

Newsletter



Mr Gianluca Saba, Head of International Relations office, opened the session with an overview of past, present and future work of the Municipality at European level on this theme.

ALTER ECO (2016–2019) financed by Interreg Med; the project aimed at enhancing a balance among tourist attraction, as an economic source of growth, and the conservation of the classical Mediterranean City as an example of sustainability.

TOURISM FRIENDLY CITIES (2019–2022), an Urbact project kept on with the work on the prevention of overtourism effects as it wanted to explore how tourism can be sustainable in medium-sized cities finding a balance between the economic, social and environmental aspects of cities' life.

URBAN AGENDA for EU; Genoa has been selected at the end of 2022, to be coordinator of the Urban Agenda on Sustainable Tourism Partnership aimed at establish an integrated approach and contribute to territorial cohesion involving Urban Authorities in the design of policies at EU level.

The Urban Agenda is now drafting the Action Plan that will be implemented by partners during next year.

HERIT ADAPT (2024–2026) funded by Interreg Euromed, which wants to monitor and manage risks connected to overtourism and climate change that can affect the cultural and natural heritage in Unesco cities preserving and promoting destinations with the creation of the HERIT ADAPT Sustainable Tourism Model.

Ms Eleonora Orso, Policy Officer at Eurocities, the major European network of medium and big cities. After an overview on the structure and way of working of the network, Eleonora Orso showed the great work that Eurocities is doing on sustainable tourism in cities, organizing workshops, site visits and meeting with EU Institutions to mobilize and to lobby on this crucial theme.

Mr Mark Boekwijt is the EU Policies officer at the Municipality of Amsterdam, a big city that is suffering since some years the effects of overtourism. He explained the work and policies the city is implementing to protect its residents and its Unesco site. Amsterdam has recently created an "Alliance on balanced tourism" with other European cities that are suffering the consequences of overtourism, as Florence, Barcelona, Bruges and Prague.



Ms Francesca Pirlone from the University of Genoa based her speech on the important role of the research and analysis of data to support local authorities in policy making process.

She described the fruitful collaboration with the Municipality of Genoa in European projects as Alter Eco where they calculated the carrying capacity of Genoa and coordinated the local group; in Tourism Friendly Cities they also coordinated the Urbact local group and created the Integrated Action Plan. The analysis of data and coordination of the territorial working group will be also their core role in HERIT ADAPT project.

Mr Angelo Pittro, Director of Lonely Planet Italia, presented the company and its role in the tourism sector. In recent years, sustainable tourism and the protection of unique characteristics of places, together with the promotion of unknown cultural and natural heritage in Italy, have been their main objectives while choosing how to describe a place, a monument or a city.

