




Co-funded by
the European Union

Italy – Croatia



TOFOLA

Tourism in the Forest and green Lagoons of the Adriatic through
historical wooden boats

Final conference, 15th July 2026
Coworking center Pula (3rd floor), Marulićeva 5 – 52100 PULA (CRO)

1st Panel discussion: Local wood supply chain for traditional boat reconstruction & renovation

Davide Pettenella



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TOFOLA has shown that traditional wooden boats represent not only cultural assets, but also economic opportunities linked to **sustainable tourism** and **local value chains**.

From an economic perspective, **what enabling conditions** are required to scale these pilot experiences into long-term territorial development pathways?

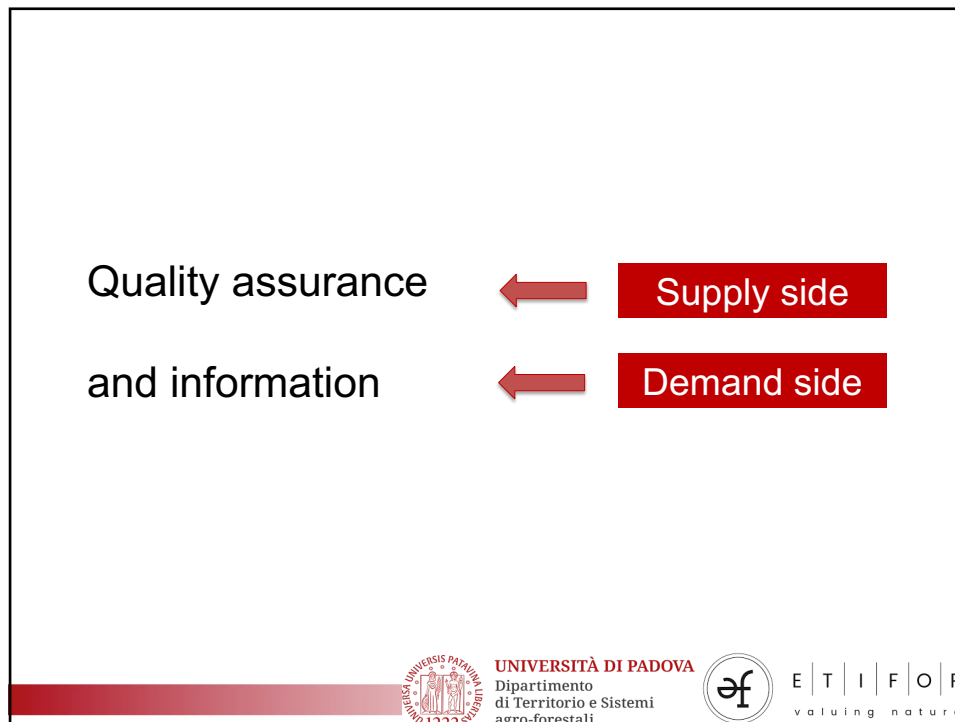


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Responsible tourism management: certification and branding

Private initiatives

- **GSTC** – Global Sustainable Tourism Council
<https://www.gstc.org/>
- **EarthCheck** <https://earthcheck.org/>
- **Green Key** - Foundation for Environmental Education
<https://www.greenkey.global/>
- **Travelife** <https://travelifesustainability.com/>
- **ISO 21401** (Tourism and related services) (unbranded)
- ...

Public initiatives

- **EMAS**
- **EU Ecolabel for Tourist Accommodation**

GSTC

EARTHCHECK

Green Key

Travelife
Sustainability in tourism

EMAS

EU Ecolabel
www.ecolabel.eu

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Responsible forest management: certification and labelling

Private initiatives

FSC (Forest Stewardship Council)

<https://fsc.org>



PEFC (Programme for the Endorsement of Forest Certification schemes)

<https://www.pefc.org>



Public initiative(CE)

Close to Nature Forest Management standard and certification system? (see EU Forest Strategy)

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A strong combination would be:

- **GSTC Criteria** as the overarching sustainability framework.
- **Green Destinations** (for destinations) or **Travelife/Green Key** (for tourism businesses).
- **ISO 14001** or **EMAS** for environmental management.
- **ISO 20121** if events are part of the tourism offer.
- **FSC (PEFC)**



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A new EU standard for Product Geographic Denominations

