
DEVELOPING LOW-CARBON TOURISM IN PUGLIA: CASE STUDY OF I. ARCHEO.S PROJECT

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Abstract: This paper aims to examine the main determinants for developing low carbon tourism in Puglia region, studying the perceptions of a focus group of ca. 60 public and private stakeholders within Interreg project Italy-Croatia named I.-Archeo.S. project;

Data were collected during I-Archeo.S itinerary (N=40) and through personal interviews (N=10) in March 2019. Statistical modelling of t-test, varimax rotation as well as Likert- scale was applied to study the factors of influence for tourist behavior and sustainable tourism (i.e. availability of ecological certification, participation in eco-initiatives, interest in typical products, green event awareness etc.).

The results reveal that low-carbon travel is becoming the main way to stimulate the development of sustainable tourism in Puglia region. The increasing necessity for ecological knowledge and cultural heritage protection are perceived as significant factors for low-carbon tourism performance. These findings can help stakeholders from tourism and cultural sectors in Puglia region to prioritise resources and services across different seasons.

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Although the literature identifies dimensions of sustainable tourism, case studies on low-carbon tourism are still sparse. This study, therefore, contributes to expanding this body of knowledge.

Key words: low-carbon tourism, sustainable tourism, Puglia.

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1. Introduction

The present article focuses on some main features of the development of low-carbon tourism in Puglia region in Italy, based on the practice of Interreg project “Italy-Croatia” named I.-Archeo.S project. For this purpose, a focus group of different stakeholders was formed and all participants in “I.-Archeo.S” itinerary were interviewed using a customized questionnaire.

The “I.-Archeo.S” itinerary is one of the results of the cooperation among around 60 public and private stakeholders from sustainable tourism, cultural and natural heritage management, agro-food, crafts, and culture sectors in Puglia region. One of the project outcomes is the created “Integrated system of services for the natural and cultural heritage assets”.

This study aims to:

- illustrate the importance of sustainable tourism in Puglia through elaboration of relevant itineraries in the framework of I.-Archeo.S project;
- summarize the results of the questionnaire-based survey on the measurement of low-season tourism sustainability in in Puglia and the challenges identified from the feedback and the related information;
- define the low-carbon tourism approach as an innovative way to accelerate the development of sustainable tourism in Puglia;
- identify the key factors affecting low-carbon tourism, sustainable tourism, and tourist profile.

This paper is structured as follows: the next section provides a brief description of the I.-Archeo.S project; the third section presents a selective review of the literature on sustainable tourism and low-carbon tourism, thus outlining the theoretical underpinnings of the study; the fourth next section describes the research methodology, the data sources, and the data analysis techniques. The empirical results are then presented and analysed. Finally, the findings are discussed in terms of their implications.

2. I.-Archeo.S project as a strategic tool for low-carbon and sustainable tourism in Puglia

“I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and Cultural Activities” is a “Standard +” Project funded under the CBC Interreg Program V-A Italy-Croatia 2014-2020. The project was implemented under Priority axis 3 “Environment and cultural heritage”, Specific objective 3.1. “Make natural and cultural heritage a leverage for sustainable and more balanced territorial development”. The project team comprises representatives of:

- Teatro Pubblico Pugliese - Regional Consortium for Arts and Culture (Lead Partner)
- Abruzzo Region - Department of the Presidency and Relations with Europe - IPA Adriatic Territorial Cooperation Service
- Marche Teatro Scarl
- City of Pazin (Croatia)
- Popular Public University of Porec (Croatia)
- City of Crikvenica (Croatia)

The general objective of the Project is to build an integrated system of services for natural and cultural heritage for sustainable tourism. All project partners live in regions where the summer is the high-season for tourism, but where there are natural and cultural heritage assets (tangible and intangible), which are often less-known and which can become attractive tourist destinations if the businesses and the public authorities in the area combine their interests in a common development strategy.

