIII century, the Lombards entrusted the ancient Sebino to the Benedictine nuns of San Salvatore in order to let them reclaim it. In 1091, the Cluniacs from Provaglio opened a monastery on the island of San Paolo. In 1248, the Municipality of Brescia occupied the area of Lake Iseo. From 1426 to 1797, the Republic of Venice started ruling on the lake. The Venetian Senate deregulated the fishing right and abolished the ancient feudal privileges, boosting fishing and net manufacturing. In 1717, the fishermen of Peschiera Maraglio asked the Venetian Senate to forbid the production of certain types of nets because they considered them dangerous for fish. By the end of the 18th century, Monte Isola was known as being a net manufacturing land with a well-established reputation. In 1834, the first steamboats were introduced in Lovere. In 1922, the island got electricity. In 1928, the current municipality was born after the Fascist government unified the

villages of Peschiera Maraglio and Siviano under the Municipality of Siviano. In the same year, the island was given its current name.¹¹⁷

3.5 Economy

Land cultivation is quite difficult on the island because of its natural features; therefore, agriculture has never played a significant role in the economy of the villages. However, on Monte Isola there are vines and other small cultivations such as olive groves that enable the islanders to produce products not only for personal use, but for sale too. The island economy has always been based on the fishing industry. In the last few years, it has more and more been oriented towards the development of tourist services in order to appeal to different target groups.¹¹⁸

One of the typical products of Monte Isola is extra-virgin olive oil. The long experience that has been handed down from generation to generation and the microclimate that the area offers guarantee the high quality of the final product. Other specialities of the island are the sardine of Lake Iseo, which are shads (a type of fish) that are eviscerated, salted and then dried in the sun. They are usually hung on a specific structure on the lakeshore.

¹¹⁹

3.6 Accessibility

The lake area can be accessed by the motorway A4, exit Rovato for Milan and Brescia Ovest for Venice or by motorway A21 exit Brescia Centro. The municipalities with small harbours with ferries for Monte Isola are Sulzano, Sale Marasino, Iseo, Pisogne, Lovere, Sarnico and Tavernola Bergamasca. The small harbours with direct service to Monte Isola are Sulzano and Sale Marasino, from here ferries leave every 20 minutes. In every municipality where there is a small harbour, parking places are scattered throughout the area. The small harbours can also be reached by bike and by bus. Moreover, kayaks or boats can be rented either on the lakeshore or on the island.

¹¹⁷ <https://www.visitmonteisola.it/en/history-and-general-view/> (accessed 03/08/2020)

¹¹⁸ <https://www.visitmonteisola.it/en/cosa-fare-lago-iseo-monte-isola/flora-and-fauna-of-monte-isola/> (accessed 03/08/2020)

¹¹⁹ <http://www.gianolinibike.it/node/5984> (accessed 03/08/2020)

By train, visitors can use the railway line Trenitalia and Trenord arriving at Rovato or Brescia and then change train taking the railway line Brescia-Iseo-Edolo, stopping at either Iseo, Sulzano or Sale Marasino.

If arriving by plane, there are transfers from the airports of Milano Linate, Milano Malpensa, Orio al Serio Bergamo and Verona Airport.¹²⁰

3.7 Tour of the island

The island can be entirely visited on foot or by bike thanks to the paths and roads that connect the hamlets of the island. For the visitors wanting to do a complete tour of the island, the path is either flat on the shore or at a short distance from the lake. This round tour can be started from Peschiera Maraglio in the direction of Carzano. There is no bus service for this stretch of road. In Carzano there are two small harbours and some ancient fishermen's houses. Then going towards Siviano, passing by the Paradiso area, visitors can have a look at the Islet of Loreto. Siviano lies between vines and olive trees, dominated by the medieval tower of the Martinengo. The path then leads to Sinchignano; from here, it is possible to either go to Senzano, a hamlet with a panoramic view, or to continue the tour going in the direction of Menzino and Sensole. When arriving at the small harbour of Sensole, visitors can enjoy the view of the Islet of San Paolo and of the Oldofredi-Martinengo Fortress that lies on a promontory. At last, between the lakeshore and olive trees, the tour finishes in Peschiera Maraglio.¹²¹

3.8 Services

Despite having a small population, the island offers all the standard services, ranging from doctors and urgent care to electricians and mechanics. Bikes, kayaks and boats are available for renting and there are different types of accommodation facilities for visitors such as four hotels, various bed & breakfast, a residence and a couple of Lombard guesthouses.¹²²

For more than fifty years, the association Barcaioli Lago d'Iseo (*Boatmen of Lake Iseo*) has offered ferry services, tours of the three islands, field trips and guided tours

¹²⁰ <https://www.visitmonteisola.it/come-arrivare/> (accessed 03/08/2020)

¹²¹ <https://www.visitmonteisola.it/en/cosa-fare-lago-iseo-monte-isola/itinerario-a-piedi/> (accessed 03/08/2020)

¹²² <https://www.visitmonteisola.it/servizi/> (accessed 03/08/2020)

everywhere at the lake, using ferries with a carrying capacity of maximum 65 people seated. Moreover, they offer specific services for renting boats with skipper, school trips and parties or business meetings.¹²³

3.9 Remarkable local businesses

3.9.1 Peschiera Montisola Soardi

For four generations the Soardi family has been dedicated to freshwater fishing. Most part of the work is carried out in Monte Isola, where the laboratory for the fish processing is located. It is still a family-run business dedicated to fishing and to the sale of the catch at local markets or directly to local restaurants. Few years ago, the Soardi family committed to making dried sardines of Lake Iseo one of the Slow Food Presidia. In fact, they treat all the fresh fish, they clean and fillet it according to the needs of each customer and the remaining fish is dried in the sun. The family also owns a restaurant on the island, where all the delicacies that the lake daily offers can be tasted.¹²⁴

3.9.2 Cantiere Nautico Ercole Archetti

The Ercole Archetti Shipyard is well known for its quality and artisanship all over the world. During the years of activity, multiple boats different in sizes and characteristics have been produced, having all in common the same philosophy which is the passion for art and uniqueness. The shipyard is a family-run business and each boat is still the outcome of handcrafted production done with the best woods for boating and with the help of cutting-edge technologies. The family does also rent wooden boats.¹²⁵

3.9.3 Come una volta

Come una volta is a Lombard guest house (similar to a bed & breakfast), which can accommodate a maximum of 8 people. Romina Rinaldi has created this project after various journeys around the world. From the experiences she collected on her travels, she decided to create a space open to collaboration and to the encounter of new people. In her house, people can meet like the old days, telling stories and learning from each other. In some months of the year, on predefined weekends, guests can take part into mini-

¹²³ <https://www.visitmonteisola.it/en/servizi/barcaioli-monte-isola-service-s-r-l/> (accessed 03/08/2020)

¹²⁴ https://www.visitmonteisola.it/sapori_e_artigianato/pescheria-montisola-soardi/ (accessed 03/08/2020)

¹²⁵ https://www.visitmonteisola.it/sapori_e_artigianato/cantiere-nautico-ercole-archetti (accessed 03/08/2020)

workshops with professionals in various fields such as photography, meditation, trekking, cooking and visiting local businesses. By networking with local people and companies, the knowledge of small artisans and hobbyists who still rely on artisanship is not only been promoted, but it is also passed on. The aim of this guesthouse is also to promote the consumption of km zero products by sourcing products from small family-run businesses.

126

3.10 The main sights

3.10.1 Madonna della Ceriola Sanctuary

The Madonna della Ceriola Sanctuary dates back to the V century when San Vigilio introduced Christianity in the Lake Iseo area and built a chapel on the top of the island. It was the first parish church of the island and the first church of the lake dedicated to the Virgin Mary. In the 16th century, works started to renovate the sanctuary, which resulted in a change in the original structure. It has been the symbol of the defeat of cholera in the 19th century and nowadays the sanctuary represents the municipal unification of all the citizens of Monte Isola, which bears on its blazon the image of the sanctuary.¹²⁷

3.10.2 Oldofredi-Martinengo Fortress

The Oldofredi-Martinengo Fortress is a castle that lies above the Gulf of Sensole. It was built in the 14th century on a strategic point facilitating the control over the whole lake, a spur facing the Bergamo side. At the time, the highest point of the island was already occupied by the Madonna della Cariola Sanctuary and the Brescian side of the lake was under the jurisdiction of the Iseis and then of the Oldofredis, there was no need to build a fortress to watch over that side. When Venice took control of the Bergamo area, after 1427, the Rocca lost its defensive function and became a palace. It was used as a residence during the 15th century and by the end of the 16th century it was already been abandoned. Nowadays, the castle is a private property.¹²⁸

¹²⁶ <https://www.visitmonteisola.it/dormire/foresteria-come-una-volta/> (accessed 03/08/2020)

¹²⁷ <https://www.visitmonteisola.it/en/cosa-fare-lago-iseo-monte-isola/the-madonna-della-ceriola-sanctuary/> (accessed 03/08/2020)

¹²⁸ <https://www.visitmonteisola.it/en/cosa-fare-lago-iseo-monte-isola/the-rocca-martinengo/> (accessed 03/08/2020)

3.10.3 Oldofredi Villa

The Oldofredi Villa, already is a renaissance residence overlooking the village of Peschiera Maraglio. It has been restored maintaining its historic features such as frescoes, exposed beams and travertine terracotta. It is now a hotel and a restaurant that combines, with a refined taste, the products of the lake in traditional and modern dishes.¹²⁹

