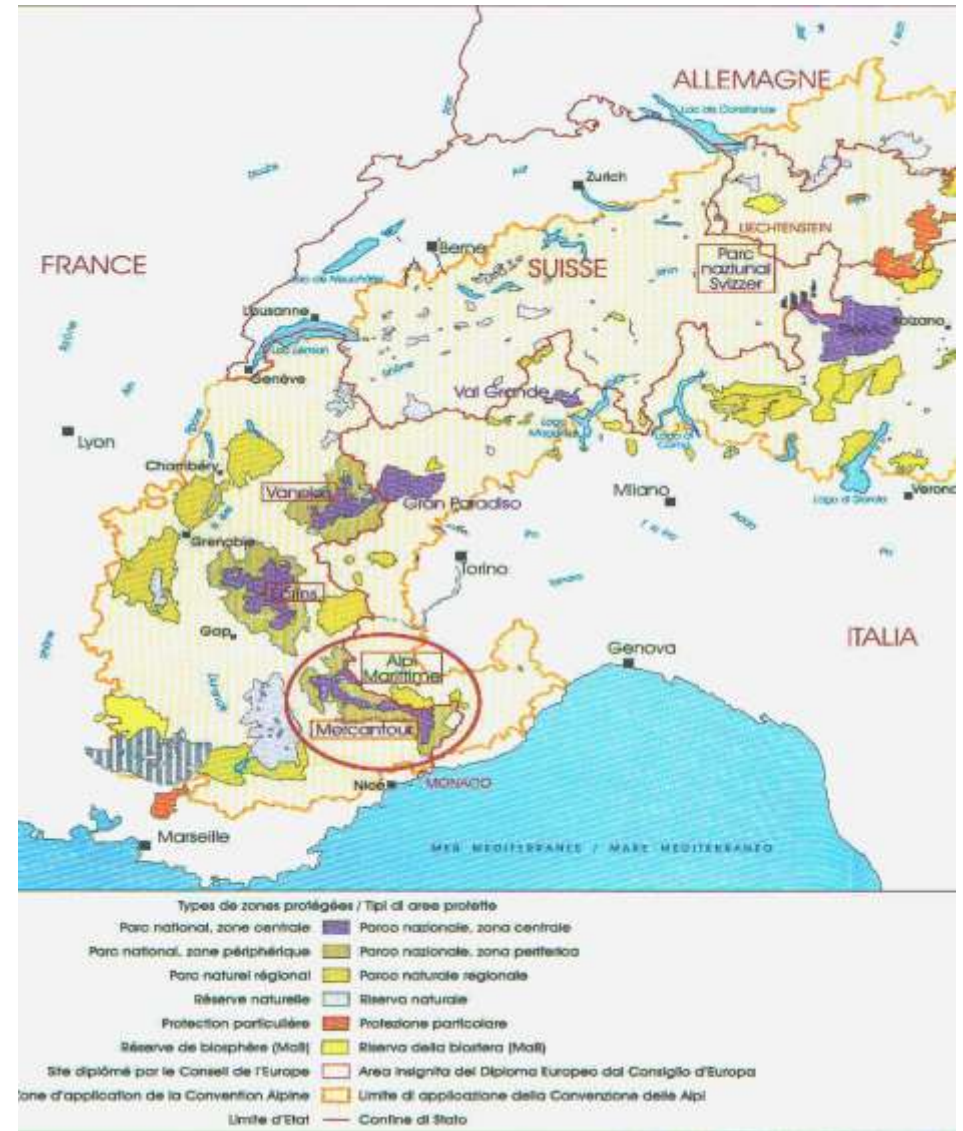


# La Carta del turismo sostenibile

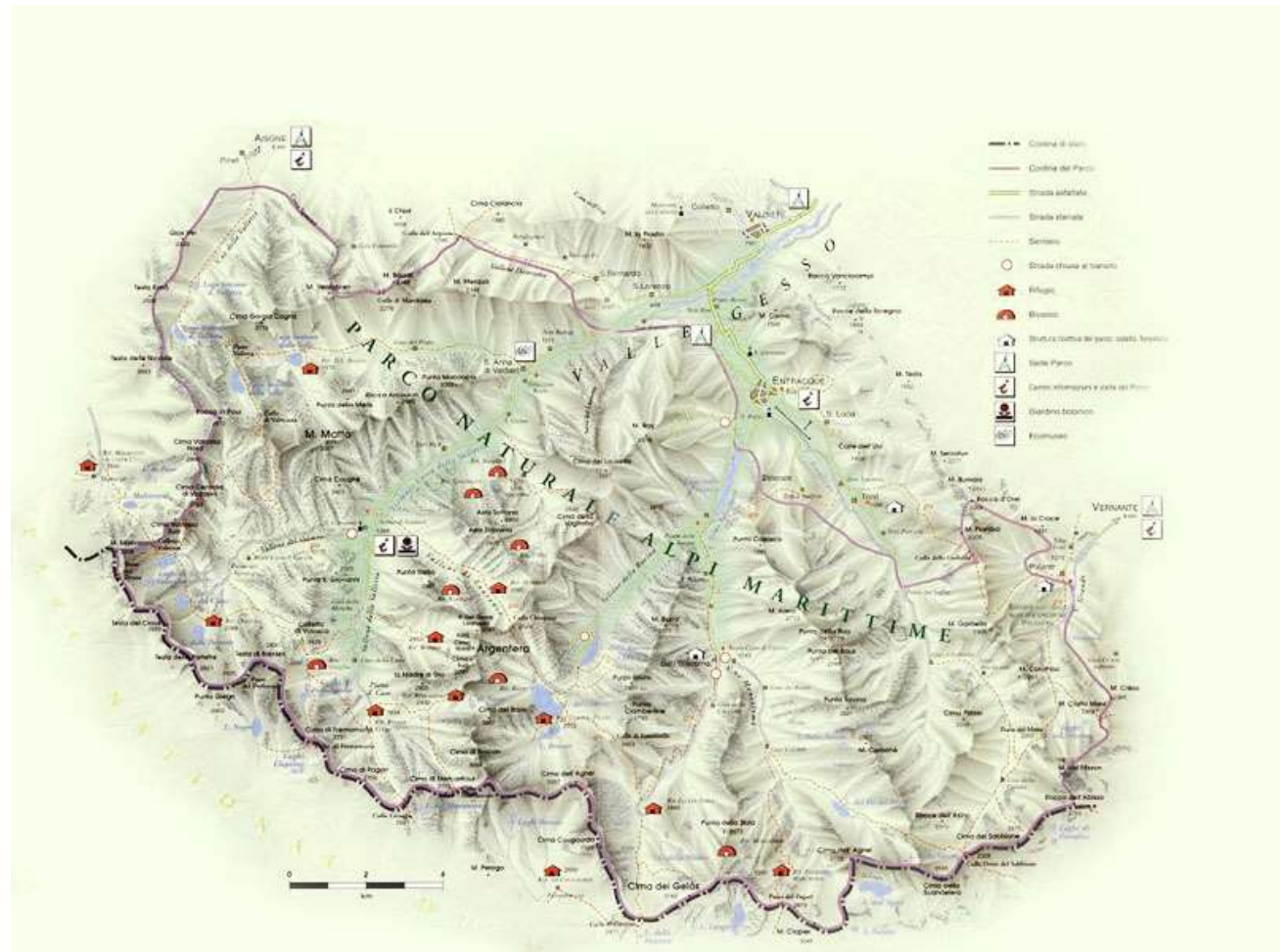


*“A project to be a part of”  
Michela Formento*

I'd like to begin by introducing myself: I'm Michela Formento, I'm Italian, and I'm bringing my experience as a private operator on the Parco Naturale delle Alpi Marittime, a protected area located in the south-western Alps in the north of Italy.



My collaboration with the park started in 2003 when, with a degree in cultural



I started my internship by taking care of a tourist experience that joined both cultural heritage and environment, and very soon I got offered a new task: the role of point person for the ecotourism association of the Maritime Alps.







I remember that I didn't fully understand what I was supposed to do. The starting point was the CETS, the territory I was focused on was the Natural Park, the people I needed to discuss with were the private commercial operators that signed up the Charter and the different entities that also signed up

*“Everything was flowing  
through my hands”*



The more I was working on it, the more I was understanding its dynamics.

I came to realize that the meetings had to take place on top of the mountains!





Perhaps reaching the top of the mountains would have required additional effort, but it would have been much easier to convey the idea of proximity, closeness, affinity, and continuity on which we were spending tons of words, words that were always confined to our small valleys, fighting between each other among the shadows of old bell towers and the slowness of our bureaucracy.





The first actions saw us working on the reciprocal understanding and on the exchange of best practices. We then worked on the bilingual nature of our collaboration, in particular with actions focused on schools and on our personal growth and formation. Within the constraints on time and resources we organized trips both on the Italian and French territory.



With time we understood the guidelines the parks were sending us, we understood – on our own skin – that “alone you can go faster, but together you go farther.”

*n the frontline, to be in true contact with the people and the territory was growing. For this heart of the Parco delle Alpi Marittime, near the border with the Mercantour Park. Its slog*



Stopping for a moment and looking both at the years of  
work with the Park and the ones as an autonomous  
entity, I do think that the CETS and the transborder  
