



Innovation and Sustainability in Tourism: An Integrated Vision

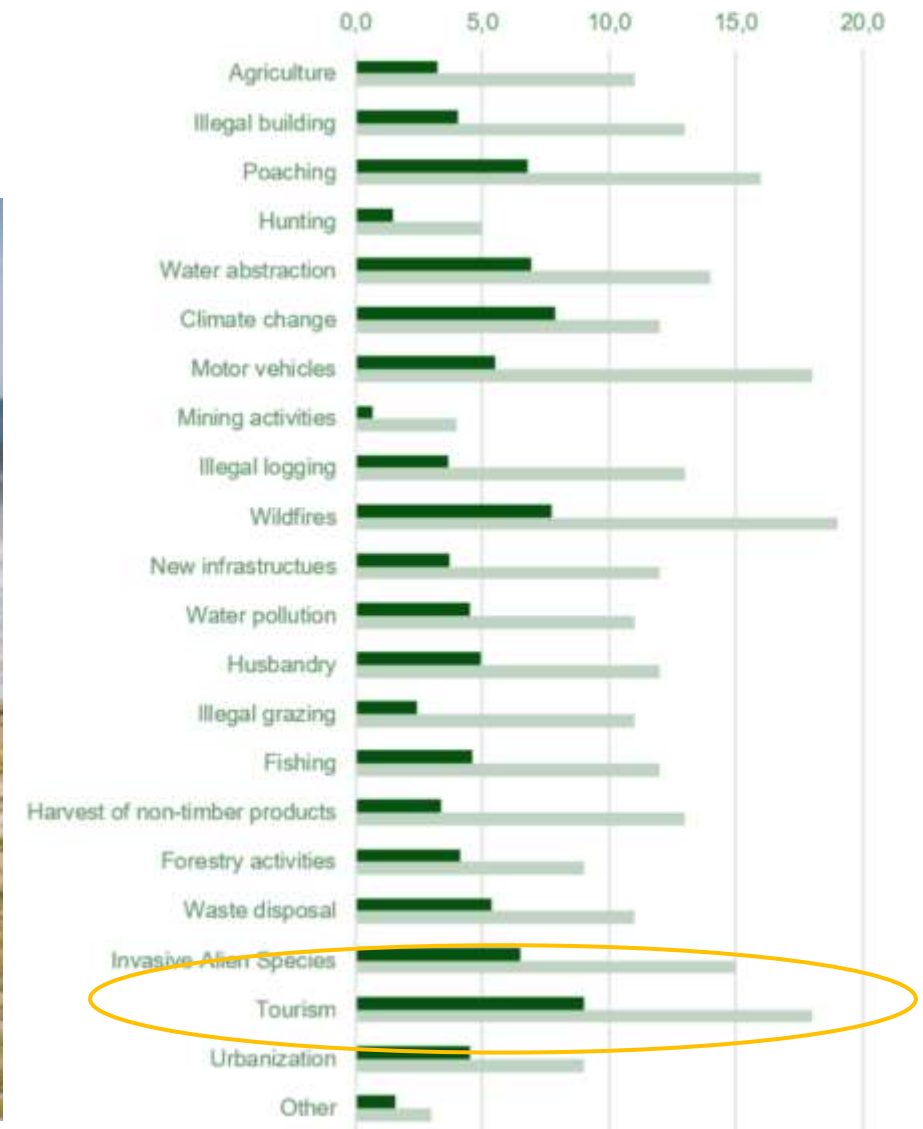
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Tourism, treat or threat?



Yellowstone NP; Photograph: NPS/Neal Herbert; Source: The Guardian



Galaverni M (2025) First system-level evaluation of Italian National Parks management effectiveness for nature conservation. *Discover Conservation*

Tourism,
treat or
threat?



A vibrant bee-eater bird is captured in mid-flight against a blurred green background. The bird's wings are fully extended, revealing a striking pattern of blue, orange, and yellow feathers. Its head is turned slightly to the left, showing a blue beak and a red eye.

