

INTERNATIONAL SCHOOL SPECIALIZING IN THE ALBERGO DIFFUSO

Harnessing potentials of rural villages and rescuing historical centres

One of the main actors involved in promoting the methodologies of *Albergo Diffuso* in Italy and at international level is the [International School Specializing in the Albergo Diffuso \(SISAD\)](#).

The SISAD mandate is to help local communities living in rural villages and poorest valleys become their own tour operators. The SISAD works to:

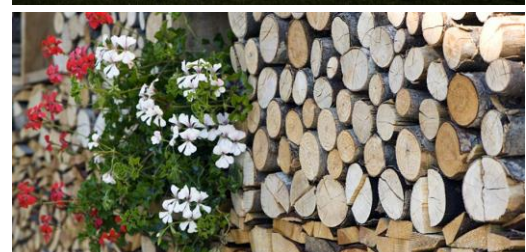
- Create initiatives and cooperative businesses for rural tourism.
- Improve the economic results obtained by initiatives and existing businesses through public-private partnership.
- Create revenue and work opportunities for local communities.
- Protect valued resources.

SISAD® is the brand indicating the line of services aimed at Developing Rural Tourism through Tradition, Innovation and the creation of Community-based Cooperatives and / or Consortia. It was created in 2004 by Maurizio Droli, Marketing Lecturer at University of Udine in Italy, and in 2006 became one of the four founding members of the [National Association for Alberghi Diffusi \(ADI\)](#). From 2008 was the structure for training and reference for ADI, in the European network of business incubators such as the European Business & Innovation Center Network (EBN).

The SISAD® team, since 2004, has worked for more than 40 projects of partnership for the *Albergo Diffuso* in Italy: Friuli Venezia Giulia (Trieste), Veneto (Venezia), Valle d'Aosta (Aosta), Trentino Alto Adige (Trento), Lazio (Roma), Tuscany region. The SISAD® also works in Croatia and Slovenia, and Latin-American countries like Brazil, Panama, Costa Rica, Dominican Republic and Colombia, with the aim of helping people to face the current economic scenario through innovation and cooperation.

The innovative solution of *Albergo Diffuso* still registers great success in Italy, where almost one hundred of them are operating and 16 regions have already approved laws that regulate and promote this new way of hosting tourists. This solution has also been adopted in other countries as Croatia, Albania, and Spain.

Thanks to the combination of research, consultancy, training and planning, the International School SISAD® is contributing to the implementation of this innovative organization for promoting and safeguarding culture, historical traditions and sustainable development.



To know more

www.sisad.it

[SISAD Seminars and Workshops](#)

[Italian National Association](#)

Albergo Diffuso.com