3.10.4 Museo della Rete

In 2005, La Rete, one of the most prestigious net factories in Italy, opened a museum on fishing in Siviano. In this space, after having interviewed the eldest inhabitants of the island, all the knowledge and anecdotes of the fishermen have been collected. In the museum, visitors do also find old photos, fishing nets, ancient needles used by the women to weave nets, an old manual frame and the typical wooden boat of Sebino.¹³⁰

3.11 The islets

3.11.1 The Islet of San Paolo

The Islet of San Paolo is a private island located off the Gulf of Sensole and it was involved, along with Sulzano, Peschiera Maraglio and Sensole, in the Floating Piers work of art by Christo in 2016. The name of the islet stems from Saint Paul, a sailor who overcame many storms of the Mediterranean Sea and for this reason, it symbolises shelter. The islet owners changed various times during the centuries and in 1091, the Cluniacs founded a monastery that was then developed over the years. In fact, the property of the monastery was later transferred to the Fenaroli family and Alessandro Fenaroli, who died in 1525, is considered the founder of the Monastery of Observance, probably built in 1490. Nowadays, the Beretta family, founders of the oldest active manufacturer of guns in the world¹³¹, owns the islet.¹³²

3.11.2 The Islet of Loreto

The Islet of Loreto is a private island opposite to Carzano. At the end of the 15th century, the island was owned by Santa Chiara Sisters of the Convent of Brescia, who built a

¹²⁹ <https://www.visitmonteisola.it/mangiare/albergo-ristorante-oldofredi/> (accessed 03/08/2020)

¹³⁰ Touring Club Italiano (2009). *Lago D'iseo. Terra D'acqua e Pescatori*, Touring Editore, Milano, p.50.

¹³¹ <https://www.beretta.com/en/world-of-beretta/today/> (accessed 03/08/2020)

¹³² <https://www.visitmonteisola.it/en/cosa-fare-lago-iseo-monte-isola/the-islet-of-san-paolo/> (accessed 03/08/2020)

convent. Later on, in 1910, Sir Vincenzo Richieri built a Neo-Gothic castle with a small harbour, two towers and a conifer park.¹³³

3.12 Festivals

On Monte Isola, many events and festivals are held throughout the year, but mostly in the warmer months when most tourists visit the island.

Some events held on the island are traditional festivals such as the Santa Croce Festivals or are classical village festivals (*sagre di paese*). Other events are part of bigger festivals that involve Lake Iseo as a whole, like the Romantic Night; in this case, restaurants try to create a suggestive atmosphere and propose themed menus. Between Peschiera Maraglio and Sensole couples can then stroll along the lakeside accompanied by music and dances while tasting wine.¹³⁴

3.12.1 Santa Croce Festival

In Carzano, every five years, the ancient tradition of the Santa Croce Festival is celebrated. This festival lasts four days and it usually attracts thousands of tourists. During this period, the village displays its own identity combining the sacred and the profane.

For more than one and a half centuries, this festival has been held according to a precise pattern that only involves the community of Carzano. In fact, this festival aims at surprising the other hamlets even though the celebrations rules have remained unchanged. During the event, the community showcases its wooden arches covered in pine branches, paper flowers and lights. The festival includes a procession, cannon shots and fireworks too.

Every year, the inhabitants of Carzano carry the expenses of this event and create a special commission that manages financial and organisational tasks.

The origins of the festival lie in the first cholera outbreak on the island, in 1836. At that time, the population turned to Saint Cross for protection, carrying a relic of the Saint in a

¹³³ <https://www.visitmonteisola.it/en/cosa-fare-lago-iseo-monte-isola/islet-of-loreto/> (accessed 03/08/2020)

¹³⁴ <https://www.visitmonteisola.it/en/eventi-monte-isola-lago-iseo/romantic-night-2018/> (accessed 03/08/2020)

procession, after that moment the disease suddenly disappeared. The festival celebrates this moment.

The flowers were expensive for local people and the lack of fresh flowers probably generated the tradition of creating paper flowers, which then became the object of family competitions. Nowadays, the flowers are still secretly made according to the techniques that are handed down from generation to generation and each arch that the family prepares is decorated with flowers only at the last minute so that nobody can copy the flowers.¹³⁵

3.13 Data analysis

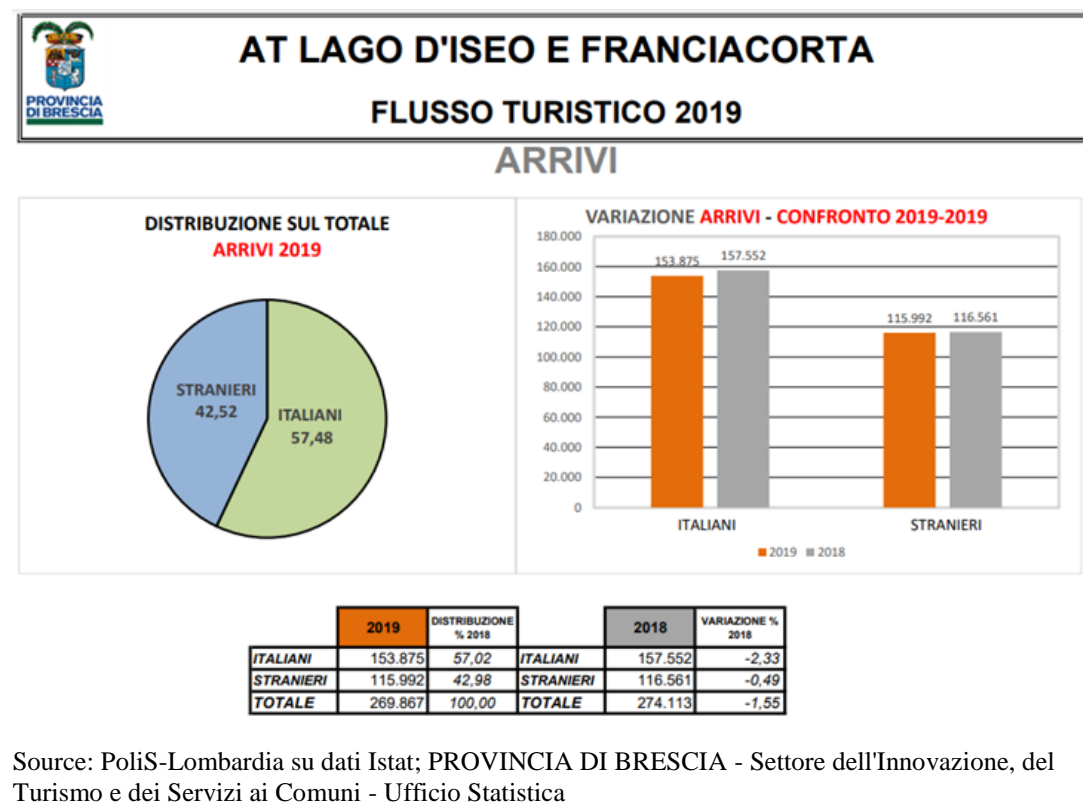
Within the context of European Union tourism statistics, an arrival is defined as a tourist who arrives at a tourist accommodation establishment (rented accommodation) or at a non-rented accommodation; in the scope of the Tourism Regulation, however, no data for the latter are collected. The tourist can be either a resident or a non-resident of the country where the establishment is located; no age limit is applied: children are counted as well as adults, even in the case when the overnight stays of children might be free of charge.¹³⁶

In 2019, the total number of arrivals in Lake Iseo and Franciacorta was 269,867. Of these 57, 48% were Italians and 42, 52% were foreigners.

¹³⁵ <https://www.visitmonteisola.it/en/cosa-fare-lago-iseo-monte-isola/santa-croce-festival/> (accessed 03/08/2020)

¹³⁶ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Arrival_of_tourist_at_a_tourist_accommodation_establishment (accessed 05/08/2020)

Figure 2: Arrivals at Lake Iseo and Franciacorta

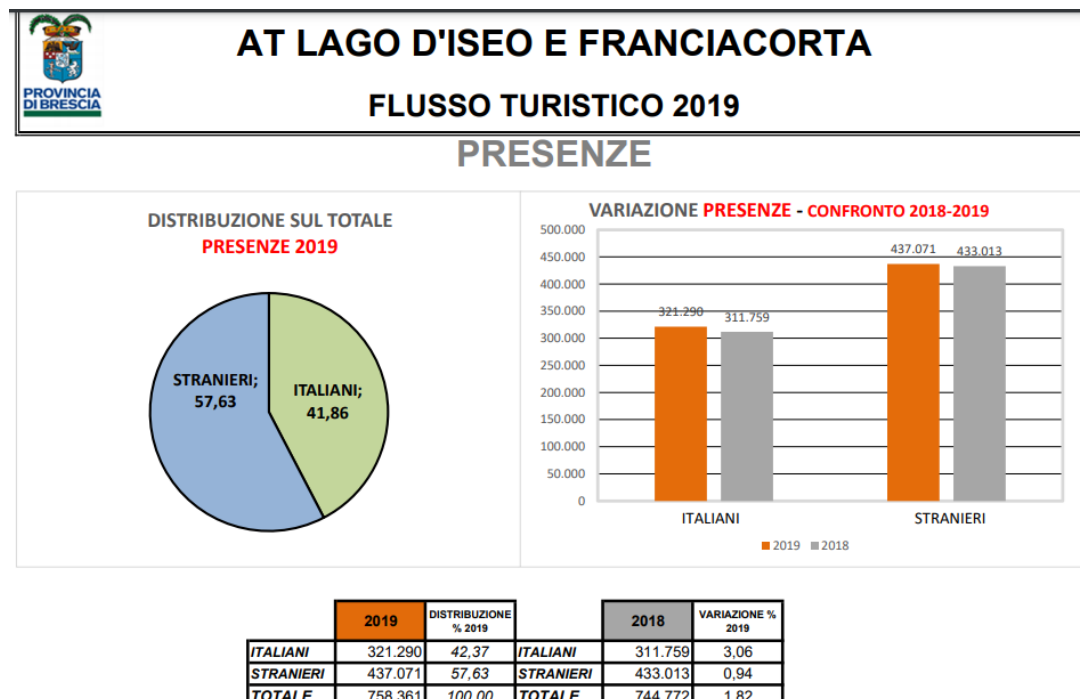


A night spent or tourism night (overnight stay) is each night a guest / tourist (resident or non-resident) actually spends (sleeps or stays) in a tourist accommodation establishment or non-rented accommodation.¹³⁷

In 2019, the total number of overnight stays in Lake Iseo and Franciacorta was 758, 361. Of these 41, 86 % were Italians and 57, 63% were foreigners.