- PGIs for artisanal and industrial products are governed by **Regulation (EU) 2023/2411**, **applicable from 1 December 2025**. This regulation has assigned the **EUIPO** (European Union Intellectual Property Office) **the role of EU competent authority**
- In Italy: **Law No. 206 of 27 December 2023** on "**Organic provisions for the enhancement, promotion and protection of Made in Italy**" which, although not considered to implement Regulation (EU) No. 2023/2411, contains measures and actions aimed at facilitating the launch and promotion of a process that allows our country to create **IGP for craft and industrial traditional products that could be applied for gondole, sandoli, bragozzi, gozzi, ...**



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What are the main challenges and bottlenecks in securing a **sustainable supply of wood components** in boat construction and renovation, and how might they be addressed?



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Let's be realistic

In relation to a **tourism policy** for
the north Adriatic
boat construction and renovation is
only **a small niche component**



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Speaking of enabling conditions, the first point is related to

Destination marketing	Strong territorial branding linking wooden boats with local history, landscapes, fishing (food) and artisan traditions rather than promoting isolated attractions
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Take into consideration the most performing case: gondola.

Apart from a gondola ride through the canals of Venice and visit to the traditional artisan workshop and shipyard where gondolas are crafted and repaired (**squero**), the only product associated to gondola that can be sold is the **forcola**:

3 shops selling *forcole* in Venice



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Enabling condition	Why it matters
Destination marketing	Strong territorial branding linking wooden boats with local history, landscapes, cuisine and traditions rather than promoting isolated attractions.
Shared territorial vision	Local stakeholders agree that wooden boats are part of the area's cultural identity and a strategic tourism asset.
Collaborative governance	Municipalities, tourism operators, boat owners, museums, environmental agencies, NGOs and local communities work through formal partnerships or destination management organizations.
Protection of cultural heritage	Recognition and safeguarding of traditional boatbuilding techniques, navigation practices and maritime heritage through inventories, museums and, where appropriate, UNESCO or national heritage frameworks.
Economic viability	Business models that combine tourism, education, events, local gastronomy and cultural activities, reducing dependence on seasonal demand.
Skills and knowledge transfer	Training new boat builders, guides, skippers and craftspeople to prevent the loss of traditional knowledge.
Access to finance	Public funding, EU programmes, social investment and private sponsorship to support restoration, maintenance and innovation.
Environmental sustainability	Healthy aquatic ecosystems, sustainable visitor management and low-impact navigation to preserve the natural resource on which the experience depends.
Integration into local value chains	Collaboration with accommodation providers, restaurants, artisans, local food producers and cultural institutions so that tourism benefits remain within the territory.
Monitoring and evaluation	Indicators measuring economic, environmental, cultural and social impacts to support adaptive management.



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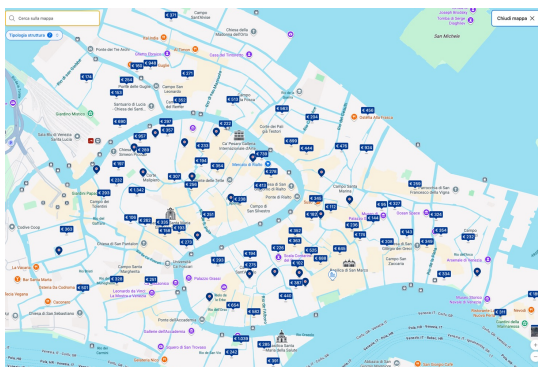


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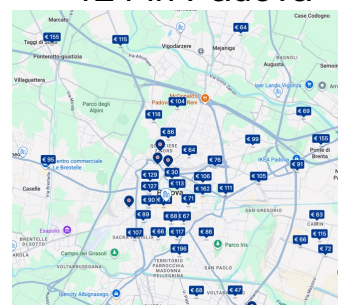
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A raising problem: overtourism

302 B&B in Venice



124 in Padova



Source: <https://futura-network.eu/focus/533-6460/il-turismo-del-futuro-e-a-numero-chiuso>

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An extreme solution to overtourism

- **Climate resilience fee** introduced in 2024 in **Greece**, a tax that can vary between 5 and 10 € per day depending on the season and the type of hotel
- **Eco-tax** to access some hiking routes in the National Park in the island of **Tenerife**, Spain
- **Sustainable development fee**: 100 US\$ **Buthan** since many years
- **Tourist tax** starting in 2026 in **Hawaii** to fund projects in areas affected by the fires
- **Visitor tax** of 250 US\$ for non-residents (\$80 for US citizens) per person to visit National Parks in US (additional \$100 to access to 11 popular parks)
- New **entrance day** tax for non residents for Venice on some days between April and July: from 5 to 10 € (with the plan to bring it between 30 and 50 €).

