

**GEOPROGRESS - Tourism Days - University of Eastern Piedmont
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The Regeneration of Local Communities through Touristic Development

The nature-based solutions as a tool for innovation in the proximity tourism: an investigation involving young generations

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INTRODUCTION

The study aims at investigating the relationship between

- ▶ Nature-based solutions (NBSs)

EU Definition *“Solutions that are inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience. Such solutions bring more, and more diverse, nature and natural features and processes into cities, landscapes and seascapes, through locally adapted, resource-efficient and systemic interventions.”*

and

- ▶ Proximity tourism

Definition *“Form of tourism that aims to (re)discover the places nearby, those that, precisely because they are too close and familiar, are not considered as possible destinations for holidays or weekends off”*

INTRODUCTION

Nature-based solutions (NBSs) ...

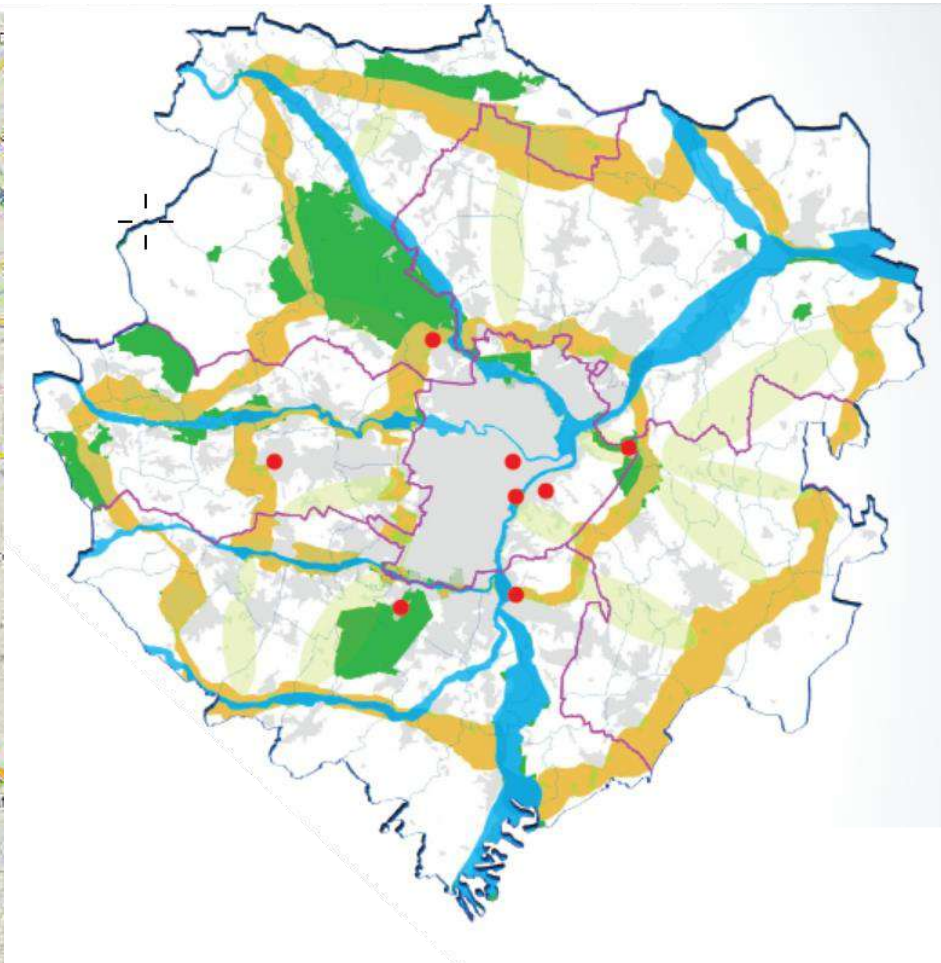
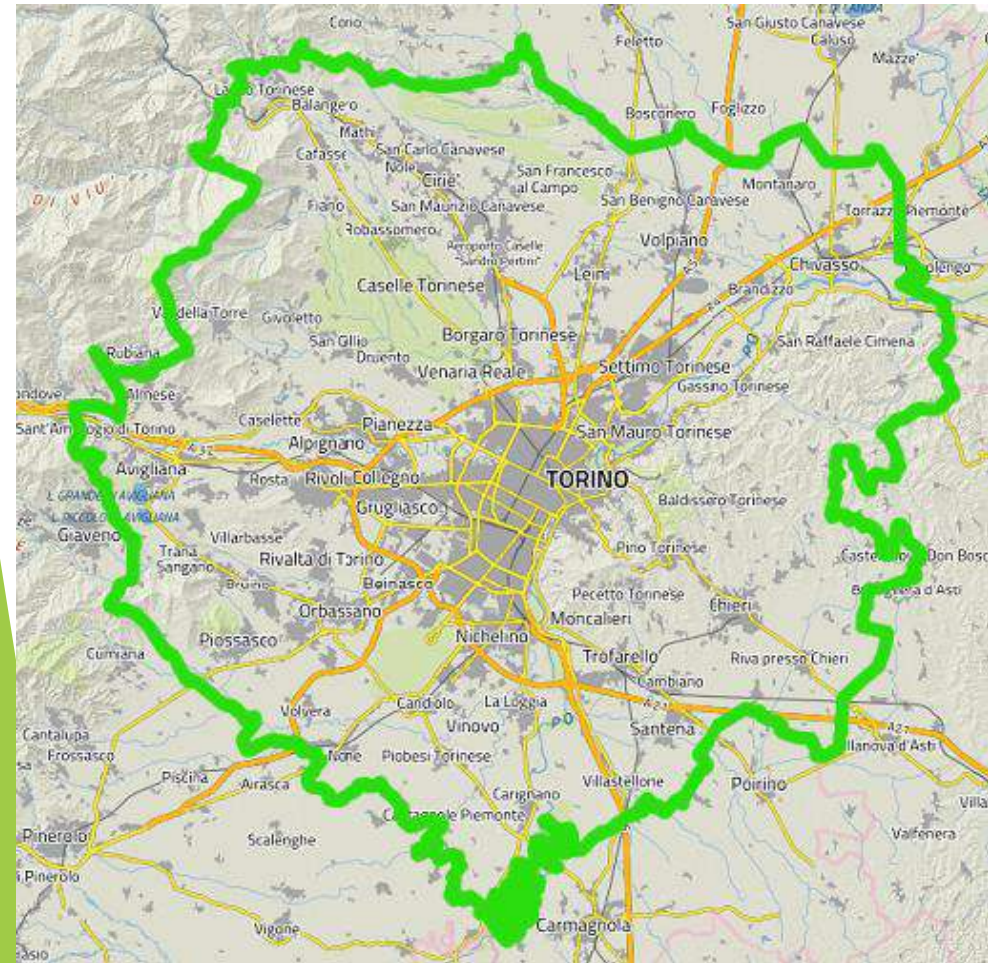
- ▶ help address socio-environmental challenges to bring man-made areas closer to a natural environment
- ▶ can be a key tool to enhance the cultural heritage in an urban context
- ▶ can be a useful tool to identify new solutions to improve the tourist attractiveness of a specific area and in particular to make proximity tourism more attractive

AIM OF THE STUDY

Investigating the perception and interest in nature-based solutions (NBS) of young adult consumers living in/near one of these local areas

To this end, a survey was administered and 988 questionnaires dedicated to specific NBS in Turin (north-western Italy) were collected.