Case studies from WWF Italy Oases System

WWF «Oases» in Italy: a story of pioneering



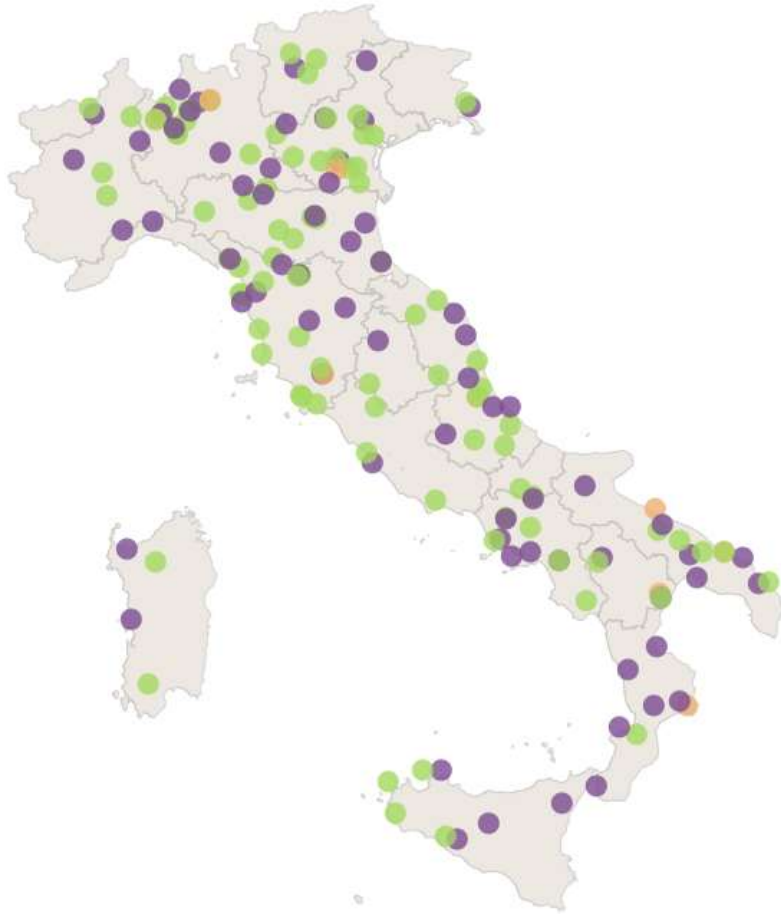
Oases are either publicly-owned areas or lands directly bought and managed by WWF Italy, ranging from a few to 3.000 hectares.

Through time, Oases piloted pioneering **wildlife watching** and **environmental education** in Italy

A WWF Italy Oases became the first **Marine Protected Area** in Italy (MPA) surrounding the Miramare Castle, Trieste, in Northern Adriatic Sea

Many Oases were key areas to support species-specific **conservation projects**, such as for the Apennine chamois, the Eurasian otter, the Sardenian red deer and protected or threatened habitats, such as wetlands and Mediterranean forests.

Key numbers



101 across Italy

- 2 Marine Protected Areas
- 5 Nature State Reserves
- 12 Ramsar sites
- 46 regional/local protected areas
- 70 included in Natura 2000 Sites
- About 24.000 hectares protected
- ca. 5.000 hectares owned by WWF Italy
- **About 350.000 visitors/year**