¹³⁷ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Nights_spent (accessed 05/08/2020)

Figure 3: Overnight stays at Lake Iseo and Franciacorta



Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica

The Italian tourists mainly come from Lombardy, Piedmont, Emilia Romagna and Veneto.

Table 1: Ranking of Italian guests based on overnight stays

AT LAGO D'ISEO E FRANCIACORTA
FLUSSO TURISTICO 2019


CLASSIFICA OSPITI ITALIANI* IN BASE ALLE PRESENZE: DATI COMPARATI CON L'ANNO PRECEDENTE

Provenienza	Arrivi 2019	Presenze 2019	Arrivi 2018	Presenze 2018	Var.Ass. Arrivi	Var.Ass. Presenze	Var. % Arrivi	Var. % Presenze	DISTRIBUZIONE % SUL TOTALE 2018
Italia	153.875	321.290	157.552	311.759	-3.677	9.531	-2,33	3,06	57,02 42,37
Stranieri	115.992	437.071	116.561	433.013	-569	4.058	-0,49	0,94	42,98 57,63
Totale	269.867	758.361	274.113	744.772	-4.246	13.589	-1,55	1,82	100,00 100,00
Lombardia	76.120	170.554	82.546	176.381	-6.426	-5.827	-7,78	-3,30	28,21 22,49
Piemonte	11.897	21.530	11.848	20.649	49	881	0,41	4,27	4,41 2,84
Emilia Romagna	12.186	21.232	12.035	19.927	151	1.305	1,25	6,55	4,52 2,80
Veneto	12.746	20.715	12.805	22.482	-59	-1.767	-0,46	-7,86	4,72 2,73
Toscana	6.286	12.128	5.772	9.441	514	2.687	8,91	28,46	2,33 1,60
Campania	4.046	11.299	4.144	9.729	-98	1.570	-2,36	16,14	1,50 1,49
Lazio	5.187	10.731	4.686	8.869	501	1.862	10,69	20,99	1,92 1,42
Puglia	3.573	10.165	2.655	5.996	918	4.169	34,58	69,53	1,32 1,34
Sicilia	3.061	8.709	2.572	5.731	489	1.083	19,01	18,90	1,13 1,15
Liguria	4.097	7.317	3.733	6.476	364	841	9,75	12,99	1,52 0,96

Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica

Most foreigners come from Germany, the Netherlands, Switzerland and Lichtenstein.


Table 2: Ranking of foreign guests based on overnight stays

<div>  AT LAGO D'ISEO E FRANCIACORTA FLUSSO TURISTICO 2019 </div>									
CLASSIFICA OSPITI STRANIERI* IN BASE ALLE PRESENZE : DATI COMPARATI CON L'ANNO PRECEDENTE									
Provenienza	Arrivi 2019	Presenze 2019	Arrivi 2018	Presenze 2018	Var.Ass. Arrivi	Var.Ass. Presenze	Var. % Arrivi	Var. % Presenze	DISTRIBUZIONE % SUL TOTALE 2018
Italia	153.875	321.290	157.552	311.759	-3.677	9.531	-2,33	3,06	57,02 42,37
Stranieri	115.992	437.071	116.561	433.013	-569	4.058	-0,49	0,94	42,98 57,63
Totale	269.867	758.361	274.113	744.772	-4.246	13.589	-1,55	1,82	100,00 100,00
Germania	31.750	127.733	29.409	120.293	2.341	7.440	7,96	6,18	11,77 16,84
Paesi Bassi	16.026	113.473	15.516	109.385	510	4.088	3,29	3,74	5,94 14,96
Svizzera (incluso Liechtenstein)	10.575	27.651	9.857	23.144	718	4.507	7,28	19,47	3,92 3,65
Regno Unito	6.056	19.741	6.748	22.995	-692	-3.254	-10,25	-14,15	2,24 2,60
Francia	8.460	19.141	9.378	21.548	-918	-2.407	-9,79	-11,17	3,13 2,52
Belgio	4.142	17.517	4.413	18.758	-271	-1.241	-6,14	-6,62	1,53 2,31
Danimarca	3.240	14.441	3.048	15.217	192	-776	6,30	-5,10	1,20 1,90
Austria	4.062	11.404	3.820	9.950	242	1.454	6,34	14,61	1,51 1,50
Stati Uniti d'America	4.704	11.245	4.824	11.139	-120	106	-2,49	0,95	1,74 1,48
Romania	1.604	8.666	1.769	10.588	-165	-1.922	-9,33	-18,15	0,59 1,14
Polonia	1.856	6.985	1.849	6.115	7	870	0,38	14,23	0,69 0,92
Svezia	2.405	6.140	3.406	8.810	-1.001	-2.670	-29,39	-30,31	0,89 0,81
Russia	1.898	5.296	1.659	4.928	239	368	14,41	7,47	0,70 0,70
Spagna	1.913	4.143	1.894	4.322	19	-179	1,00	-4,14	0,71 0,55
Altri Paesi Europei	1.745	4.111	1.663	3.325	82	786	4,93	23,64	0,65 0,54

Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica

In 2019, more Italians than foreigners decided to stay overnight at hotels, whereas foreigners preferred accommodations outside the hotel sector, including private lodging. In comparison to 2018, which average stay of tourists was of 2.72 days, in 2019 it was of 2.81 days.

Table 3: Touristic flow 2019 compared to the previous year



AT LAGO D'ISEO E FRANCIACORTA

FLUSSO TURISTICO 2019

DATI COMPARATI ANNO PRECEDENTE

ESERCIZI ALBERGHIERI		ESERCIZI EXTRALBERGHIERI		TOTALE GENERALE		PERMANENZA MEDIA	
		(compresi gli alloggi privati)					
TOTALE ARRIVI	TOTALE PRESENZE	TOTALE ARRIVI	TOTALE PRESENZE	TOTALE ARRIVI	TOTALE PRESENZE		
ITALIANI		ITALIANI		ITALIANI			
115.361	173.920	42.191	137.839	157.552	311.759		
STRANIERI		STRANIERI		STRANIERI			
60.828	153.270	55.733	279.743	116.561	433.013		
2018	176.189	327.190	97.924	417.582	274.113	2,7	

ESERCIZI ALBERGHIERI		ESERCIZI EXTRALBERGHIERI		TOTALE GENERALE		PERMANENZA MEDIA	
		(compresi gli alloggi privati)					
TOTALE ARRIVI	TOTALE PRESENZE	TOTALE ARRIVI	TOTALE PRESENZE	TOTALE ARRIVI	TOTALE PRESENZE		
ITALIANI		ITALIANI		ITALIANI			
108.781	173.614	45.094	147.676	153.875	321.290		
STRANIERI		STRANIERI		STRANIERI			
55.835	141.216	60.157	295.855	115.992	437.071		
2019	164.616	314.830	105.251	443.531	269.867	2,8	
Differenza assoluta	-11.573	-12.360	7.327	25.949	-4.246	13.589	
Variazioni in %	-6,57	-3,78	7,48	6,21	-1,55	1,82	

Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica

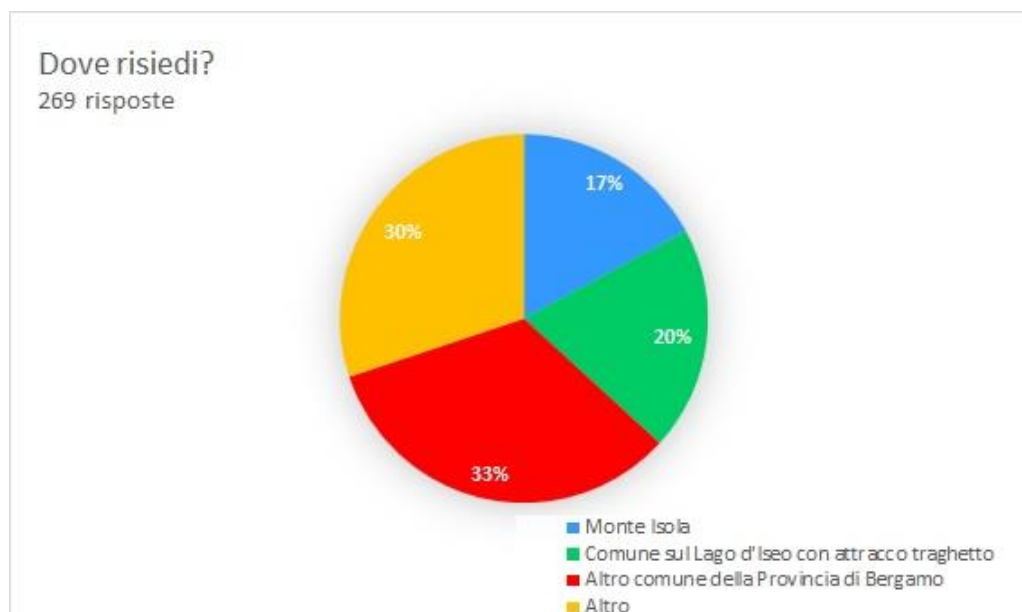
3.14 The survey

The questions of the survey have been based on academic knowledge and data collected during the writing of the dissertation including a meeting with a family living on the island and a meeting with the responsible for the information point at Sulzano.

