

ALBERGO DIFFUSO TO PROMOTE A NEW TOURISM RESCUING HISTORICAL CENTERS

The innovative solution of *Albergo Diffuso* is continuing spreading since years '90, in historic villages in Italy and abroad, by offering true experiences in living the most unusual places, all around the year.

Today there are around 130 *Alberghi Diffusi* in Italy, 100 of them represented by the [Albergo Diffuso National Association](#). This positive trend makes evident the need of regulating the sector, in either legislative or administrative aspects, and Italian regional governments are gradually setting up legal norms for simplifying the licenses hugely.

This solution registers great success in Italy where 19 regions have already approved laws that regulate and promote this sustainable way of hosting tourists.

Born on the original idea of Leonardo Zanier to add value to the houses of migrants restored after the 1976 earthquake, the innovative solution of *Albergo Diffuso* started in [Comeglians](#) and [Sauris](#), two small villages of the Friuli Venezia Giulia Region.

Compared to a traditional hotel, the *Albergo Diffuso* allows to increase a sustainable development in rural towns and historic villages of under populated areas. Local people can find a fruitful occupation in managing all the AD services like the activities of the central office (booking, reception, assistance, common spaces, restaurants), by contemporary telling the visitors the story on the spirit of their territory and guiding them in a network made of all local touristic resources.

Marketing proposals are differentiating too, with a promotion of AD directly made by foreign guests through the storytelling on their stay. It's also perfectly suited to travellers wanting a sense of place and contact with locals, not other tourists. Many little villages from the north to the south of Italy have already organized their own *Albergo Diffuso* and the National Association works to promote them, to assure the attention of national institutions on this new tourism experience and to promote it in interested countries, as China and Japan more recently, or Spain, Croatia and Tunisia.

This solution creates a high quality touristic product, expression of the local and territory, which contributes to reduce dwindling communities with the advantage of restoring existing buildings repurposing them instead of constructing new ones, by refraining the abandon of the most remote villages.



Considering that the style of a place or historic village has no season the innovative solution of *Albergo Diffuso* can function all year round, becoming expression of the local products of a territory it represents a long term sustainable tourism solution, and an opportunity to practice arts, crafts and traditional hand-skills of a region.

The original AD methodology has already gained its space and by today training materials are available for the courses offered by the [International School Specializing in the Albergo Diffuso \(SISAD\)](#), and toolkits for *Albergo Diffuso* enterprise creation and start-up are available online.

International interest shown in many articles published by the [Osservatorio of the Albergo Diffuso](#), is due to the tourism demand of sustainable solutions and respect for the environment in hospitality. The AD innovative solution can reach a quality tourist target, thanks to the creation of excellence attractive territories.

The [International Network of Bio-districts \(INNER\)](#) which works to revitalize rural areas adopting agro-ecology and organic methods, is looking at the *Albergo Diffuso* solution to enhance the promotion of integrated territorial development strategies.

To know more

[Albergo Diffuso National Association](#)

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