

# Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre for Cleaner Production



Generalitat de Catalunya  
Departament de Territori i Sostenibilitat

## Borghi Autentici Tour SRL: Local Sustainable Tourism in Italy

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**Name:** Borghi Autentici Tour SRL (BAI TOUR SRL)  
**City, country:** Salsomaggiore Terme, Italy  
**Name of entrepreneur/founder:** Associazione Borghi Autentici d'Italia

**Description** Borghi Autentici provides support services to the organization, management and marketing of local tourism systems operating in small authentic villages that have tourism products to offer. BAI TOUR is an operator specialized and dedicated to authentic villages and its approach meets the standards of the project and of the slogan "Hosting Community". This translates to a type of tourism that puts the local Community at the centre of the hospitality practice, in line with its pace of life, its cultural heritage, its identity and its system of available material and immaterial resources.

**Investment** Since 2007 EUR 160,000 were invested for the creation of the web-portal [www.borghiautenticiditalia.it](http://www.borghiautenticiditalia.it) and for the creation of other marketing materials.

**Stakeholders** Hospitality practitioners, local service providers, local administrations and firms producing local produce/products.

**Employment generation** Not available.

**Timeline**  
 2004: Creation of the Company.  
 2004 – 2006: Start-up phase.  
 2007 – 2008: Creation and launch of the web platform (currently attracting 30,000 visitors monthly).  
 2009: present Management and development of 15 Authentic Villages.

**Feasibility study** A feasibility study was conducted between December 2003 and March 2004.

**Geo-social-economic setting** Not available.

**Key features**

- Development of technical assistance services to help develop an integrated offering for authentic villages.
- Web-based marketing support.
- Coordinating promotional activities and web-based marketing campaigns.
- Taking part in specialised fairs and commercial events.
- Creation of a web e-commerce portal to create an outlet for traditional products/produce of over 170 Authentic Villages (in progress);

**Overall rational and motivation** Not available.

<b>Strenghts</b>	<ul style="list-style-type: none"> <li>• Highly-specialised offering.</li> <li>• Networked management system.</li> <li>• Diversified destinations.</li> <li>• Great value-for-money.</li> <li>• Highly flexible hospitality mechanisms.</li> </ul>
<b>Challenges and constraints</b>	<p>Hard to translate the complexity and motivation of the offer at the local level. In some cases, poor efficiency of local Administrations. Reluctance by local private operators to invest even small amounts of money into network-strengthening activities.</p>
<b>Direct activities and Impacts</b>	<p>Involving an entire community in sustainable tourism activities means having an impact on the historical memory of a place, thus on its very core identity. This translates into new patterns of economic redistribution, new ways of conserving memories and traditions, new ways of caring for the environment.</p>
<b>Use of innovative Technologies</b>	<p>The website <a href="http://www.borghiautenticiditalia.it">www.borghiautenticiditalia.it</a> represents the heart of the system of value-creation and generation of the project, and pushes local operators to introduce themselves more pervasive communication technologies.</p>
<b>Evidence of a holistic approach/world view</b>	<p>The concept of ‘community’ is the heart of the offering. The hospitality mechanism is based on the principles of responsibility and sustainability. Whoever is hosted has to want to have a different holiday, based on the rediscovery of traditions and long-lost details, while the host takes on a welcoming role, on that considers every visitor a ‘temporary citizen’.</p>
<b>Scale of benefits</b>	<p>Not available.</p>
<b>Policies, incentives and regulations needed</b>	<p>Small incentives to hospitality micro-enterprises that offer services to the Authentic Villages, especially when it comes to improving the quality of the offering. More training and capacity development. Support towards “community marketing”.</p>
<b>Lessons and recomendations</b>	<p>There is a strong need to promote public policies that support the creation of territorial networks that are developing integrated offerings in the sustainable tourism field. The “Made in Italy” brand has to start including the cultural legacy of small communities and authentic villages into its strategic vision and consequent communication. There has to be more support towards initiatives that are promoting sustainable and responsible tourism offerings.</p>

## References

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