**In a land that safeguards its natural habitat even tourism is green**

**HOW HOSPITALITY BECOMES MORE (ECO) SUSTAINABLE**

**Sustainability and biodiversity protection are strategic assets in Trentino. Great attention is focused on the “environment-friendly” approach, inspiring new models of quality hospitality: in line with tradition yet open to welcoming the opportunities innovation has to offer, starting from “green” technologies.**

Three natural parks and a widespread network of large and small protected areas: 30% of Trentino is under an environmental protection plan. It’s a natural legacy, preserving an **extraordinary wealth of biodiversity**, inhabited by many animal and vegetable species that you can visit and experience all year round, exploring unique landscapes in full respect of nature. The need for safeguarding this treasure that Trentino has been blessed with has been transformed over time into a strong stimulus for the development of new ways to look at tourism, **merging innovation and environmental sustainability.** This has resulted in the creation of assets of primary importance where the production and marketing of goods and services is ever “greener”, and even our guests have a growing active role in this process.

**A holiday in harmony with nature, in fact,** is like a perfect choreography, in which each actor has a precise role: each in his own field, tour operators as well as guests, behaves virtuously and shows respect for the natural habitat. These are fundamentally simple actions, but are effective for putting into practice the philosophy of respect for the environment while limiting the use of resources as much as possible. And the examples of this kind of environment-minded behaviour are steadily increasing year by year.

Since the summer of 2015, as many as **twenty-one** hotels, hotel garnis and campsites in the Adamello Brenta Nature Park have obtained the prestigious certification inspired by the [European Charter for Sustainable Tourism (ECST)](http://www.european-charter.org/). Supported by Federparchi and the Adamello Brenta Nature Park, the 21 operators decided to undertake this new course by following specific disciplinary procedures. Becoming part of the ECST certified companies network means improving the quality of the company’s offer, but also means more opportunities for sustainable tourism, an issue that is attracting ever more attention today, especially among foreign customers.

The same procedure for obtaining this certification has been introduced in the other large nature park in Trentino, the Paneveggio – Pale di San Martino park located in one of the most sustainable territories in the Alps – **Valle di Primiero**. Here, thanks to the project called “**Greenway Primiero**” the energy needs of the entire territory are covered by **completely renewable sources** thanks to **seven hydropower plants** and two **biomass heating plants**. In this case, too, **21** accommodation facilities are involved in the project and therefore are able to satisfy the foreseen environmental, social and economic quality requirements. Furthermore, thanks to the initiative “Le Dolomiti ti riCaricano” (The Dolomites reCharge you), guests driving electric or hybrid cars can use free of charge the 16 public recharging columns in the area. Accommodation facilities are the first category to benefit from the first-rate production and technology knowledge developed by Trentino in the field of **green technologies, sustainable building** and **wood building**, as can be seen by the high number of “Ecolabel” certificates assigned there, the highest number in Italy.

The accommodations belonging to the **Club Trentino Charme** are a good example of high sustainability obtained through the use of ‘environment-friendly’ materials free of chemicals, built with architectural styles that blend in perfectly with the environment and with a large percentage of certified wood. The Club Trentino Charme facilities are family hotels, B&Bs, farmhouse inns built in harmony with nature, often the result of an accurate architectural restoration that also focuses on design. If you are looking for wellness, you can find special treatments in the spas of these structures, using products found only in this territory, such as hay from the meadows cut at dawn, *Ribes nigrum* berries bursting with Vitamin C, the flower of the Nigritella plant boasting anti-oxidising properties, while the cuisine features produce grown locally and along the three Roads of Wine and Flavours.

“Green” and eco-sustainable solutions are being applied in an ever greater number of accommodation facilities, including in Alpine-related facilities such as **mountain huts**. The objective is to **reduce to a minimum** the direct and indirect impact of these structures on the delicate ecological systems at high altitudes. Many high altitude huts, like the **Antermoia** and **Roda di Vaèl** huts on the Rosengarten, the **Viòz-Mantova** hut– the highest in the Eastern Alps, at an altitude of 3531 metres – and the **Altissimo** hutin the Monte Baldo chain, combine the use of **photovoltaic panels** equipped with **co-generators** capable of recovering the energy produced to heat the water system. Moreover, all the mountain huts now follow a separate waste collection plan.

A geothermal system, located on the Paganella mountain peak, is the primary source able to satisfy the power needs of the **La Roda** hut, whereas the **Mandròn** hut in upper Val Genova avails itself exclusively of a **hydropower control unit**. Technology, sustainability and innovation have been the fundamental elements guiding the renovation of the **Baita Tonda** hut on Dosso della Martinella above Serrada, an excellent example of a high-altitude, high energy saving structure.

(m.b.)

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