The aim of the survey was to analyse and assess the situation of Monte Isola from the point of view of the inhabitants of the island and of Lake Iseo and also of tourists in order to better understand the critical issues related to tourism and to find out how the island could improve in a slow perspective.

The survey was administered via email to the municipality of Monte Isola; to the communities of Lake Iseo via their Facebook groups; and via WhatsApp to inhabitants of the province Bergamo and Brescia.

Figure 4: Question on region of origin



Source: Our processing on survey data “Slow tourism in Monte Isola”

The survey received 269 answers. 33.1% of the answers came from residents in the province of Bergamo, 19.7% from residents of the municipalities of Lake Iseo with a small harbour, 17.1% from inhabitants of Monte Isola and the remaining percentage from other municipalities of the province of Brescia, of Lombardy and only four people coming from other Italian municipalities answered the survey.

The questions for the communities of Monte Isola and of the municipalities of Lake Iseo with a small harbour were slightly different from those for inhabitants of municipalities without it.

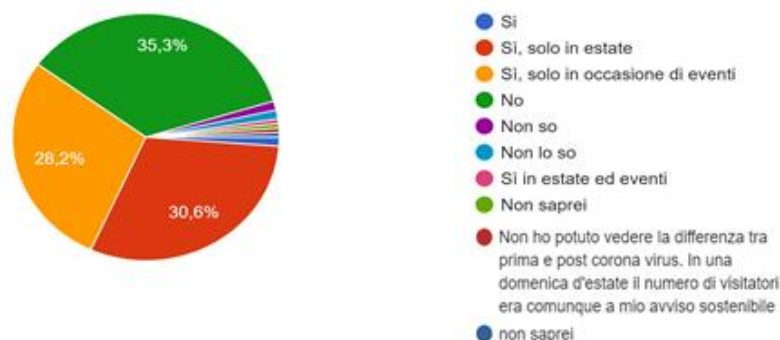
3.14.1 Questions for inhabitants of municipalities without small harbours

With respect to the issue of overtourism and the carrying capacity of the island, 35.3% answered that the number of visitors does not exceed the carrying capacity; 30.6% said that that only in summer there is overtourism and 28.2% said that the carrying capacity is exceeded only during events. Others did not know what to answer and a person underlined the fact that no substantial difference from before and after the Corona Virus lockdown could be noticed and that in summer the number of visitors at the weekend is sustainable.

Figure 5: Question on the carrying capacity

Pensi che il numero di visitatori sia maggiore di quello che Monte Isola può accogliere (sovratourismo) ?

170 risposte



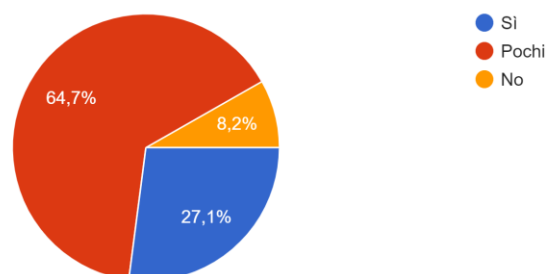
Source: Our processing on survey data "Slow tourism in Monte Isola"

Being the tour of the island an important tool in order to scatter tourism and to make the situation more sustainable especially for the communities of Peschiera Maraglio and Carzano, which are the two main arrival hamlets, the answers to this question show that probably this tour is not promoted enough. 64.7% said that few people know about the tour, 27.1% that tourists are aware of the existence of the possibility to do a tour of the island and according to the remaining 8.2%, people do not know about this tour.

Figure 6: Question on the tour of the island

Pensi che i visitatori conoscano il periplo di Monte Isola? (giro completo dell'isola)

170 risposte

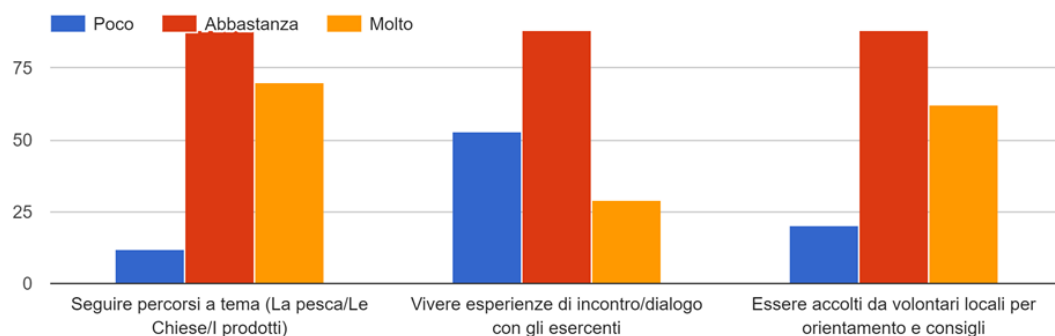


Source: Our processing on survey data "Slow tourism in Monte Isola"

Starting from the best practices of other lake destinations, the following question aimed at understanding if some of the elements that have been implemented in other destinations could appeal visitors of Monte Isola too.

Figure 7: Proposals of slow tourism activities

Quanto pensi siano interessanti, per lo sviluppo di un turismo sostenibile e lento, le seguenti proposte? (scegli tra poco/abbastanza/molto)



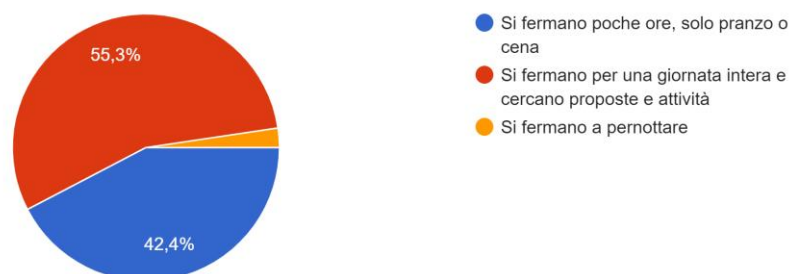
Source: Our processing on survey data “Slow tourism in Monte Isola”

The first proposal concerned the creation of themed paths (related to fishing/the history of churches/local products) and it is the one that appealed the most. Meeting and doing experiences with local stakeholders was the most disliked proposal and the last one was being welcomed from local volunteers for information and advice and it appealed quite as much as the first one.

Monte Isola is often considered a destination for ‘hit and run’ tourism and the graph below proves that most visitors think that tourists only visit Monte Isola for few hours, maybe just for meals or they spend the whole day on it, searching for activities to do but then they do not stay overnight.

Figure 8: Question on tourists' behaviour

Secondo te, i turisti che arrivano a Monte Isola:
170 risposte

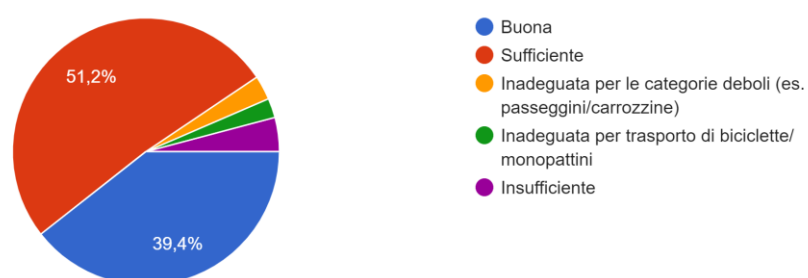


Source: Our processing on survey data "Slow tourism in Monte Isola"

Accessibility is another key element for a tourism destination that can only be reached by boat or ferry. 51.2% have defined the accessibility of the island sufficient and 39.4% think that it is good. Only few consider it as inadequate for wheelchairs, prams and for the transport of bicycles; others deem it as insufficient.

Figure 9: Question on the accessibility of the island

Come giudichi l'accessibilità dell'isola?
170 risposte



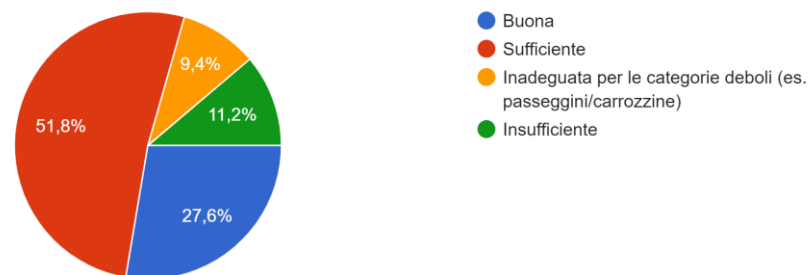
Source: Our processing on survey data "Slow tourism in Monte Isola"

Half of the respondents rated the accessibility of the services on the island as sufficient and 27.6% rated it as good. The remaining part considers it as either inadequate or insufficient.