The Green Crown of Turin



-  Parchi/aree di pregio
-  Corridoi fluviali
-  Corema
-  Residenze Reali

<https://www.coronaverde.it/>

<https://www.regione.piemonte.it/>

METHODOLOGY (survey design)

- Identification of a study area and related NBS (i.e. Green Crown)
- Definition of the main aspects dedicated to the attraction of the Green Crown
- Definition of the sample on the basis of literature (we choose the Millennials/GenZ that are very sensitive to sustainable issues and the management of the environment and nature)

- Two-steps questionnaire design
 - First step: a first version of questionnaire was carried out after a focus group activity (6 young male and female consumers)
 - Second step: the second version of the questionnaire with closed-ended questions was tested by 40 young consumers and, consequently, a final third version was defined

- Administer the online questionnaire through a CAWI platform to younger consumers living in Turin (because for them, the Green Crown can be considered a destination for proximity tourism)

METHODOLOGY (data analysis)

Batteries of questions proposed in Likert scales were used to identify latent concepts:

- NBS usefulness (to spread environmentally sustainable behaviour, to reduce consumption in an urban area, to limit overbuilding, to restore green areas, to develop tourism and attract tourists, ...); an increasing utility perception variable was deduced at three levels: low, medium and high
- Green Crown objectives (to recall values, to protect and regenerate the environment, to strengthen the ecological corridor of watercourses, to link nature and tradition, to combat land consumption, to enhance open spaces and rural landscapes, ...); two basic attitudes were recognised: one more oriented towards improving soil resources (GrCr_Crops.sensible) and one more oriented towards cultural preservation and ecosystem enhancement (GrCr_EcosystemCulture.sensible).

A multivariate analysis was conducted to study the main variables detected in their mutual relations and a cluster analysis was presented to schematise some different types of consumers.

