Tour Angels
Discover Napoli closer, safer and happier!

## Sustainable Tourism: features and needs

**Tour Angels Napoli** aims its activities to a sustainable and innovative idea of tourism. In this regard, the term "sustainable tourism" refers to the application, in the touristic field, of sustainable development main features:

- Long-term tolerability on an ecological point of view
- economically feasible tourism programs
- economically equitable activities for local people

Although this definition is very wide it is applicable to any form of tourism, in Italy or abroad, and should be used to identify the key points of any touristic activity. In order to always provide a service which, on one hand, guarantees to tourists an actual experience of typical culture and habits, and, on the other, the sustainability and the safeguard of local social and cultural pattern.

In fact, any touristic activity should be durable and not based on short-term growth of demand, but on the long-term effects of the tourism model, trying to find a compromise among economic growth and conservation of the environment and local identity. It should be dimensioned in order to reduce the effects of seasonality. Moreover, integrated and diversified tourist offers must be created to match the availability of local resources: architectural heritage, traditional festivals, gastronomy, relationships with the sea, in the case of **Naples**.

The idea of "tourism monoculture", which relentlessly exploits the local resources to satisfy any needs of the sector, should be replaced with diversified models in which tourism occupies an important part of the economic structure. In addition, the sustainable tourism model is open to the surrounding areas, such as the outskirts, which, in the case of Naples, are often the location of stunning street-art pieces, to relocate resources amid all the locals.

This philosophy is proposed as an alternative model that does not renounce to economic viability, considering also the need of the well-being of the local community.

These are in brief, the reasons why **Tour Angels** has chosen to develop its activity as a sustainable process, which will be able to provide tourists an actual experience of Naples, while safeguarding its own very nature.