Extra profits for selected tourist operators or a way to cover negative externalities for local people?

Source: <https://futuranetwork.eu/focus/533-6460/il-turismo-del-futuro-e-a-numero-chiuso>

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Key success factors

- **Diversification**: combining boating experiences with birdwatching, local gastronomy, handicrafts, fishing traditions, festivals, educational activities and nature interpretation.
- **Year-round activities**: museums, workshops, schools, restoration laboratories and cultural events help reduce seasonality.
- **Authenticity rather than common standard mass products**: visitors seek genuine experiences involving local people, traditional navigation and storytelling, not simply boat rides.
- **Community ownership**: local residents should perceive the initiative as preserving their heritage and creating local opportunities.
- **Innovation without losing authenticity**: digital storytelling, online booking, augmented reality or citizen science can enrich the visitor experience while respecting traditional practices.



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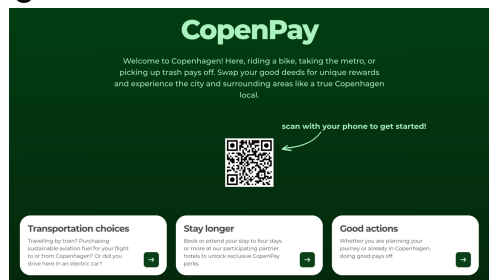


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Preventing overtourism

- Taxation
- Information
- Incentivising sustainable tourist practices: gamification

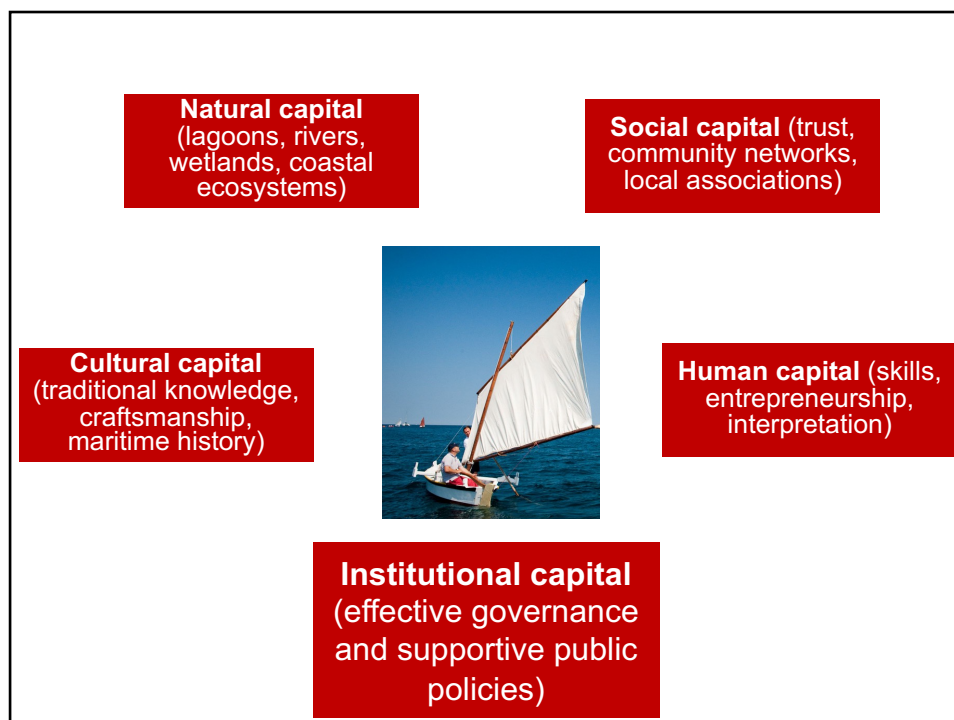


<https://www.copenpay.com>

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An important role of
public institutions
"Nudges economics"