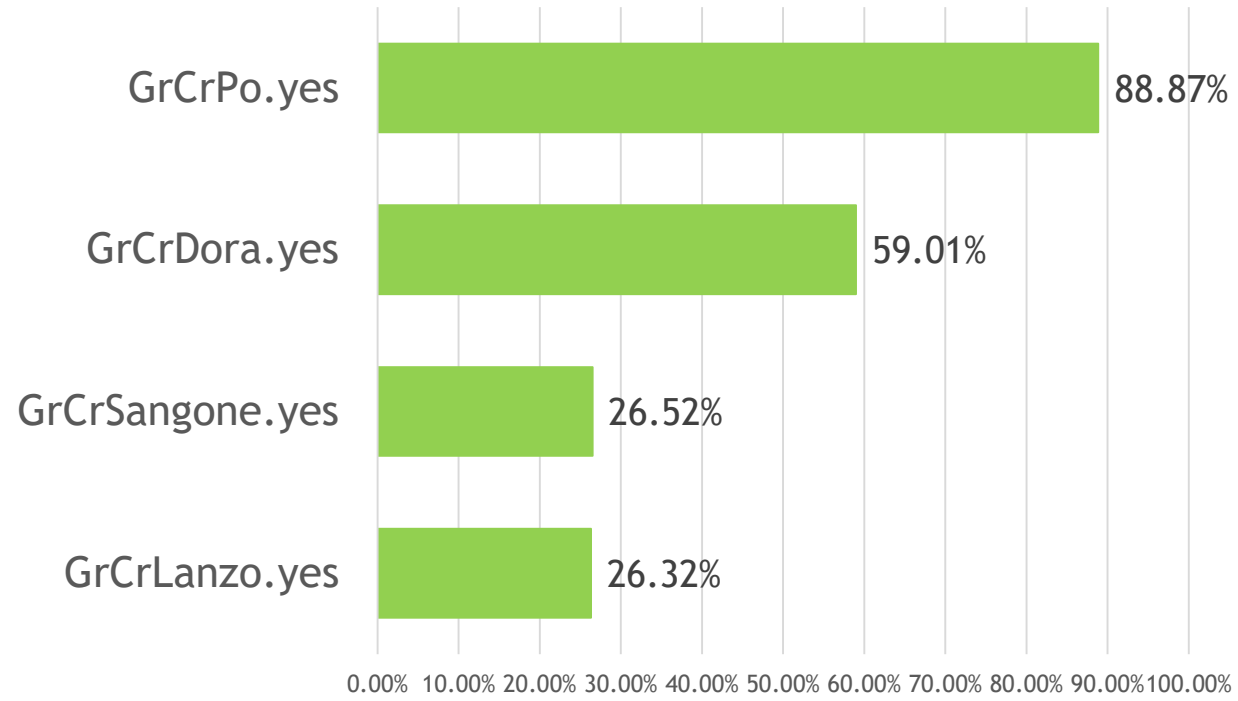
SAMPLE

Gender	<i>Freq</i>	<i>Freq%</i>
Female	639	64.48%
Male	349	35.32%
Age	<i>Freq</i>	<i>Freq%</i>
18-22y	538	54.45%
23-29y	386	39.07%
>29y	64	6.48%
All respondents	988	