According to the Strategic Plan for Human Resource Development of the project, in 2016, in Puglia region there were 6 304 hotels with 274 835 beds. (Trimarchi et al., 2018) Tourist visits to Puglia region are concentrated mainly in the period May-October, with a boom in August (1 496 775 stays per year).

To extend the active tourist season and use the cultural and ecological potential of Puglia region in the low season is the major objective of the Project. The natural and cultural heritage, the typical products, and the cultural activity, acting individually, cannot have a significant effect on economic development. This can be achieved by effectively combining these sectors to create new prospects and opportunities from their synergy in order to develop competitive tourist products that can add value and support the sustainable and balanced territorial development. Therefore, given the significant presence of local authorities and the numerous competences entrusted to them, a new model of cooperation between the public and private sectors

favoring the development of joint services is absolutely necessary. The specific objectives of the project are: (a) to strengthen the cooperation of various public and private entities and improve their competences; (b) to increase the attractiveness of less-well known tourist destinations in the region; (c) to create new tourist itineraries.

The Project is regarded as a rational path of cooperation in which the partnership is a “pool of experts” in sociology, creative economy and territorial and tourist marketing, international business involved in creating a public-private cluster in each of the six partner territories, in order to promote the economic potential of cultural resources and environmental issues, with the aim of transforming them (or simply reinforcing them) into new tourist destinations, also taking into consideration their conservation status and the sustainability of the interventions. SMEs and public authorities have also been involved in the sustainable tourism sectors, in the management of natural and cultural resources, in the sectors of typical food and artisan products, in culture and creativity.

The TPP started the creation of a cluster model by elaborating Thematic Tourist Routes for sustainable tourism. Finally, the pool of experts will develop a “Plan for the transferability and implementation of the results and outputs” of the Project which describes the methodology adopted for the creation of the new model of cooperation between public and private actors for sustainable tourism. Furthermore, all aspects of sustainable tourism will be investigated and new approaches of analysis of sustainable development of the regions will be proposed.

3. Sustainable tourism and low-carbon tourism

The World Commission on Environment and Development outlines sustainability as: “forms of progress that meet the needs of the present without compromising the ability of future generations to meet their needs”. Sustainable tourism is a part of this progress and can be defined, according to World Tourism Organisation, as “tourism that delivers positive economic, social and environmental outcomes with consideration to the needs of the visitor, industry, community and environment.” Today, the simple promotion of sustainable development of tourism industry, is not enough. The tourism also contributes to the process of the construction of ecological civilisation, and encourage people to know nature, enjoy nature, and protect nature. (Luo et al., 2016)

In 2016, the Global Sustainable Tourism Council (GSTC) published its guiding principles and minimum requirements named “GSTC’s Industry

Criteria” that any tourism business or destination should aspire to reach in order to protect and sustain the world’s natural and cultural resources. The progress of these criteria requires the realisation of an effective sustainability management, maximization of social and economic benefits for the local community, enhancement of cultural heritage and reduction of negative impacts to the environment.

The last years a new sustainable branch of tourism is becoming increasingly important in terms of reduction of CO₂ and other greenhouse gas emissions - the low-carbon tourism. Its main focus is to minimize the carbon emissions of tourist travel and prioritize programs of sustainable tourism to achieve benefits for regional economy, energy supply, tourist behavior and sustainability. (Tang et al., 2011) The concept of low-carbon tourism became popular in this century.

The concept of low-carbon tourism dates back to World Economic Forum in 2009 when the report ‘Towards a low-carbon travel and tourism sector’ was announced. This report outlined the role of clustering and useful private-public partnership in order to obtain sustainable transportation and accommodation. (World Economic Forum, 2009). Low-carbon tourism is defined as a new way of sustainable development which promotes the implementation of low carbon consumption. The main requirements of low carbon tourism are low-carbon transportation, low-carbon consumption, low-carbon accommodation and less travel footprints, etc. (Yang, 2015). Low-carbon tourism represents a sustainable way to make tourist destinations more competitive and efficient. (Patti, 2019)

