

The new era of sustainable tourism

Through Mediterranea Consulab, Mediterranean hospitality is identified with the SdG (Agenda Un 2030) for entrepreneurial efficiency in a green key

Making businesses in the tourism and agri-food sector of the Italian territories capable of consciously generating sustainable well-being both for themselves and for the territory. This is the mission of Mediterranea Consulab (www.mediterranea-consulab.com), led by the volcanic Giovanna Ceccherini who, thanks to years of hotel management, teaching in professional training and an authentic passion for the Mediterranean diet in a broad sense, offers her expertise to companies that conceive tourism in a new guise. “Mediterranea Consulab is proposed as a consultancy model to combine business profitability with the adoption of environmental, social, cultural and economic sustainability practices, with a particular focus on the universal values endorsed by the Unesco Mediterranean Values System”, declares Ceccherini. Principles that relate precisely to the concept of a Mediterranean diet that is not limited to food, but is a set of practices and traditions that range from landscape to table, from crops to fishing to the conservation of food, territorial identities and the role of women as vehicles of knowledge over the centuries. “Tourism continues to evolve: today the so-called Health and Sustainability Lifestyle is increasingly recognised, above all because of the transformative effects caused by Covid-19. Hospitality companies are driven to adopt hospitality practices that improve perception of authenticity and bond with the territory”, explains Giovanna Ceccherini. Today, for an entrepreneur being sustainable means being durable and resilient, in

line with the SdG (Agenda 2030), the principles of the Gste - Global Sustainable Tourism Council and with the criteria summarised in the acronym Licet of the Aregai Association: Link with the Territory, Innovation, Fairness and Competitiveness, Eco-sustainability and personal protection. But what does it mean for the tourist? “It means nourishing body and mind without leaving



footprints on the territory and actively participating in the conservation not only of that area, but of the whole country. The tourist experience is even more tied to the ‘genius loci’, that is, to the customs and traditions that tourists will bring home, and the possibility to replicate and spread them elsewhere”. And that is not all: the territory will also benefit from conservation practices, deriving from the hospitality and restaurant sector in a commendable virtuous circle. ■