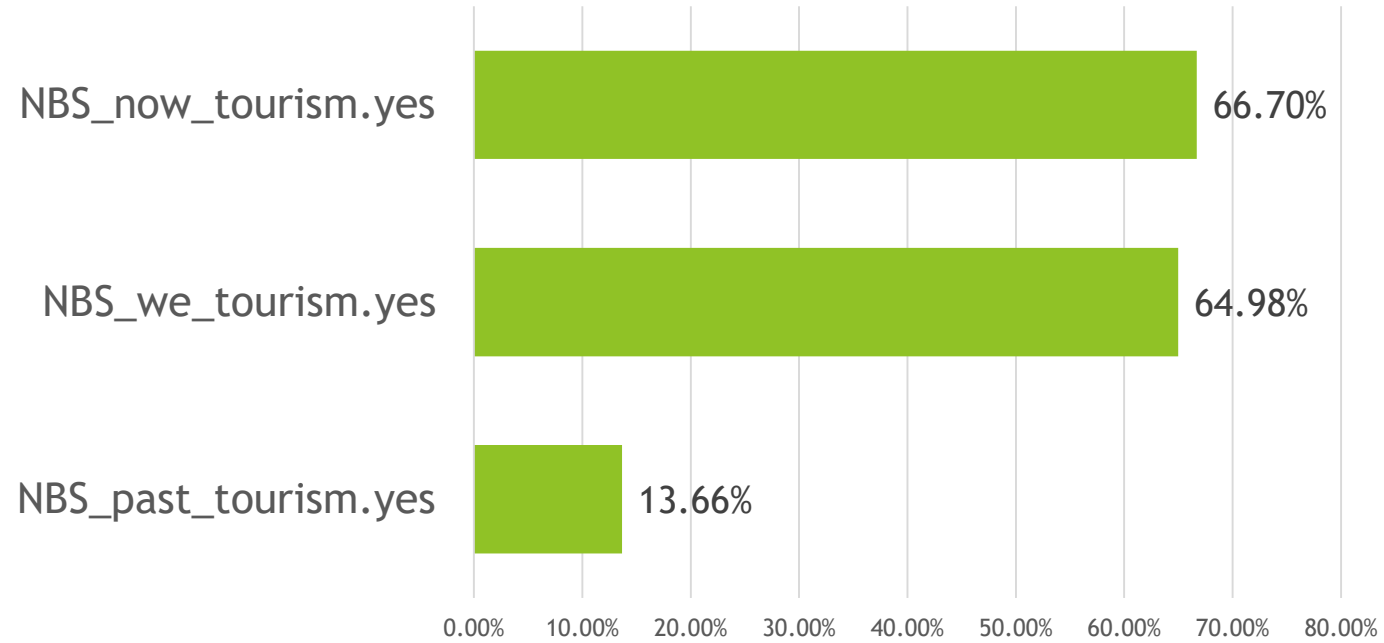


FINDINGS

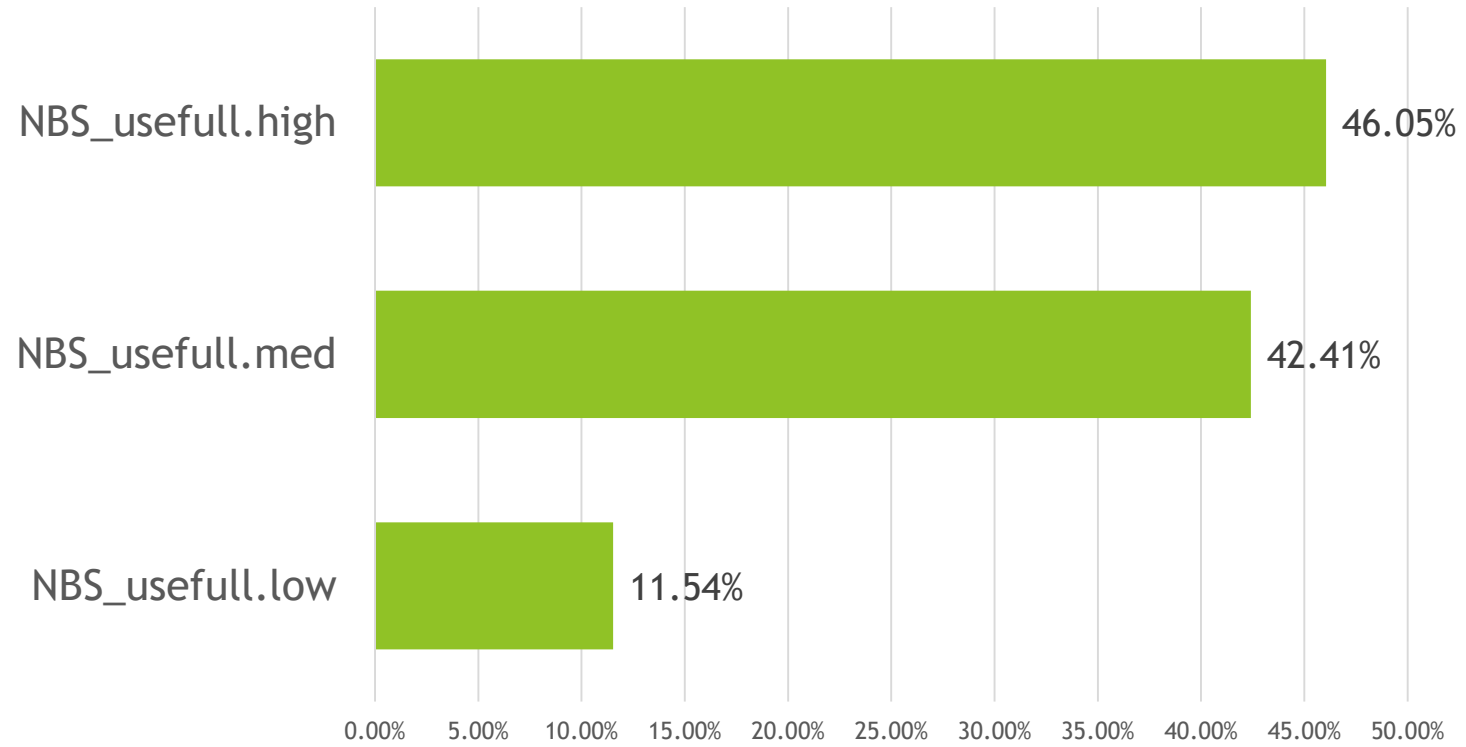
Places visited



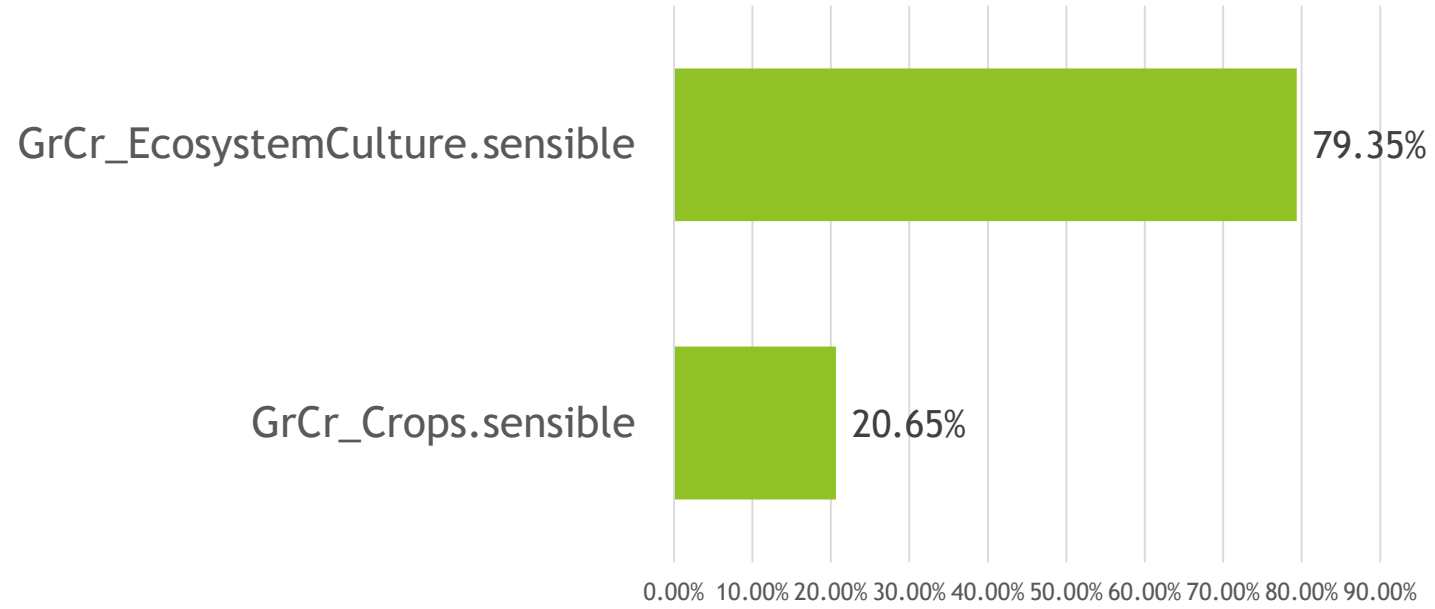
Tourism in the NBS



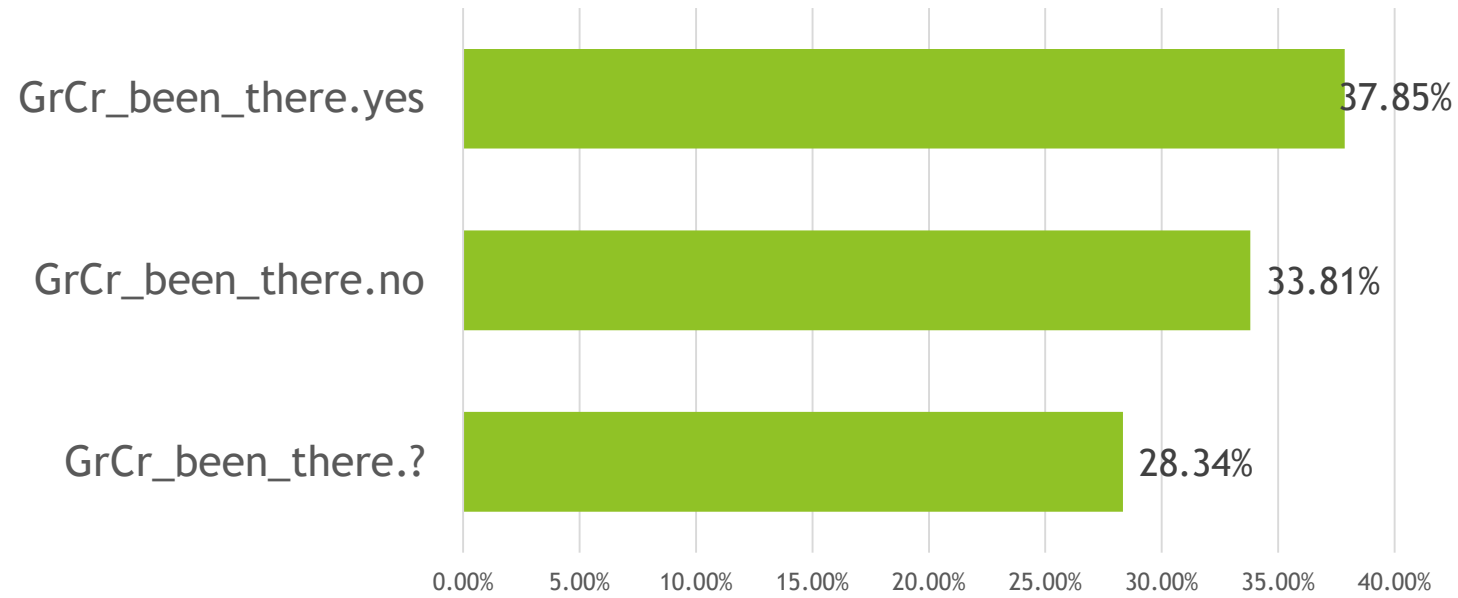
Perception of usefulness of NBS



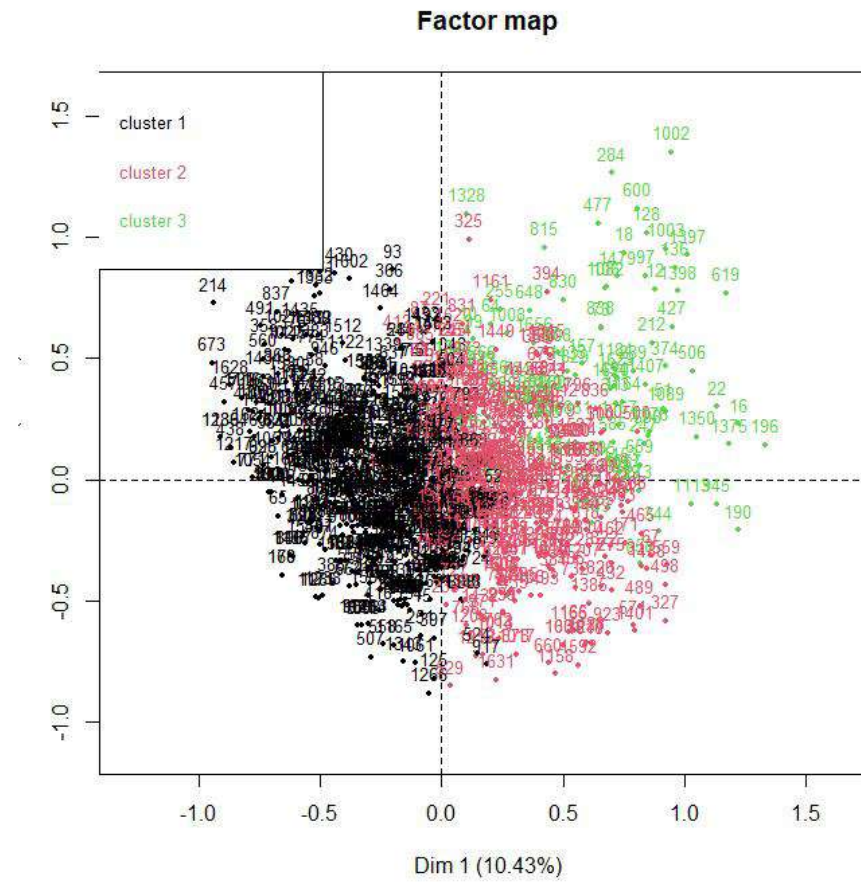
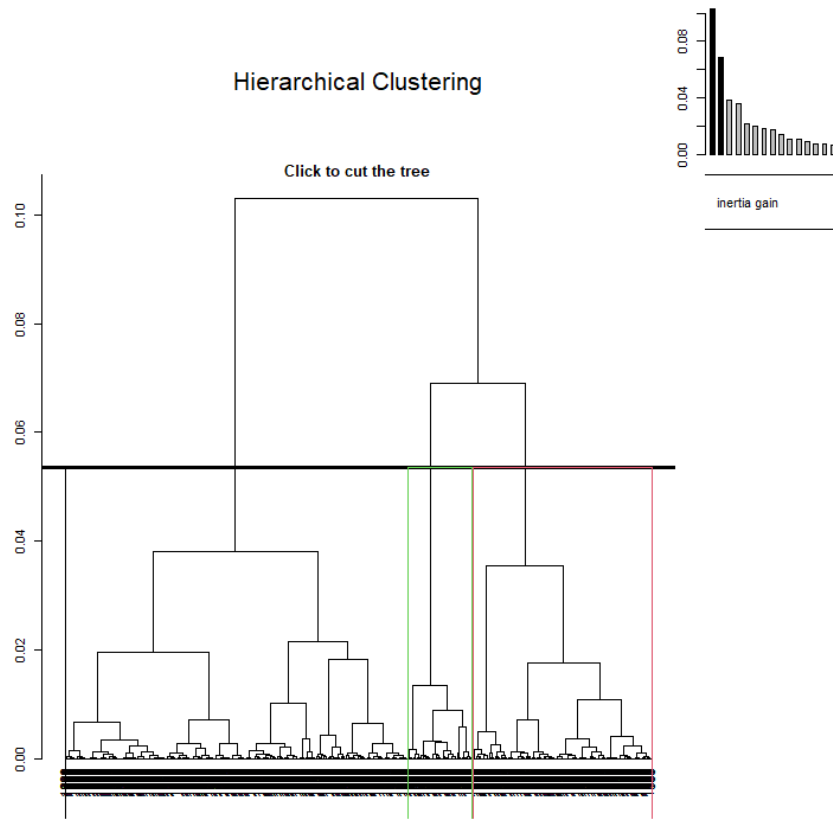
Sensibility towards the Green Crown



Visits to the Green Crown