Some investigations show that tourists have been responsible for global CO₂ emissions, accounting for 4.4 %, which would increase with an annual rate of 3.2 % from 2005 to 2035. (Peeters and Dubois, 2010). With its close connections to the environment and climate itself, tourism is considered to be a highly climate-sensitive economic sector similar to agriculture, energy, and transportation. The regional manifestations of climate change are highly relevant for tourism destinations and tourists alike, requiring adaptation by all major tourism stakeholders. (Yang, 2010)

Other research has shown that the first step to measure the development of low carbon tourism is the planning of way to apply ecological concepts and methods, according to the tourist area. Specific action plan includes tourism diversification and the reduction of the pressure into the main tourist area in high season. Another important measure is the change of tourist’s behavior and the creation of partnership in environmental initiatives between hotels and guests. (Yang, 2010). Kuo & Chen (2009) propose also to measure the low carbon tourism using Life Cycle Assessment and Carbon Footprint as tools for exploration of environmental impacts.

4. Methodology of research

The study for this article was initiated upon request from Teatro Pubblico Pugliese, the Lead Partner of the project, as a reflection of its growing concern about the effects of sustainable tourism in Puglia. The study was developed for a planned itinerary in six small towns in the vicinity of Puglia, viz. Conversano, Castellana Grotte, Polignano a mare, Rutigliano, Mola di Bari, and Putignano during a Pilot Action scheduled in Puglia from 28 February to 5 March 2019. The itinerary consisted of educational tours, in which international tour operators were invited to participate. It was an important opportunity to promote thematic itineraries on the international markets and develop new initiatives for inter-sectoral collaboration. The educational tours included visits to cultural and natural heritage sites, artistic activities, tasting of typical local foods, and crafts workshops. Development of a web application was planned to improve the accessibility and the use of the sites of cultural and natural heritage included in the thematic tourist itineraries.

This survey was conducted with a focus group of 45 participants from Italy, Croatia, China, Ukraine, Germany, Albania, Montenegro and 10 structures in Puglia, involved in the organization of the Education tours. The participation of various stakeholders - tour operators, event planners, regional and municipality administration, opinion leaders, event planners and other experts involved in tourism sector - led to an in-depth analysis of the impact of sustainable tourism in low season in Puglia and the development of a framework for low-carbon tourism.

The task to investigate all above-mentioned aspects was assigned to a research team from University of Economics-Varna, Bulgaria who has prepared a questionnaire, concerning the development of sustainable tourism in the Puglia region (see Annex 1). The aim of the survey was to investigate expectations and the level of satisfaction with the sustainability of tourism in Puglia region. The thesis outlined in this survey was that sustainable tourism is important to all tourism stakeholders if draws attention to environmental impacts too.

The questionnaire was developed in four sections: Section 1 "Data of participants", Section 2 "Profile of tourist", Section 3 "Perceptions for the sustainable tourism", Section 4 "Tourist attitude towards payment in low season in Puglia". Definition for relevant terms as "sustainable tourism", "low season", "green events" was done in order to facilitate the understanding of the questions.

The questionnaire was distributed to the whole focus group. Feedback was received from 30 participants or 71%. All 10 structures involved in the

organization of the Educational tours responded to the questionnaire, or 100 %.

We can accept the results of this survey as valid. The results are reliable because each participant in the focus group has answered to all questions. Those participants who wanted to supplement their views on the Educational tours and sustainable tourism in Puglia were further interviewed. Additional 10 interviews have enriched the responses to the four Sections of the questionnaire.

The core of our study is made of "Likert scale" type of groups of items (for the difference between "Likert-Type" questions and "Likert scale" see Clason and Dormody, 1994). The main feature of "Likert scale" constructs is that they are aimed to measure some sort of habits by a bunch of related questions. (Likert, 1932) "Likert scales" allow to analyze data at the interval measurement scale, by calculating a composite score from the single Likert-type items (Boone and Boone, 2012).