Figure 10: Question on the accessibility of services

Come giudichi l'accessibilità dei servizi sull'isola (es. Autobus - Ingressi a luoghi di interesse o ristoranti)?

170 risposte

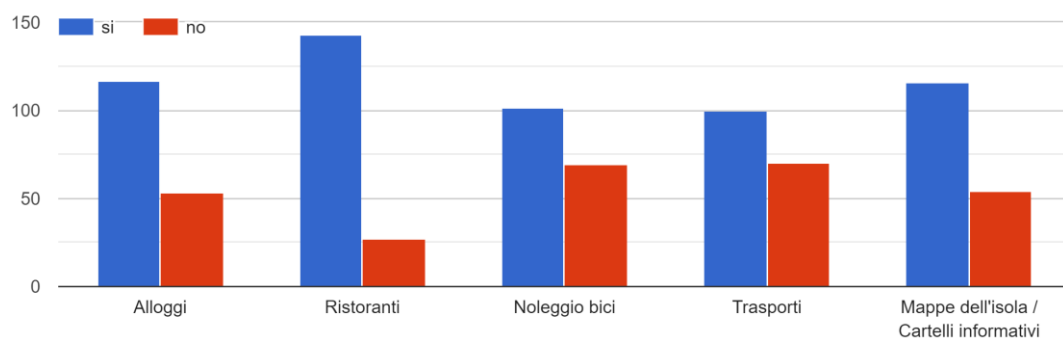


Source: Our processing on survey data "Slow tourism in Monte Isola"

The following graph shows whether people think that the services on the island are proportionate to the number of tourists or not.

Figure 11: Opinions on the adequacy of services related to the number of tourists

Ritieni adeguati i servizi di accoglienza in relazione al numero dei turisti che accedono all'isola?



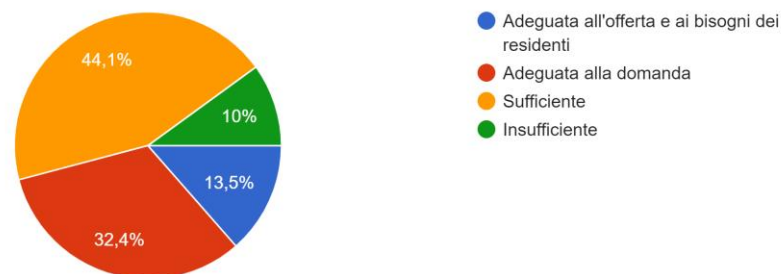
Source: Our processing on survey data "Slow tourism in Monte Isola"

Accommodations, restaurants and maps of the island or information panels are mostly thought to be adequate to the demand, while the answers for bike rentals and means of transportation are quite conflicting.

The last question was related to the touristic promotion of Monte Isola and 44.1% consider it sufficient, 32.4% think that it is adequate to the demand, 13.5% rate it as adequate to the offer and to the needs of the inhabitants and 10% consider it insufficient.

Figure 12: Question on the touristic promotion of the island

Come valuti la promozione turistica di Monte Isola?
170 risposte



Source: Our processing on survey data “Slow tourism in Monte Isola”

At the end of the survey, respondents could write pieces of advice for the destination management organisation and for the municipalities of the Monte Isola and Lake Iseo as a whole.

Here below a list of their suggestions and thoughts:

- Creating events or experiences that could appeal to young people
- Increasing the number of events, concerts and themed evenings
- The events held on the island should help in promoting the destination
- Creating events with different themes for each week or month
- The municipalities of Bergamo and Brescia close to the Sebino area should advertise Monte Isola as a near and fascinating destination
- Creating panels telling the numerous legends that characterise the island
- Increasing the number of panels with the map of the island in order to make known even the smallest hamlets

- On the island there is a lack of information on the proposed activities and a lack of information panels concerning the complete tour of the island and the less frequented itineraries, the paths that connect the hamlets should be more valorised
- Creating of guided tours to discover the peculiarities and the hidden areas of the island
- Enhancing and increasing the parking places on the mainland
- Reducing the price of the parking places
- Reducing the price of the ferry tickets
- Creating a camping site
- Creating family packages for the means of transport
- Improving the lighting systems in urban areas
- Reducing the speed limit for motorbikes
- Introducing e-bikes rental
- Improving the accessibility for people with physical disabilities
- Introducing electric buses and motorbikes with the aim of replacing the fuel engine ones
- Improving the playgrounds
- Some restaurants and bars should consider renovating their intern design in order to create a more modern atmosphere while still preserving their values and traditions
- Improving the beaches, in order to make visitors feel safe about the idea of bathing in the lake, maybe even introducing swimming courses
- Increasing the number of public toilets
- Introducing €1 fee for visitors in order to cover the costs of waste collection
- Creating more picnic areas with access to drinking water
- Promoting kayaking
- Creating networks of collaborations on the Sebino territory in order to enhance the synergy among the various stakeholders. Monte Isola is already a famous destination and many people come to visit it without spending time on the rest of the territory

- Improving ferry connections with all the villages that have access to the lake, while also increasing the number of the means of transportation on the mainland so that visitors can easily travel along the lake without using their car, maybe even discovering new places while doing so
- Taking more into consideration all the municipalities of Lake Iseo since many services related to the island (parking, tickets and small harbours) involve the local communities on the mainland and, except for the parking fee, they do not have economic advantages
- Making food shops more accessible so that visitors do not need to bring their own sandwich
- Developing more marketing campaigns to promote Monte Isola and Lake Iseo as a whole

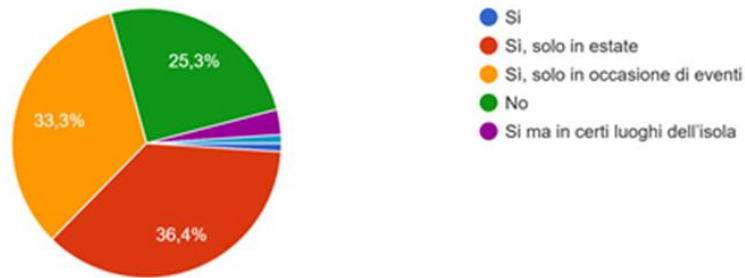
3.14.2 Questions for inhabitants of Monte Isola and of the municipalities of Lake Iseo with small harbours

The communities of Monte Isola and of the municipalities with small harbours are the ones who best know tourists' behaviours. According to 36.4% of the respondents, the carrying capacity of the island is exceeded only in summer, 33.3% said that it happens only during events and 25.3% answered that the number of visitors does not exceed the number of people that Monte Isola can welcome. Three people answered that there is overtourism just in some parts of the island.

Figure 13: Question on the carrying capacity (for the residents of Monte Isola and the municipalities with small harbours)

Pensi che il numero di visitatori sia maggiore di quello che Monte Isola può accogliere (sovraturismo) ?

99 risposte



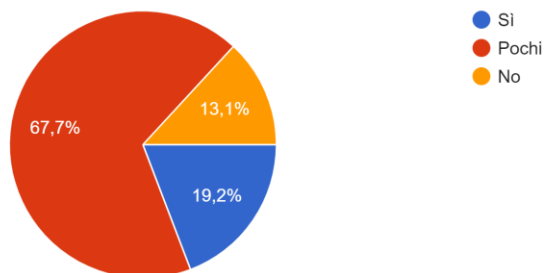
Source: Our processing on survey data "Slow tourism in Monte Isola"

67.7% of the respondents think that only few visitors are aware of the existence of the possibility to do a tour of the island on foot or by bike, 13.1% said that tourists do not know about the tour, whereas 19.2 % stated the contrary.

Figure 14: Question on the tour of the island (for the residents of Monte Isola and the municipalities with small harbours)

Pensi che i visitatori conoscano il periplo di Monte Isola? (giro completo dell'isola)

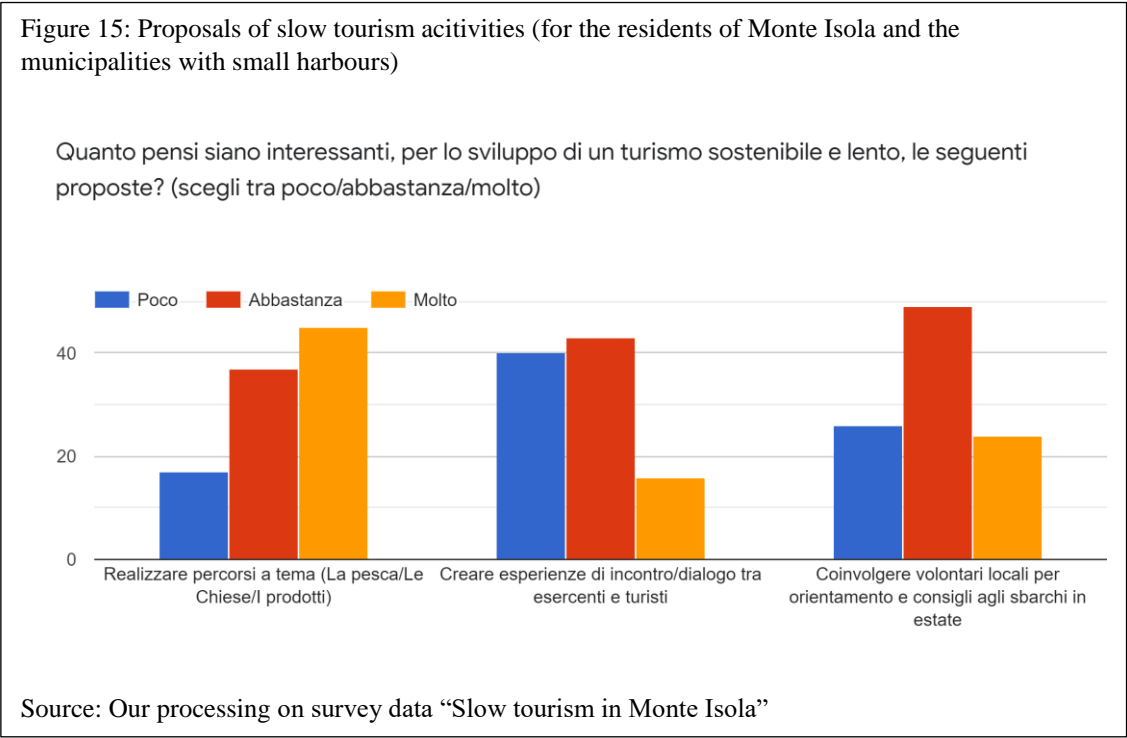
99 risposte



Source: Our processing on survey data "Slow tourism in Monte Isola"