From «Oases» to the 2030 Targets: the Storymap

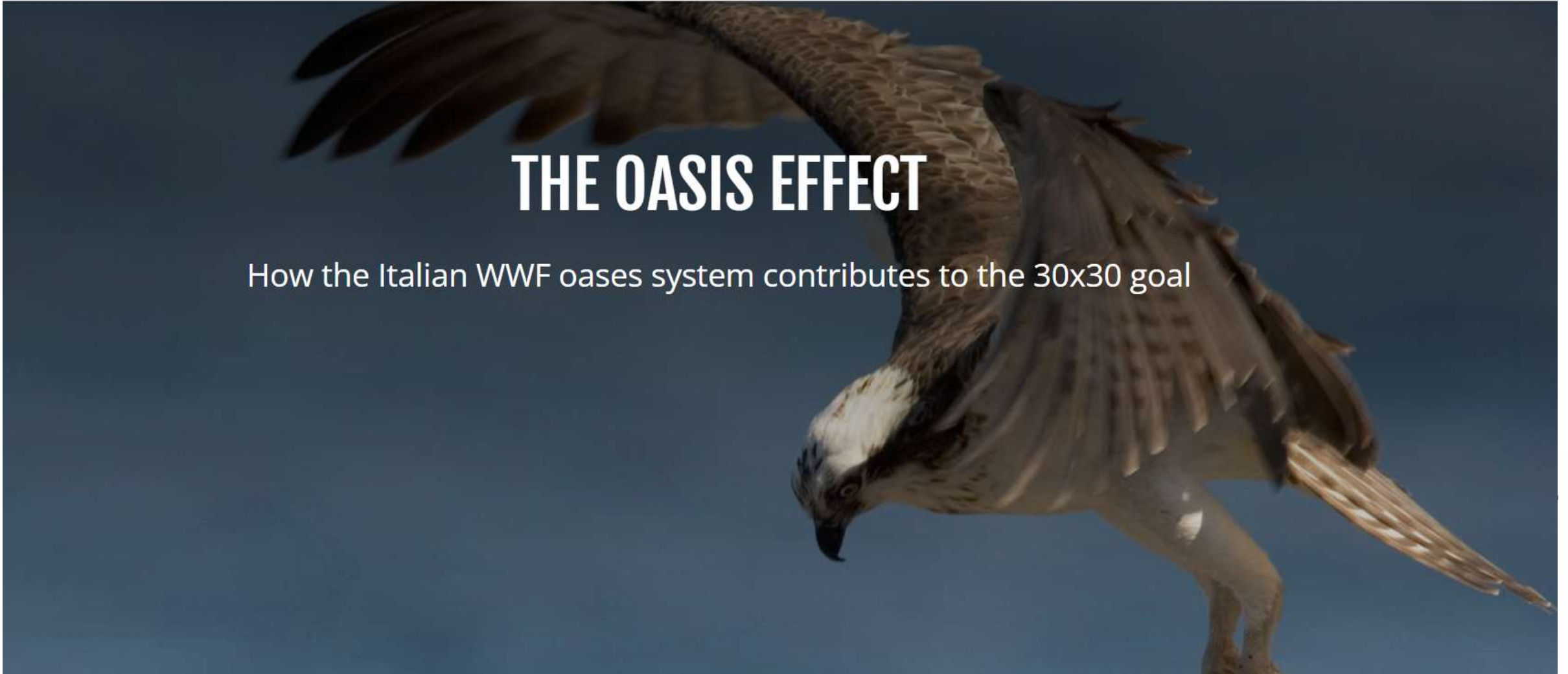


THE OASIS EFFECT



THE OASIS EFFECT

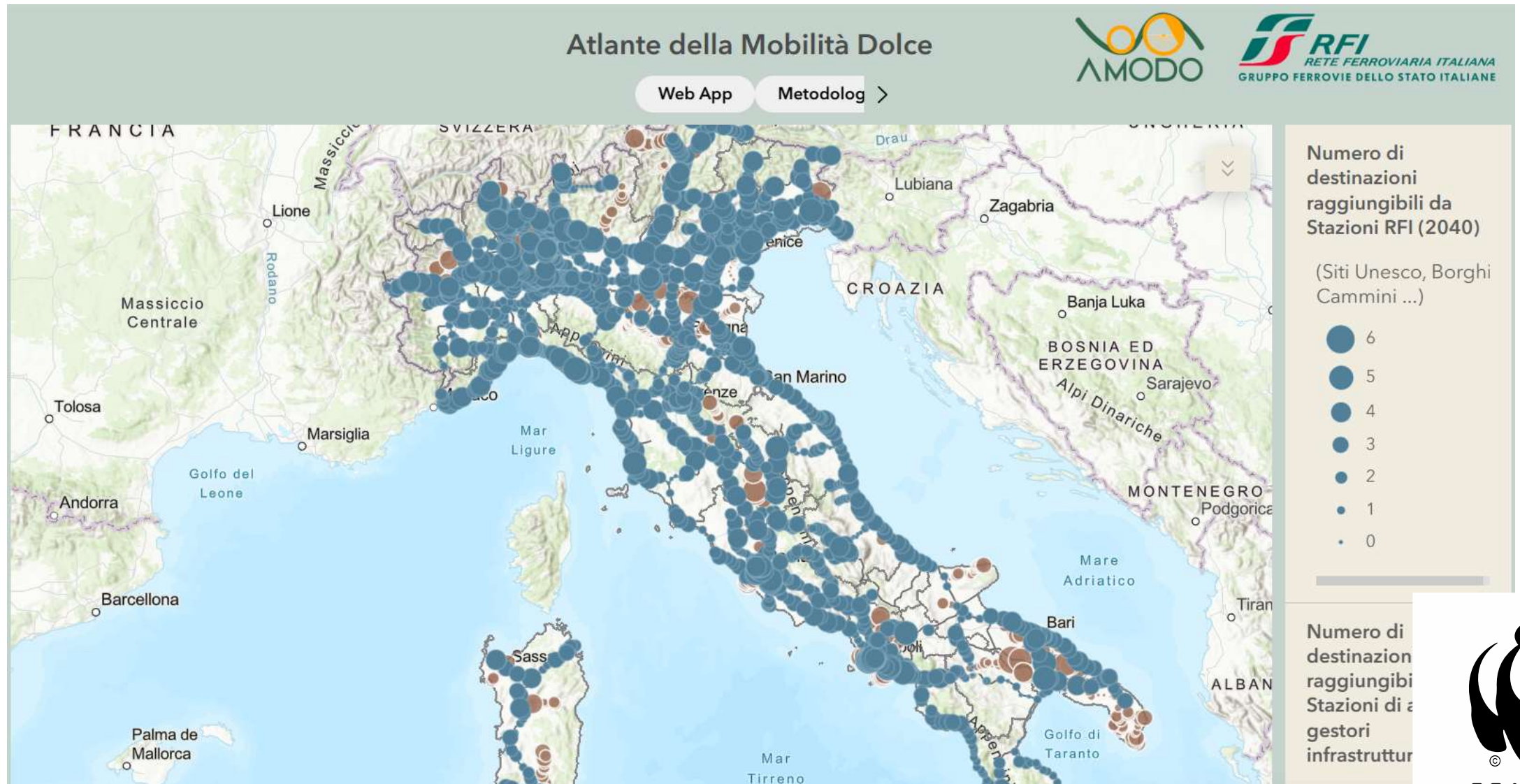
How the Italian WWF oases system contributes to the 30x30 goal



From «Oases» to Biosphere Reserves: digital innovation



Sustainable mobility: the Atlas



The need for reconnection

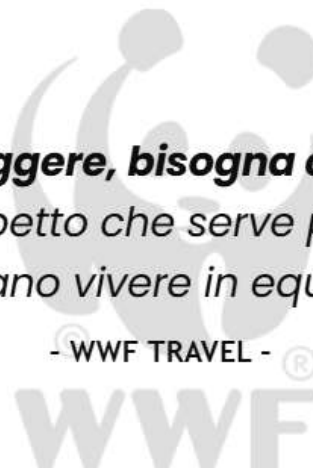


The role of ecotourism



Per proteggere, bisogna conoscere.

Vogliamo trasmettere tutto l'amore e il rispetto che serve per costruire un futuro in cui uomo e natura possano vivere in equilibrio.