The focus group of our study was divided into two categories – participants in Educational tours and Educational tour event planners. The first task was to set up the difference between their individual responses and to study with t-test if the individual groups perceive the statements of Section 2 “Profile of tourist”, Section 3 “Perceptions for the sustainable tourism” and Section 4 “Tourist attitude towards payment in low season in Puglia” in similar or in different way. The t-test is a prerequisite for making a Factor analysis and to indicate the strength of each individual factor. The analysis continues with the Exploratory Factor Analysis (Criterion Measure) of the measures of importance of sustainable tourism. The calculations were performed using R version 3.4.0 (R Core Team, 2017). Extraction is used for maximum probability with varimax rotation, resulting in up to three-factor solutions. (Kaiser, 1958) To determine the number of factors in the Analytical Factor Analysis, the Kaiser-Guttman rule is used (Horst, 1965). The solution to the so-called "Number-of-factors problem" (Джалев и Богданов, 2013) is to determine the "optimal" number of factors to achieve the primary objective of factor analysis, namely to reduce the aggregate output variables and build of a model with limited but clear and interpretable factors that carry the basic information (Lawley& Maxwell, 1971)

5. Results and discussion

The results of the t-test show no differences in attitudes of the two groups of participants in the focus group of this study (all p-values are above 0.05, with the exception of question [2q1g], 0.036) The first group of partici-

pants is formed by people who are directly involved in Educational tours as travel agents, event planners, opinion leaders, and others. The second group of participants consists only of event planners for the needs of these Educational tours of I-Archeo.S. project. In the first group, there is a presence of more people with similar interests, forming a single profile of the tourist in the whole focus group.

After the above-mentioned clarification, we can present the results of Exploratory Factor Analysis by Sections.

Section 1 forms the profile of the respondents. 70% of the participants are women. The focus group has a foreign profile. Priority respondents are Italians (72%) and the remaining nationalities are distributed as follows: 22% are from Croatia, 3% are from Ukraine and 3% are from Germany.

The focus group covers different age groups. The main group of respondents is within the ages of 30-39 (55%). The second numerous group is in the range of age 40-49 years, namely 20%. 17.5% of participants are between 18-29 years, 2.5% are between 50-59 years of age and 5% are retired.

The degree of education of the focus group is high. 55% have a Bachelor's degree, 30% have a Master's or a higher degree and only 15% have no higher education level.

The focus group includes people with different occupations, including people employed in the field of tourism as well as in the cultural sector. The main area of labor activity of the respondents is tourism. 35% of the participants are representatives of tour operator companies. 22.5% are researchers, journalists, representatives of other businesses. 12.5% are managers of hotels and restaurants, 15% work in regional or municipal administration, 10% work in the field of cultural events planning, and 5% are cultural operators.

The profile of respondents also determines their average monthly income. 47.5 % earn over 1500 euros, 30% have an income under 1500 euros, and 22.5% do not want to give any information about their average income.

In general, we can define the profile of the focus group as well-educated and of high social status. The preliminary condition of the Educational Tours is fulfilled, namely that the itinerary should be tested mainly by representatives of tour operator companies. The presumption is that they are best aware of the individual preferences and the level of information of the tourists they work with.

Section 2 aims to design the profile of the tourist into three priority directions: (a) as a participant in general tourist activities, (b) as a participant in a green event and (c) as a tourist in Puglia region. The profile towards general tourist activities is evaluated by 8 statements with 5-scale degree of

commitment. This tourist behavior is related with transportation modes, accommodation preferences, interest in typical products, ecological awareness.

The profile towards a participation in green events is evaluated by 6 statements with 5 scale degree of commitment. The green event behavior is related to several emotional/ socio-psychological status as a desire to discover new things and new people, as socialization or relaxation.

The profile towards an attitude as a tourist in Puglia is evaluated by 5 statements with 5-scale degree of commitment. This tourist behavior is related to individual preferences to visit the region as access to transport, access to convenient price, access to beautiful places, knowledge about traditions and various events. The implemented Varimax rotation for Section 2 underlines two factors which contribute to the tourist profile of the focus group (accounting resp. for 29.5% and 14.8% of the variance, loadings for individual items are shown in parentheses after the respective item/question).