The inhabitants of Monte Isola and of the municipalities with small harbours liked the proposal of creating themed paths a lot, whereas they very much disliked the idea of

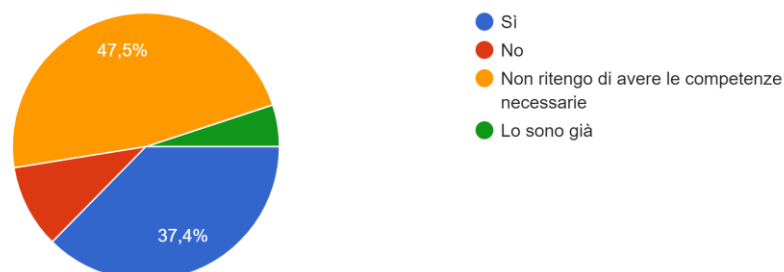
creating experiences in which tourists would meet local stakeholders; they were quite neutral about making local volunteers welcome visitors in order to give them information and advice.



As stated in the previous chapters, the involvement of local stakeholders and communities is a key principle for slow tourism. This question was aimed at understanding whether locals are willing to be involved in the decision-making processes related to tourism or not.

Figure 16: Question on the interest of being involved in the decision-making processes (for the residents of Monte Isola and the municipalities with small harbours)

Vorresti sentirti coinvolto nei processi decisionali che riguardano il lago e il turismo lacustre?
99 risposte



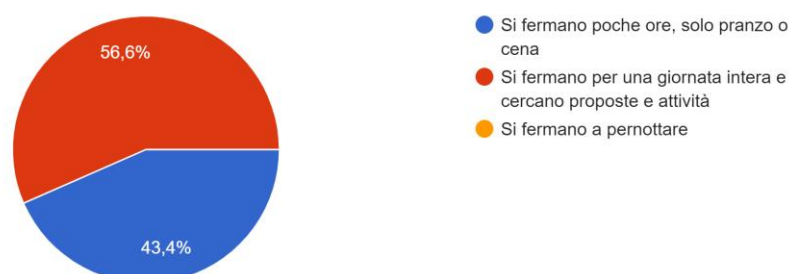
Source: Our processing on survey data “Slow tourism in Monte Isola”

The graph shows that half of the respondents do not believe to have the right competences to participate in the decision-making processes, 37.4% are willing to be involved, five people are already involved in these processes and ten do not want to be part of them.

The following graph was aimed at understanding how much time tourists spend on the island. More than half of the local stakeholders state that they visit it for a day and they search for activities to do, while the rest said that they only visit for few hours or just for the meals. No one stated that tourists stay overnight.

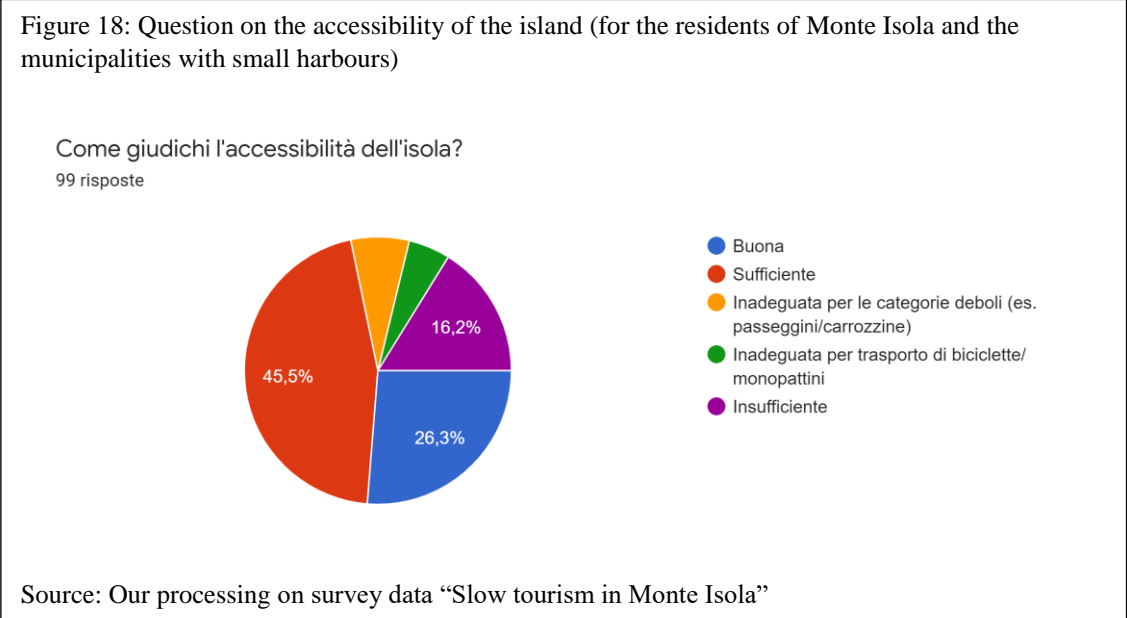
Figure 17: Question on tourists’ behaviour (for the residents of Monte Isola and the municipalities with small harbours)

Secondo te, i turisti che arrivano a Monte Isola:
99 risposte

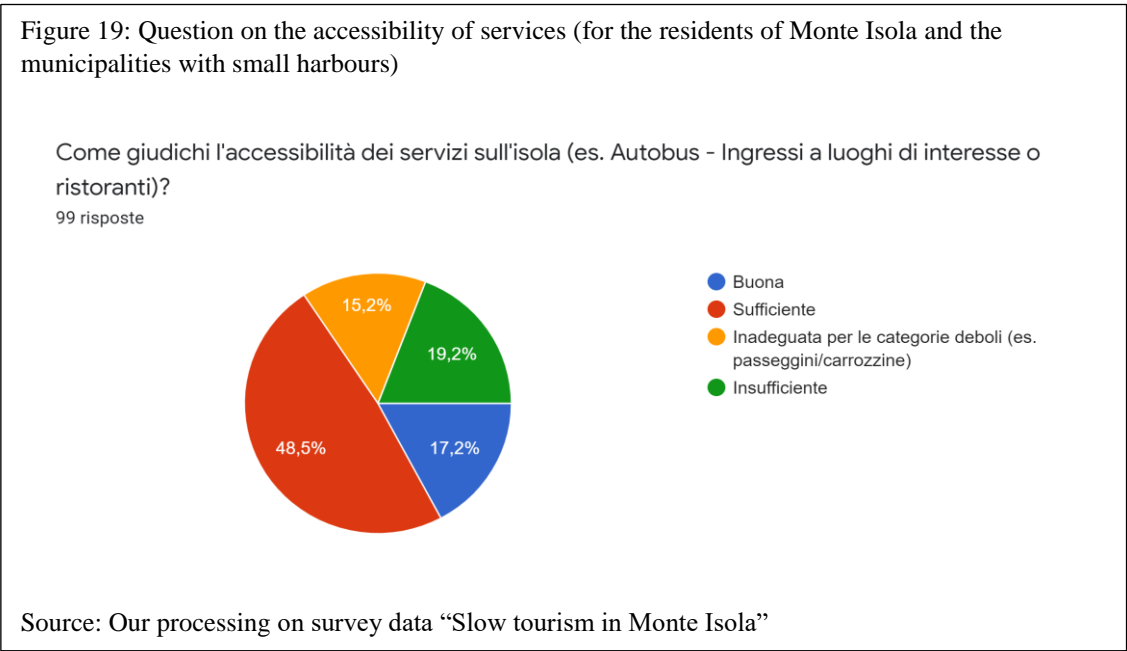


Source: Our processing on survey data “Slow tourism in Monte Isola”

26.3% think that Monte Isola has a good accessibility, 45.5% believe it to be sufficient, whereas 16.2% stated the contrary.