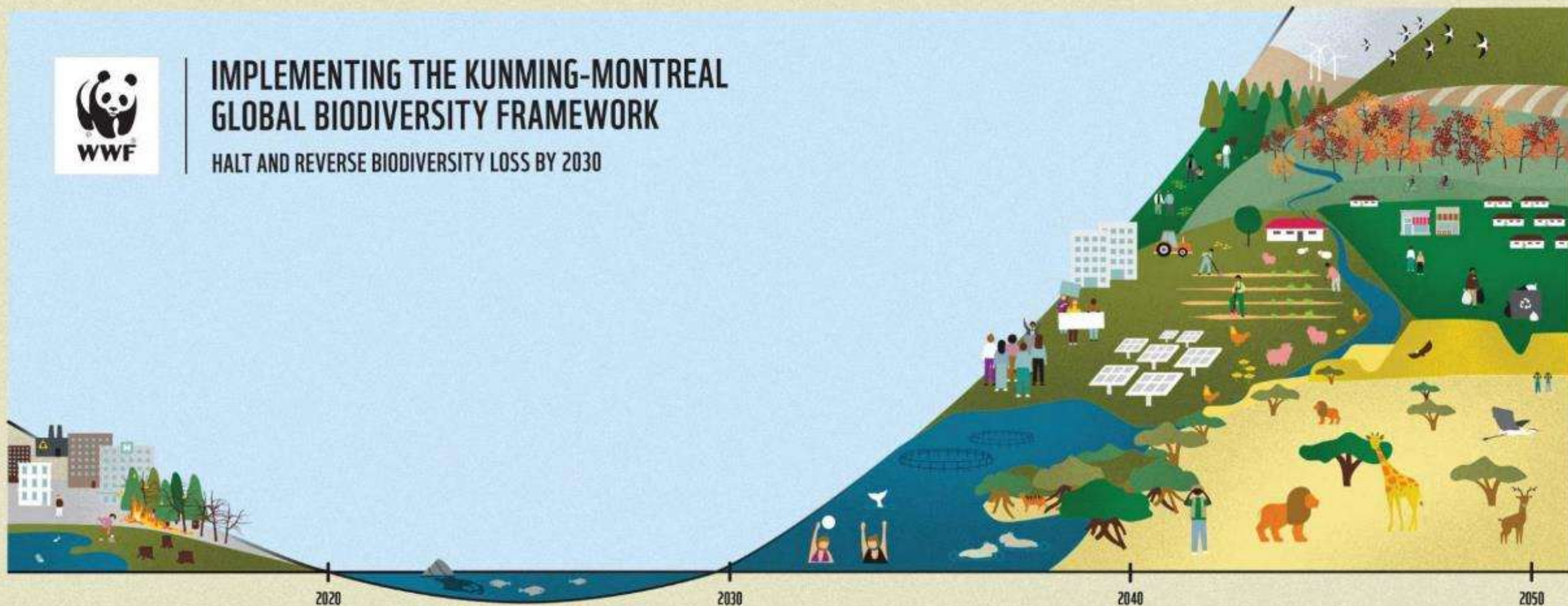
- WWF TRAVEL -





IMPLEMENTING THE KUNMING-MONTREAL GLOBAL BIODIVERSITY FRAMEWORK

HALT AND REVERSE BIODIVERSITY LOSS BY 2030



ACTIONS THAT WILL HELP SECURE A NATURE-POSITIVE WORLD BY 2030

RIGHTS-BASED APPROACHES



- Monitor and implement a strong human rights-based approach, including the right to a healthy environment
- Recognize and secure the rights of Indigenous Peoples and local communities
- Fully protect environmental human rights defenders
- Ensure gender equality and gender-responsive action

FINANCE



- Increase finance via resources from all sources
 - Direct \$20 bn finance annually from developed to developing countries by 2025 and \$30 bn annually by 2030
 - Increase funding for nature globally to \$200 bn annually
 - Identify and repurpose subsidies harmful to nature, reducing by at least \$500 bn per year
 - Align all relevant public and private finance with nature-positive outcomes

IMPLEMENTATION



- All countries publish national targets in 2024 describing how they will halt and reverse nature loss