According to the results, the first factor of importance is related with the statement [2q1h]: "I'm willing to participate as a volunteer in an eco-initiative organized in the destination I visit" (0.83) and with the statement [2q3b]: "I would like to learn more about the traditions of Puglia where the event is held" (0.16).

The second factor of importance is related with the statement [2q1g]: "I have been raised to collect separately waste" (-0.57) and with the statement [2q3b]: "I would like to learn more about the traditions of Puglia where the event is held" (0.83).

We can formulate the profile of the tourist from the focus group as "highly responsible to perceive new knowledge" onto two main topics - culture and ecology. Knowledge of culture is predestined by studying the traditions of Puglia. Activities for exploring the destination as agro-food, crafts, dances etc. have favoured this knowledge in order to promote and enhance the local culture and to facilitate the contact among the participants. In relation to ecology, it is linked by learning new approaches such as eco-volunteering, supposed to be a result of acquired family formation to collect separate waste.

Summarizing, travelers of the focus group are increasingly seeking environmentally friendly products and services and would like to have greater understanding of the impacts of sustainability and climate change. For this reason, it is important to underline that the Pilot action was eco-friendly because of the support of InnovAction, a Cooperative with a social vocation, which operates throughout Italy to design and promote environmentally and socially sustainable services and products, ready to satisfy the environmental sustainability of the itinerary and to measure the reduction of environmental

impact of the stakeholders involved in the I.-Archeo.S. project. During the Educational tours, to all 45 participants have been distributed two instruction notes: “Handbook for the eco traveller” and “Guide to separating recyclable waste”. To the 10 participating structures, organising this itinerary in the region, has been distributed a handbook with sustainability actions to implement “Destination: Sustainable Puglia- eco-rating tour”. These measures aimed to increase the ecological awareness of the focus group.

Section 3 aims to study the perceptions of sustainable tourism into two priority directions: (a) opinion related to the development of sustainable tourism and (b) opinion related to the importance of the characteristics related to the development of sustainable tourism. The general perceptions towards sustainable tourism were evaluated by 11 statements with 5-scale degree of commitment. These statements included sustainable practices as evaluation of carbon footprint, implementation of environmental quality standards, usage of resources, demand and supply of environmental expertise etc. The importance of the characteristics of sustainable tourism were evaluated by 10 statements with 5-scale degree of commitment. These statements included the tourism product based on the discovery of the local heritage (tangible and intangible), local dances and local cuisine, meetings with the local community, especially with other seniors and their (grand)children of the destination.

The study in Section 3 begins with the formulation of two crucial issues: first, [Significance of the term “sustainable tourism”?] and second, [Significance of the term “carbon footprint”?]. 93% of the participants and 70 % of organisers are aware of the term “sustainable tourism”. In the same time, only 53 % of the participants and 30% of organisers are aware of the term “carbon footprint”. For the purpose of this study, sustainable tourism is defined as “a business which attempts to make a low impact on the environment and local culture, while helping to generate, income, employment, and the conservation of local ecosystems”. The impact can be monitored by the calculation of carbon footprint which tracks the progress of reducing the greenhouse gas emissions and encouraging changes in tourist’s behavior. A carbon footprint is defined as “the total amount of greenhouse gases produced to directly and indirectly support human activities, usually expressed in equivalent tons of carbon dioxide (CO₂)”.

The implemented Varimax rotation for Section 3 underlines three factors which contribute for the perception for sustainable tourism of the focus group (accounting resp. for 26.6% and 18.9% of the variance, loadings for individual items are represented in parenthesis after the respective item/question).

According to the results, the first factor of importance is related with the opinions: [3q3d] “Developing partnerships through sustainable tourism”

(0.83), [3q3f] “Implementing initiatives to reduce energy consumption, water consumption, waste sent to landfill etc.” (0.83) and with the characteristic [3q4f] “Local tangible and intangible heritage” (-0.18).

