

ALBERGO DIFFUSO TO PROMOTE A NEW TOURISM RESCUING HISTORICAL CENTERS

The innovative solution of *Albergo Diffuso* still registers great success in Italy, where 16 regions have already approved laws that regulate and promote this new way of hosting tourists.

Albergo Diffuso is a hotel that provide hosts the experience to live in a historic village. It offers the same services as a traditional hotel through a central office (booking, reception, assistance, common spaces, restaurants), but rooms and/or apartments are scattered throughout the village buildings restored for this aim. To create an *albergo diffuso* nothing new has to be created, it is only necessary to renovate and recover existing buildings along with local culture and historical traditions, implementing a network of all local touristic resources.

Compared to traditional hotel, an *Albergo Diffuso* allows increase sustainable development in rural towns and historic villages of unfrequented areas. This solution creates a high quality touristic product, expression of the local and territory, which contributes at the same time to avoid the abandon of historic villages. *Albergo Diffuso* also responds to the needs of third generation tourism, characterized by a demand for knowledge than for rest and recreation.

More than 80 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 mode ant to promote it even in interested countries.

In 2010 the Italian National Association of *Alberghi Diffusi* won the prestigious [World Travel Market Global Award](#). *Albergo Diffuso* won the first prize of the innovation competition launched by EBN (European Network of Businnes Innovation Centres) and the PNUD/IDEASS Program, celebrated in Budapest in 2008.

Articles published by magazines from different countries and presented on the National Association *Alberghi Diffusi* website show the interest that this solution is originating at international level.

To know more

[New York Times](#)

[National Geographic](#)



[Nile Guide – United States](#)

[Travel and Leisure – United States](#)

[Sunday Times - UK](#)

[Londonunattached - UK](#)

[Travellingwithsweeney.com](#)

[Vk.com - Russia](#)

[Press Design Hotels - Belgique](#)

[La Bici Azul - España](#)

[SustainableTourismWorld – Quebec](#)

[ReseauVeilletourisme - Canada](#)

[Uol Viagem – Brasil](#)

[Brandituptravel – Italy](#)

[Scoop.it - Italy](#)

[Insidersabroad.com](#)

[Insidersabroad.com](#)

[TabletHotels - Japan](#)

[Slideshare.net on Albergo Diffuso](#)

[Albergo Diffuso.com](#)

[Albergo Diffuso international press](#)