collaboration taught me one key word

**#RESPECT**



**Respect for the local community.** When I arrived in Sant'Anna I knew I was in a territory that wasn't mine, in a community in which I didn't have any roots. I knew I couldn't impose my own ideas and impose them as better than their customs. I then decided to move slowly, to listen, to foster an exchange of ideas and knowledge that was centuries old.



**Respect for the earth.** Respect for the territory took the form of valorizing what the territory was giving us while accepting that what we were given was limited but authentic – it makes sense that an alpine territory has a limited amount of goods and products compared to, say, a plain

# Respect of time:

I do believe this is a key aspect. The slogan of the second house, I decide  
We do believe that, in these times where everyone is running, it's fundam  
I think about the older people in town that with pride tell tales of the thre



# Respect for myself:

Aknowledging the fact that I realized when the situation was ripe and that I was able to transform it in something useful for the community. Theory became practice: the mountains, the park, the exchange of ideas, the collaboration, all key aspects of this transformation.

Now since we all know that poetry and freamers are not filling our bellies, I thought of bringing some numbers demonstrating that ours has been a positive choice. In 2012 we opened LaCasaalpina vacationa house with 90 beds, in two years we went from 1200 to 9000 occupied beds year.

The structure is mostly group oriented we realized very early on that group and individuals couldn't share the same spae. For this reason, in 2014 we opened LaCasaregina, a residence with 11 small apartaments and a bar.

Also in this case we saw a steep growth: in three years we went from 650 to 1800 occupied beds per year.

In 2015 we had the opportunity to open a restaurant in the same building of CasaRegina,

The latest piece of the puzzle has been the opening, in 2018, of the Casa Via del Sale in Limone Piemonte.

After two years we are preparing for the winter opening as part of a shared project with the ski school, the sport college, and the French schools from Valle Roja, in Mercantour Park



*To conclude, perhaps poetry and  
dreams do not fill our bellies, but if you  
can find a way to make your dreams  
come true, you might even find  
yourself living them  
and be happy.*

*Thank you everyone for listening*