The second factor of importance is related with the opinion: [3q3a] “Reducing carbon footprint in tourism” (-0.17) and the characteristic [3q4f] “Local tangible and intangible heritage” (0.77).

The third factor of importance is related with the opinion: [3q3h] “Increasing number of industry professionals with expertise in sustainability issues” (-0.15) and the following characteristics: [3q4i] “Facilitated exchange between seniors and children” (0.89), [3q4k] “Parallel activities for seniors and children” (0.86).

These factors reveal three pillars of sustainability in tourism for the focus group: society/community, cultural heritage; responsible consumption. Thus, according to the results, the focus group defines the term “sustainable tourism” as: an involvement of the whole society - local people and tourists - in the preservation of the local tangible and intangible heritage, by implementing various ecological initiatives and by creating strong professional environmental partnership in order to reduce the consumption of natural resources and raw materials with the thought for future generations.

Demand for sustainable tourism practices and knowledge in Puglia is rising as consumer demand grows and tourism operators recognise the advantages of meeting higher environmental standards. Our recommendation is linked with the elaboration of Environmentally Sustainable Tourism Strategic Plan within the project as a tool for future regional development. This Strategic Plan can encourage businesses to adopt more sustainable practices (as responsible consumption, green transport, energy and water saving, collection of waste etc.) in order to reduce their carbon footprint impact. In addition to broader regional initiatives, it can be conducted an audit of carbon footprint with the aim to incorporate more energy saving and environmentally sustainable practices into cultural and touristic activities.

Section 4 aims to explore the attitude towards payment for tourist service during a low season in Puglia region into two priority directions: (a) a daily budget in low season and (b) an importance of cost in low season. The classification of costs was evaluated by 6 statements with 5-scale degree of commitment. These statements included accommodation, gastronomy, typical products, cultural events, transport and additional hospitality services. The implemented Varimax rotation for Section 4 underlines only one factor which contributes to the attitude of the tourist from the focus group to pay service in low season in Puglia. The factor of importance is related with the judgement about: [4q1] “Daily budget of a tourist during a low season in Puglia” (-0.10) and with the importance of the costs for [4q2d] “Cultural events” (0.74). The

active participants of the focus group are interested in cultural events and they like to discover new things, new performances etc. during the low season in Puglia for daily budget up to 100 euro. This amount reflects the idea of lower price level during a low tourist season but at the same time highlights also the appropriateness of the funds used by the participants in the focus group, namely that the tourist will pay for a regional cultural event.

Furthermore, in the role of another basic element of the low-carbon destination, can be recognized the image of Puglia region. As the results of the statement [4q3] "Payment for brand quality and originality of regional product?" show, 95% of the participants in the focus group confirm to be loyal to a potential brand Puglia, based on quality of local products, services and events. The preference of the participants to receive information about the events organised in low season in Puglia is especially via e-mail (45%). 22.5% of respondents assess the potential capabilities of a specific app that collects various information about Puglia region as a good option for timely knowledge.

6. Conclusions

Sustainable tourism in Puglia region cannot be measured by one factor only. Profound knowledge of the whole region, its resources, economic pillars, tourism infrastructure, the cultural and historical framework etc. is necessary to interpret the prospects and draw reasonable conclusions.

The results of the present study confirm the importance of low carbon tourism as a prospect for the development of the sustainable tourism in Puglia.

The discussion of the results of our study allows building some basic principles of low-carbon travel in Puglia region, namely:

- creating a network of stakeholders that is committed to common strategic goals for sustainable tourism;
- creating of a special itinerary that aims to be associated with a specific cultural events based on the traditions of the region;
- integrating each individual tourist into the sustainability knowledge of the cultural and natural heritage of the destination;
- creating proximity to the local community and integrating young people and adults into the cultural and environmental beauty of the region;
- creating sustainable results, including tourists as participants into new and useful topics for the society;
- creating an image of Puglia as a regional brand with cultural and ecological originality.