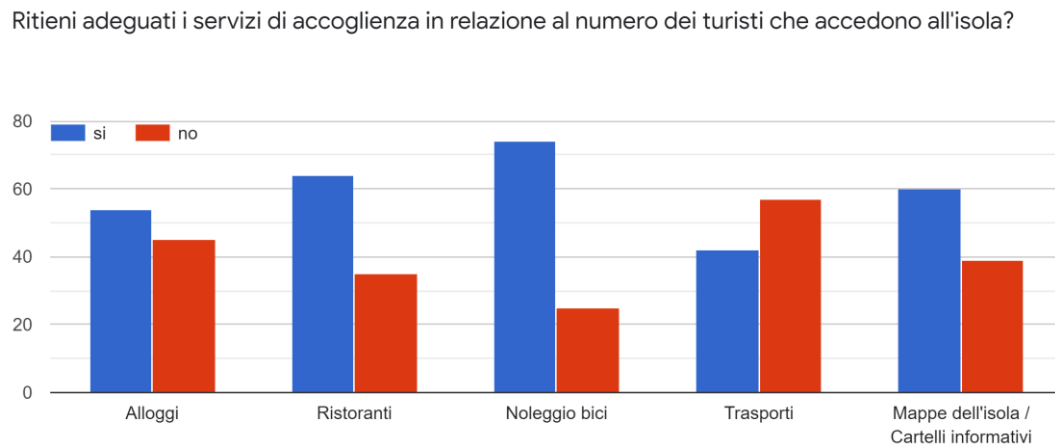


The accessibility of the services on the island, such as the access to buses, places of interest and restaurants, was rated sufficient by half of the respondents, while 19.2% consider it insufficient; 17.2% think that it is good and 15.2% consider it inadequate for wheelchairs and prams.



The following graph shows whether people think that the services on the island are proportionate to the number of tourists or not.

Figure 20: Opinions on the adequacy of services related to the number of tourists (for the residents of Monte Isola and the municipalities with small harbours)



Source: Our processing on survey data "Slow tourism in Monte Isola"

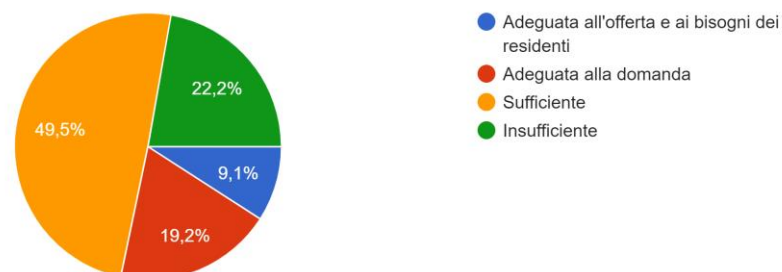
The answers for accommodations and means of transportation are quite conflicting, whereas restaurants, bike rentals and maps of the island or information panels are mostly thought to be adequate to the demand.

With respect to the touristic promotion of Monte Isola, half of the respondents consider it sufficient, 22.2% think the contrary, 19.2% think that it is adequate to the demand and 9.1% rate it as adequate to the offer.

Figure 21: Question on the touristic promotion of the island (for the residents of Monte Isola and the municipalities with small harbours)

Come valuti la promozione turistica di Monte Isola?

99 risposte



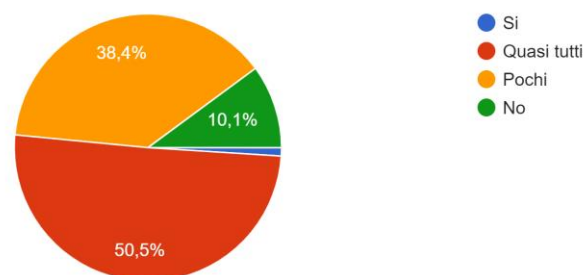
Source: Our processing on survey data "Slow tourism in Monte Isola"

Environment plays a key role in the development or enhancement of a slow tourism destination. Therefore, the last question was aimed at understanding how much the local communities feel that tourists respect the environment of the island.

Figure 22: Question on the behaviour of tourists towards the environment (for the residents of Monte Isola and the municipalities with small harbours)

I turisti rispettano l'ambiente?

99 risposte



Source: Our processing on survey data "Slow tourism in Monte Isola"

Half of the respondents stated that almost all visitors respect the environment, 38.4% said that only few respect it and 10.1% answered no.

At the end of the survey, respondents could write pieces of advice for the destination management organisation and for the municipalities of the Monte Isola and Lake Iseo as a whole.

Here below a list of their suggestions and thoughts:

- Investing in infrastructures and in the creation of places of interest to expand tourism and avoid concentration of people in few places, increasing the tourist flow without having the suitable facilities would penalise the inhabitants even more and Monte Isola would remain a destination for “hit and run” tourism (i.e. more public toilets, more bike rentals, introducing the e-bike)
- Improving green area and raise tourists’ awareness on the protection of the environment
- Improving the digital communication platforms of the island
- Making the smallest hamlets known
- Improving accessibility and the ferry services in order to facilitate the access to the island
- Promoting Lake Iseo as a whole
- Improving and facilitating the welcoming of tourists
- Improving the services of the island
- Increase the number of parking places on the mainland
- Offering more services and proposals for activities to tourists in order to increase their stay in accommodation facilities
- Promoting all the lake activities on one platform trying to overlap the events as less as possible. The platform should not only be a place where information is gathered, but also a coordinator of the offer
- Delaying the closure of the shops and bars
- Making tourists know alternative paths or itineraries on the territory to the classical tour of the island
- Creating themed paths
- Promoting tourism for families and improving the services and activities related to this target in order to turn Monte Isola into a destination where people are willing to stay overnight

- Creating attractions for young people such as events in the farms, music events and museums or exhibitions open all year round
- Increasing the number of events, concerts and themed evenings
- Organising cultural events, shows, exhibitions and concerts at international levels; maybe even itinerant events or events in which artists are dislocated in different hamlets or on a barge near the lakeshore
- Promoting the island, improving the accessibility to the beach areas and paying more attention to the tourists' needs
- Giving more information on how to behave on the island
- Better coordination of the road traffic especially during summer. Since the inhabitants are allowed to drive motorbikes, tourists on foot must be aware of the fact that they cannot walk in the middle of the streets and tourists by bike should always follow the road signs
- Improving ferry connections with all the villages that have access to the lake (especially with Tavernola Bergamasca)
- Improving the lighting systems in urban areas
- Limiting the number of tourists that can access the island during summer
- Opening all the places that could potentially be visited
- Strongly promoting electric mobility especially for residents. In fact, owners of the restaurants between Peschiera Maraglio and Sensole complain about the fact that locals transit with loud and polluting moped on the most frequented stretch of road
- Developing services and attractions that could potentially split in different time slots the touristic flow according to the new initiatives spread throughout the day

The data collected with this survey was shared with the responsible for tourism of the municipality of Monte Isola, who, although being already aware of the challenges related to the management of the island as a lake tourism destination, could potentially make use of the data collected as a basis for developing the destination in a slow perspective.

CONCLUSION

The survey has shown that even if Monte Isola ranked third in the Best European Destination 2019, it still has some issues to solve.

The answers of the inhabitants of the municipalities of Monte Isola and of the municipalities of Lake Iseo with small harbours were similar to the ones given by the residents of other municipalities, especially concerning the island accessibility and the accessibility to the services of the island, which were both mostly rated sufficient. Monte Isola welcomes tourists mainly from April to September and the answers related to the issue of overtourism show that, overall, the carrying capacity of the island is exceeded only during summer and events.

The tour of the island was used as an example of a slow activity because it includes all the hamlets on the perimeter of the island and because it can only be completed on foot or by bike. According to the respondents, although the tour could potentially play an important role in developing scattered tourism, solving the problem of the concentration of tourists in Peschiera Maraglio and Carzano, only few visitors know about it. This issue could stem either from a lack of maps of the island at the small harbours, where tourists' experience begins, or from the fact that tourists do not gather enough information on the island beforehand. Promoting the tour could make visitors discover some interesting parts of the island that would not be taken into consideration otherwise.

Among the three proposals of new activities that could be developed on the island, the one that appealed the most to the respondents was the creation of themed paths or itineraries about fishing, about the local products or about the history of the island and its churches. The second most liked idea involved the participation of local volunteers in welcoming tourists at the small harbours, giving them advice and information.

From the survey, it emerged the fact that visitors do not stay overnight on the island, but since the offer of accommodation facilities is quite wide, including the worldwide renowned Villa Oldofredi, the respondents probably wanted to underline the fact that most tourists consider the island as a destination that can be visited in a day and that it is not worth spending a night on it. This fact may also be linked to the fact that, as gathered from the thoughts of the respondents, the parking fees on the mainland are considered as costly.

The question asking if the services of the island were adequate to the number of tourists received conflicting answers, but on a whole restaurants and bike rentals were considered as the most adequate services to the tourists' needs.

When asked about the touristic promotion of the island, respondents mostly rated it as sufficient and some of them underlined the fact that there is a need to promote Lake Iseo as a whole, with Monte Isola as the main attraction, in order to bring economic benefits to the entire region and to make tourists discover the lakeshores.

Some interesting points that were brought out from respondents were the need for improvements of the lighting systems, the need for a better traffic road management and the need to create more events especially for young people. To catch the attention of this target, concerts or themed evenings could be hosted, maybe even involving internationally famous personalities. Another way to attract young people could be investing in a partnership between a designated bar and Navigazione Lago d'Iseo to offer aperitifs on ferries on weekends.

