

# ALTA BADIA LOOKS IN THE MIRROR



## A questionnaire to understand who we are

We have a clear goal in mind: Preserving the natural resources and beauty of our territory for future generations. However, we won't be able to achieve this goal on our own – in order to better understand both the positive and critical aspects that directly affect us, we also **depend on the opinions of those living**

here with us.

## Characteristics of the questionnaire

The questionnaire focuses on some current topics concerning our destination. At the same time, it provides the Alta Badia Tourism Cooperative with valuable information to improve not only future activities but also relations with institutions, associations and residents.

The introductory part collects basic information about the interviewee: city and country of residence, age, occupation and education.

The subsequent topics address the relationship between tourism and sustainability:

- Tourism and economy
- Tourism and environment
- Tourism and culture
- Services and events
- Tourism and society

The answers are ranked on a Likert scale from 1 to 5, whereby 1 expresses a negative evaluation or negation and 5 represents a positive evaluation or full approval.

## Analysis of results

Alta Badia is home to about 6,000 inhabitants. Our goal is to include about 5% of all residents to take part in the survey.

In autumn 2021, the questionnaire was completed online for the first time and was answered by 268 people. In order to involve as many residents as possible in the survey, it is planned to repeat the interview every two to three years.

The analysis of the survey showed that the respondents share the following characteristics:

- equal participation between women and men
- about 70% are aged between 36 and 70
- about 55% are entrepreneurs in the tourism sector
- more than 80% are currently working in the tourism industry
- 25% hold a university degree
- 75% have permanently lived in Alta Badia

**Tourism and economy:** Almost all respondents consider tourism to be the major pillar of the local economy. It contributes significantly to the well-being in the valley, provides financial resources and creates employment.

A majority also considers tourism to be the main cause for the increase in prices of consumer goods, especially in real estate. However, the positive influences of tourism outweigh the negative ones overall.

**Tourism and environment:** Respondents consider that tourism is not capable of preserving and respecting the natural beauty of the area. This perception is evenly split between those considering that the impact on the environment can be rather positive than negative and those who think it the other way round.

**Tourism and culture:** For most of the respondents, tourism allows the promotion of Ladin values and increases the visibility of our minority community. It is thanks to our culture that we distinguish ourselves from other places and benefit from many advantages. At the same time, many consider tourism also as a threat to the integrity of our culture and values.

**Services and events:** Overall, tourism has a positive effect on society. Its impact is characterised, among others, by an increase in the quality of life, services and leisure activities in our territory. While the majority of interviewees has no problem in sharing their territory with tourists, there is a significant problem of increased road traffic which causes inconveniences in certain times of the year.

Most interviewees reported that there is a significant decrease in services in different localities during the low season. Considering their utilisation throughout the year, this reflects the differences between our community and tourists.

It is a fact that the population uses the hiking trails, which – followed by the lifts – represent the most used “service”. This contrasts with infrastructures such as the ice stadium, the biotope lake, the golf course, the football pitch and the tennis court, which are hardly used. However, this is most likely related to the survey sample, which is mostly composed of adults aged 40 and above who do not practise any of the last-mentioned sports. Several of these recreational areas, such as the golf course, were created for external target groups and, according to the survey, are least used by the local population. It is also noteworthy that playgrounds and barbecue areas are equally poorly used.

The participation in local events and activities is evenly distributed across the entire survey sample. Gastronomic and cultural events, which are mainly addressed to visitors of the region, are less attended by locals than traditional events such as local concerts or the major events Maratona dles Dolomites and Ski World Cup.

Most respondents agree that sustainable projects are important to improve life in the territory and to ensure that tourism continues to be efficient in the future. Sustainability must form the basis of the future strategy.

**Tourism and society:** There are different answers to the question whether the interaction with guests leads to any inconvenience or doesn't cause any problems. In summary, coexistence with guests neither improves nor worsens the quality of life of the population. However, tourism, especially at certain times of the year, is considered to be a problem in terms of increased traffic.

**Conclusion:** Residents feel safe, satisfied and realised in Alta Badia. The majority of people interviewed perceive life in our territory to be pleasant and quiet.

## Required actions

Premise: We aim at increasing the number of responses to at least 350 questionnaires in the future.

As a result of the first survey, several areas emerged for improvement.

### Tourism and economy:

- raise awareness among political institutions to support those residents who seek to acquire affordable housing;
- ongoing information of the population (especially young people) about employment opportunities within the territory and, in this regard, considering a cooperation with local schools.

### Tourism and environment:

- organisation of events and excursions that focus on the ecological aspects of the territory in order to raise awareness among residents and tourists alike;
- increasingly inform residents about forthcoming sustainability activities and projects planned for the territory;
- development of projects for the protection of the environment aimed at raising awareness among tourists.

### Tourism and culture:

- further realisation of cultural projects based on our values and on our tradition;
- further support of local cultural activities.

### Tourism and society:

- development of a basic offer of services for residents during the low season (in cooperation with the local municipalities);
- raise awareness of the authorities at political level for the further development of public transport, development of concepts for day tourism and support of the realisation of the Val Badia cycle path;
- development of further projects dedicated to sustainable mobility.

### Utilisation of services by the population:

- continuing the cooperation with the Forestry Department and the CAI (National Alpine Association) for the maintenance of the hiking trails;
- assessment of the current condition of children's playgrounds and evaluation of improvements in cooperation with the municipalities;
- providing information to residents on the possibilities of using the various recreational facilities throughout the year.

### Participation in events and activities:

- The population shall be more involved in gastronomic and cultural events.

Furthermore, it must be our goal and leading principle to always listen to complaints, suggestions, ideas, etc. of every single person. In this way, we want to communicate our desire to the population to jointly shape the future of our territory.