The results of the current study enlarge the results of other analysis done by the Pool of Experts with another focus group of 11 stakeholders in 2018 in Putignano; San Michele; Conversano; Monopoli; Polignano a mare; Bitonto. These results indicate that to improve the touristic offer in Puglia, the region needs to create new products and promote them, in particular, by experiential activities. It is also indicated that the region needs to increase networks between tour operators, associations, public bodies. To summarize, further research related to a calculation of carbon footprint during the Educational tours is emerging as the main goal for the capitalization of I.-Archeo.S. project.

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The contribution of the authors is as follows:

Vesselina Dimitrova - Introduction, paragraph 3 "Sustainable tourism and low carbon tourism", 50% of paragraph 4 "Methodology of the research", 50% of paragraph 5 "Results and discussion" and 50% of Conclusions.

Georgi Marinov - 50% of paragraph 4 "Methodology of the research", 50% of paragraph 5 "Results and discussion".

Lino Manosperta- paragraph 2 "I.-Archeo.S. Project as a strategic tool for sustainable tourism in Puglia" and 50% of Conclusions .

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QUESTIONNAIRE

Section 1

Gender and nationality; Level of education; Age; Monthly income; Business activity

Section 2

1. Determine your degree of commitment in the following tourist activities:

I plan all my trips using the most environmentally responsible way of transport.

I always use car-sharing instead of taking taxi from port/airport/station in order to reach my place of accommodation.

I'm always interested in the availability of eco-label or ecological certification for my hotel, restaurant/place of event etc.

Accommodation in a hotel with an ecological certification will encourage my choice to visit the destination in peak season, as I will be guaranteed with extra green additional services.

Accommodation in a hotel with an ecological certification will encourage my choice to visit the destination in low season, as I will be guaranteed with additional price discounts.

I have always an interest in typical products and specific crafts of the destination I visit.

I have been raised to collect separately waste.

I'm willing to participate as a volunteer in an eco-initiative organized in the destination I visit.

2. Determine your attitude to participate in a green event according to the following statements:

By attending a green event, I visit a place that I have not visit before

Vising a green event is for me a form of relaxation

Visiting a green event is for me a form of socialization

By attending a green event, I could meet people with similar interests

By attending a green event, I could increase my social status

Attending a green event makes me want to visit the same destination again

3. Determine your attitude as a tourist in Puglia region according to the following statements:

The beauty of the event location makes me want to visit again Puglia

I would like to learn more about the traditions of Puglia where the event is held

The easy transportation makes me want to visit Puglia again

The convenient price level makes me want to visit Puglia again

The organization of various events is the only reason I travel to Puglia in low season

Section 3

1. Significance of the term “sustainable tourism”

2. Significance of the term “carbon footprint”

3. Express your opinion on the importance of the following statements related to the development of sustainable tourism:

Reducing the carbon footprint in tourism;

Implementing environmental quality standards;

Meeting customer demand for sustainable practices;

Developing partnerships through sustainable tourism;

Minimising resource use and the production of waste;

Implementing initiatives to reduce energy consumption, water consumption, waste sent to landfill etc.;

Developing and implementing a responsible visitor communication plan;

Increasing number of industry professionals with expertise in sustainability issues;

Independent assessment of business’ environmental practices by qualified environmental consultant/assessor;

Increasing the number of regional tourism managers and business using carbon footprint toolkit;

Establishing “responsible traveller” section of website.

4. Express your opinion on the importance of the following characteristics related to the development of sustainable tourism:

Local culture

Local music

Local hand labs and show cooking

Local cuisine

Local festivities and dances

Local tangible and intangible heritage

Learning of languages

Facilitated exchange between locals and travellers

Facilitated exchange between seniors and children

Parallel activities for seniors and children

Section 4

1. Daily budget during a low season in Puglia region
2. Arrange the following types of costs that you think are important for the development of tourism in low season in Puglia region:

Hotel/accommodation

Gastronomy/food

Typical products and craft

Cultural events

Transport

Additional services for leisure and hospitality

3. Payment for brand quality and originality of regional product

4. Preference to receive information for tourist and cultural events organized in low season in Puglia region

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