FOOTPRINT



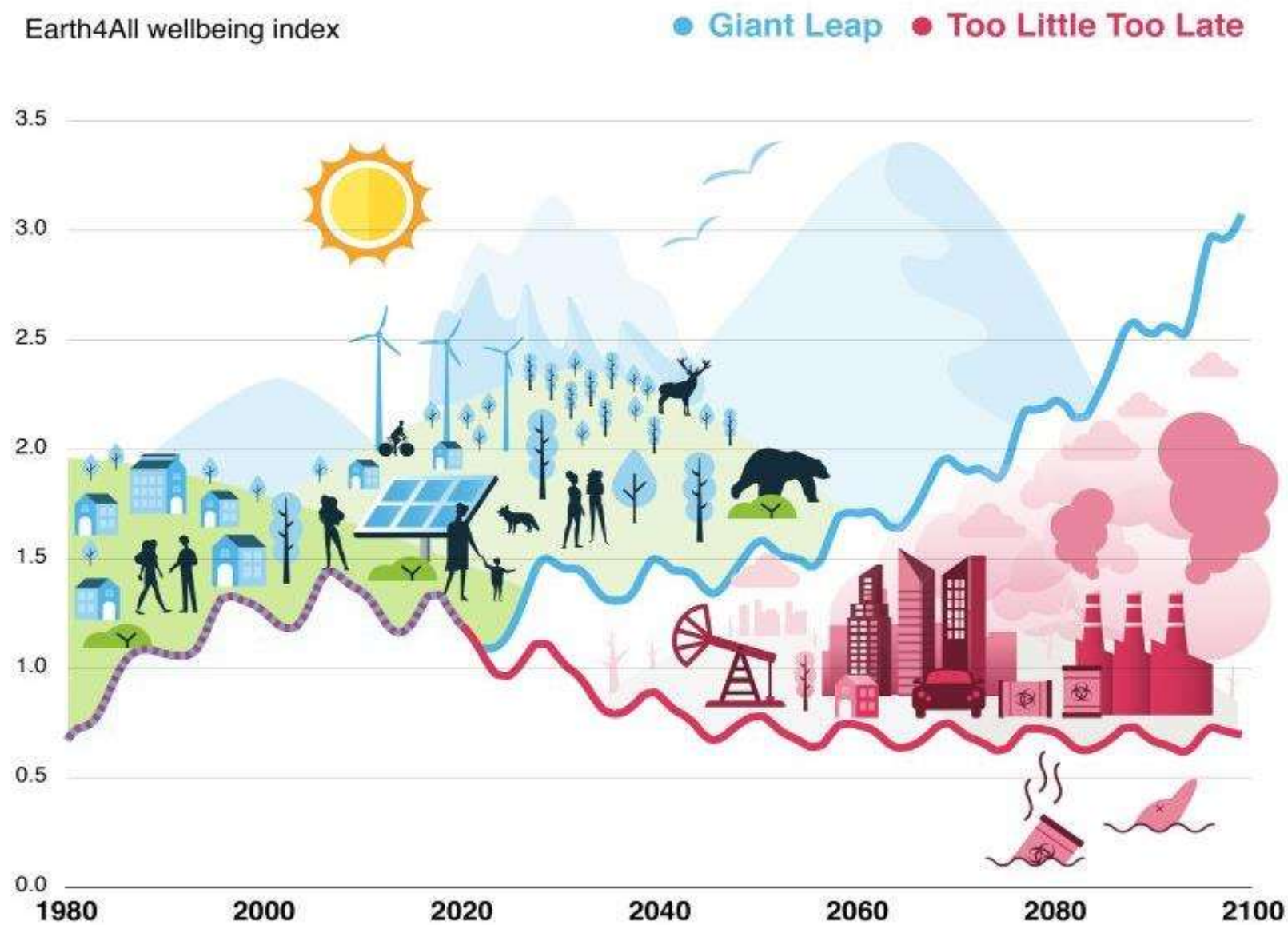
- Reduce overconsumption and the footprint of consumption
- Manage agriculture, aquaculture, fisheries and forestry sustainably, for example by scaling up agroecological approaches
- Halve pesticide risk and nutrient loss
- Halve food waste
- Work towards eliminating plastic pollution

HABITATS AND SPECIES



- Conserve 30% of land, freshwater and oceans
- Restore 30% of degraded land, freshwater and oceans
- All areas under nature-positive spatial planning and/or effective management
- Halt human-induced extinctions
- Sustainable, legal and safe use of wild species

The Giant Crossroad



together possible™



Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™ panda.org

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