Cluster analysis



Cluster 1

INTERESTED

57% of the sample

NBS_now_tourism.yes

NBS_we_tourism.yes

NBS_past_tourism.yes

NBS_past_tourism?

NBS_usefulness.high

GrCr_EcosystemCulture.sensible

NBS_heard.yes

GrCr_bethereinperson.yes

GrCr_Po.yes

GrCr_Sangone.yes

GrCr_Dora.yes

Female_18.22

Cluster 2
INDIFFERENT
33% of the sample

NBS_nowtourism?

NBS_we_tourism.ifithappens

NBS_past_tourism.no

NBS_usefulness.low-med

GrCr_CropSensible

NBS_heard.no

GrCr_bethereinperson?

GrCr_Po.no

GrCr_Sangone.no

GrCr_Dora.no

M_18.22

Cluster 3 -
NOT INTERESTED
10% of the sample

NBS_now_tourism.no

NBS_we_tourism.no

NBS_past_tourism.no

NBS_usefulness.low

NBS_heard.no

GrCr_beenthere.no

M_23.29

Final considerations and future research

NBS as Green Crown is a very important asset for our respondents

Research results show that:

- the perception and knowledge of NBS vary according to the gender and age of the respondents
- environmental considerations can influence the choices and behaviour of younger generations in proximity tourism

Lastly, the study could be extended to other generations/categories of respondents

THANKS FOR YOUR ATTENTION!

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