The main critical points that were pointed out from the respondents were related to the cost and the number of parking places and to the increase in the amount of ferry connections with Iseo, Pisogne, Lovere, Sarnico and Tavernola Bergamasca. During the last few years, these two issues have always been source of debate in the lake region because of their difficult solution and because they affect not only the tourists' experience, but the life of the residents of Monte Isola too; tourists and islanders have to share the same few parking spaces. A solution to this problem could be increasing the number of train connections to Iseo, Sulzano or Sale Marasino, of the buses on the mainland and of ferry connections from all the small harbours of Lake Iseo during the peak season. By improving the means of transportation, tourists would easily travel around the lake without using their car or parking it near one of the many small harbours, reducing the demand for the parking spaces in Sulzano and Sale Marasino and maybe even discovering new places while doing so.

From the answers collected with this survey, some guiding principles of slow tourism could be inferred. Firstly, giving importance to the welcome of tourists. If the proposal of involving local volunteers at the small harbours was to be implemented, tourists would start their visit by experiencing a direct encounter with the local community. Secondly, promoting local resources. The creation of an efficient network of the stakeholders of

Monte Isola would bring local communities and tourists together in supporting local resources and buying local products. Thirdly, the appreciation of the slow travel. In fact, in a slow perspective, the experience of travel should be lived by paying attention to choosing services and activities with low environmental impact and to the protection of the cultural and artistic heritage. In this form of travel, visitors have the time to encounter local communities, learn about their traditions and their lifestyle. According to the answers to the survey, there is a large room of improvement concerning environmental protection because islanders believe that tourists do not respect the environment enough and owners of restaurants between Peschiera Maraglio and Sensole (one of the most frequented stretches of road) complain about the fact that locals transit with loud and polluting mopeds. One step in the direction of implementing greener means of transportation at lakes was made by Lake Como, the first electric lake of Europe. In the next few years, the aim is to turn Lake Como into the ideal destination for those who own or want to rent electric cars, bikes or boats, promoting sustainable tourism.¹³⁸ Monte Isola and Lake Iseo in general, should strongly promote electric mobility especially for residents, introducing electric buses and motorbikes on the island.

One other principle of slow tourism concerns cooperation and the quality of life. From the survey, it emerged the fact that most residents of Monte Isola and of the other municipalities with small harbours do not believe to have the right competences to be participating in the decision-making processes related to tourism. However, a large part of the inhabitants would like to be involved in them and a small part is already involved in these processes.

Respondents also underlined the fact that it is important to reinforce and increment cooperation among local stakeholders, both those that are directly and those who are indirectly involved in the tourism sector. Supporting the communities of Lake Iseo in the promotion of their territorial identity and improving tourism services related to the lake as a whole could help in fostering cooperation. A way to involve the inhabitants of Lake Iseo, even those that do not believe to have the right skills to be part of the decision-making processes, could be the creation of a platform, or the development of the websites of Visit Lake Iseo and Visit Monte Isola, where people could share their ideas and discuss about the issues related to tourism. The municipalities of Lake Iseo could then try to

¹³⁸ <https://www.grandigiardini.it/articoli-scheda.php?id=52> (accessed 5/08/2020)

implement some of the proposals or to solve some issues that have been brought out by the local communities. The platform should also have a section where tourists could get in touch with the residents, providing their insight on the tourism situation. By gathering information from the supply and the demand, the platform could also become a coordinator of the offer. Creating networks on the Sebino territory could enhance the synergy among the various stakeholders that would foster a better promotion of Lake Iseo as a whole.

Slow tourism is also about giving more value to the territory and to its origins, protecting its unique heritage, providing additional meaning to the most renowned tourism attractions and promoting the less popular ones. On Monte Isola, a way to implement these principles and to valorise the destination could be the development of themed paths, while a way to valorise its origins could be the creation of informative panels that tell the legends of the island.

Lastly, slow tourism also fosters the sharing of experiences. Making information known about the unique activities, emotions and encounters that can be lived at the destination contributes to the creation of the ‘sense of place’ that differentiates each tourism area.¹³⁹

To conclude, the development of lake tourism destination in a slow perspective takes into consideration the needs of the host community, of the local stakeholders and of the tourists, aiming at achieving harmony among all users of the lake resources. The sense of harmony fostered in the lake region together with the development of efficient and sustainable services could set the basis for enhancing the destination competitiveness, leading to its success.

¹³⁹ <http://www.slowtourism-italia.org/en/aboutus/principles/> (accessed 5/08/2020)

- **Image 1** “Hornblower Hybrid”
Source: <https://www.hornblower.com/> (accessed 20/07/2020)
- **Image 2** Bled Island in Lake Bled
Source: <https://www.theguardian.com/travel/2018/mar/24/slovenia-food-drink-ljubljana-bled-noah-charney> (accessed 18/10/2020)
- **Image 3** Public or sustainable means of transportation in Bled
Source: <https://map.e-bled.si/> (accessed 20/07/2020)
- **Image 4** San Giulio Island in Lake Orta
Source: <https://discoveritaly.alitalia.com/en/us/destinations/milan/orta-san-giulio-piemonte-village> (accessed 18/10/2020)
- **Image 5** Lake Balaton
Source: <https://www.britannica.com/place/Hungary/Drainage-and-soils> (accessed 18/10/2020)
- **Image 6** Grasmere in the Lake District National Park
Source: <https://www.sykescottages.co.uk/inspiration/guides/lake-district/things-to-do/?page=2> (accessed 18/10/2020)
- **Image 7** Mainau Island in Lake Constance
Source: <https://www.bodensee.eu/en/when-to-visit/spring> (accessed 18/10/2020)
- **Image 8** Schwanau Island in Lake Lauerz
Source: <https://www.arde.ch/projekt/insel-schwanau-lauerzersee/> (accessed 18/10/2020)
- **Image 9** Maligrad Isan in the Great Prespa Lake
Source: <https://invest-in-albania.org/spiritual-albania-top-destinations-shouldnt-miss/> (accessed 18/10/2020)
- **Image 10** Transfiguration Monastery at Valaam Island
Source: <http://www.comintour.com/tours/gorgeous-karelia/the-pearl-of-the-ladoga-lake-valaam-island#ae-image-0> (accessed 18/10/2020)
- **Image 11** Borromean Islands
Source: <https://www.milanoevents.it/2020/09/23/isole-borromee-biglietti-scontati-per-il-tour-in-motoscafo-sul-lago-maggiore/> (accessed 18/10/2020)
- **Image 12** Itineraries around Lake Maggiore
Source: https://www.illagomaggiore.com/en_US/home/itineraries (accessed 24/07/2020)
- **Image 13** Monte Isola in Lake Iseo
Source: https://www.tgcom24.mediaset.it/viaggi/italia/monte-isola-piccolo-magico-mondo-nel-lago-diseo_20663322-202002a.shtml (accessed 18/10/2020)
- **Image 14** Map of Monte Isola

Source: <https://www.visitmonteisola.it/come-arrivare/> (accessed 03/08/2020)

- **Table 1** Ranking of Italian guests based on overnight stays
Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica
- **Table 2** Ranking of foreign guests based on overnight stays
Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica
- **Table 3** Touristic flow 2019 compared to the previous year
Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica
- **Figure 1** Butler's Tourism Lifecycle
Source: <https://sites.google.com/site/5startct11088/blackpool/butler-s-tourism-area-life-cycle> (accessed 21/07/2020)
- **Figure 2** Arrivals at Lake Iseo and Franciacorta
Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica
- **Figure 3** Overnight stays at Lake Iseo and Franciacorta
Source: PoliS-Lombardia su dati Istat; PROVINCIA DI BRESCIA - Settore dell'Innovazione, del Turismo e dei Servizi ai Comuni - Ufficio Statistica
- **Figure 4** Question on region of origin
Source: Our processing on survey data "Slow tourism in Monte Isola"
- **Figure 5** Question on the carrying capacity
Source: Our processing on survey data "Slow tourism in Monte Isola"
- **Figure 6** Question on the tour of the island
Source: Our processing on survey data "Slow tourism in Monte Isola"
- **Figure 7** Proposals of slow tourism activities
Source: Our processing on survey data "Slow tourism in Monte Isola"
- **Figure 8** Question on tourists' behaviour
Source: Our processing on survey data "Slow tourism in Monte Isola"
- **Figure 9** Question on the accessibility of the island
Source: Our processing on survey data "Slow tourism in Monte Isola"
- **Figure 10** Question on the accessibility of services
Source: Our processing on survey data "Slow tourism in Monte Isola"
- **Figure 11** Opinions on the adequacy of services related to the number of tourists
Source: Our processing on survey data "Slow tourism in Monte Isola"

- **Figure 12** Question on the touristic promotion of the island
Source: Our processing on survey data “Slow tourism in Monte Isola”
- **Figure 13** Question on the carrying capacity (for the residents of Monte Isola and the municipalities with small harbours)
Source: Our processing on survey data “Slow tourism in Monte Isola”
- **Figure 14** Question on the tour of the island (for the residents of Monte Isola and the municipalities with small harbours)
Source: Our processing on survey data “Slow tourism in Monte Isola”
- **Figure 15** Proposals of slow tourism activities (for the residents of Monte Isola and the municipalities with small harbours)
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- **Figure 20** Opinions on the adequacy of services related to the number of tourists (for the residents of Monte Isola and the municipalities with small harbours)
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- **Figure 21** Question on the touristic promotion of the island (for the residents of Monte Isola and the municipalities with small harbours)
Source: Our processing on survey data “Slow tourism in Monte Isola”
- **Figure 22** Question on the behaviour of tourists towards the environment (for the residents of Monte Isola and the municipalities with small harbours)
Source: Our processing on survey data “Slow tourism in Monte Isola”

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