

From crisis to new opportunities for the future of the tourism industry

**7 March
2022**

**3:00 / 6:00
pm CET**



Danilo Messineo

Nicotera: from tourist destination to hospitable destination

Organised by

AMBIENTEITALIA
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Institut za poljoprivredu
i turizam



Institute of Agriculture
and Tourism



What's hospitality for you?

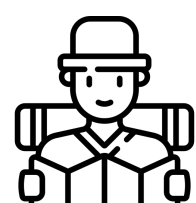
Hi, I'm Danilo

I LIVE BETWEEN ROME AND REGGIO CALABRIA



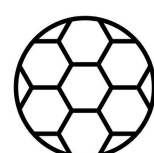
HOMO REMOTUS

Work is not a place,
it's what you



TRAVELLING

I like travelling among
humans and I'm sure
hospitality will save the world.



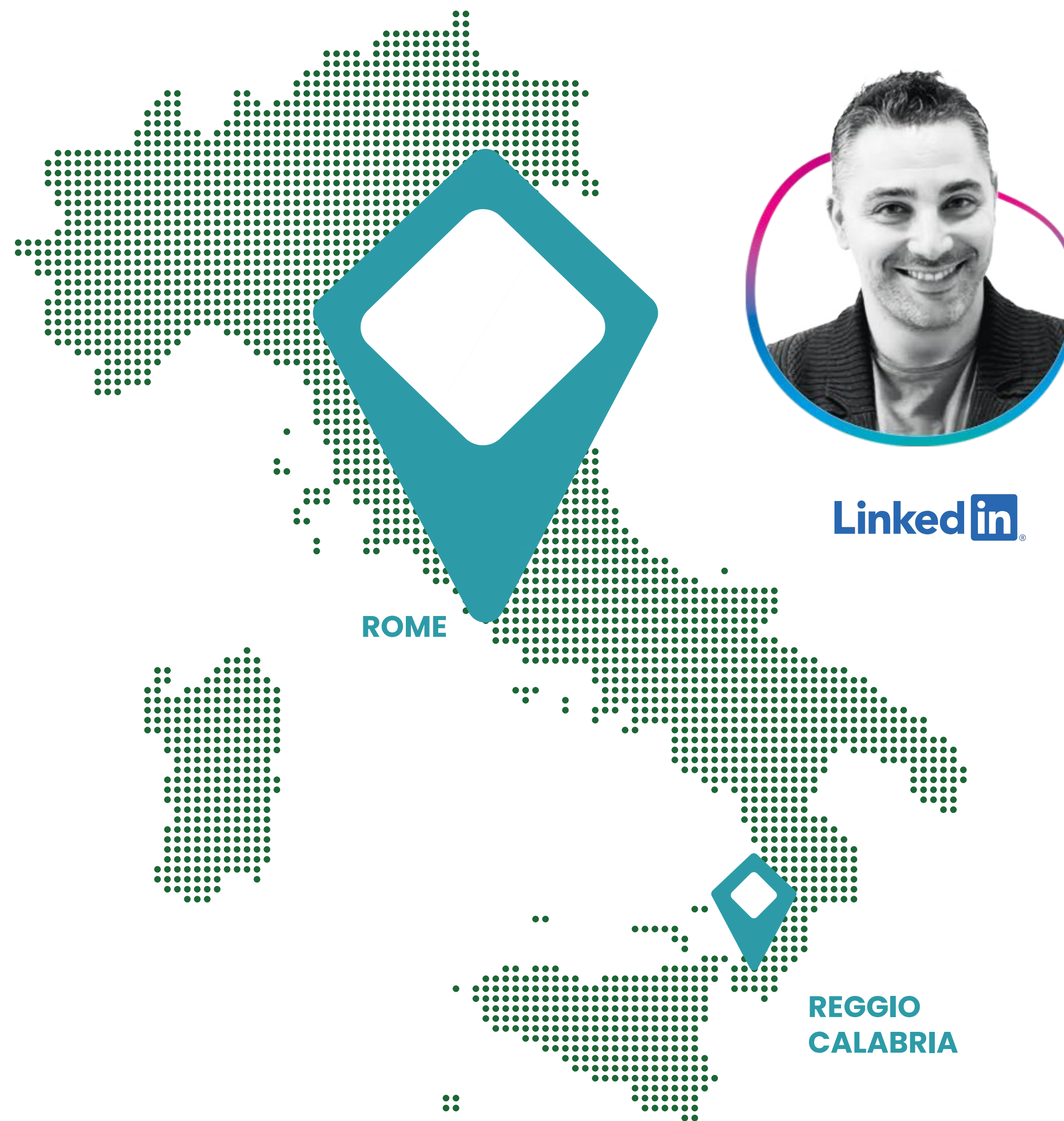
WORK AS PLAY

Love what you do or do
what you love



SENSE AND MEANING

I love to work on projects
that have meaning and
value for everyone.

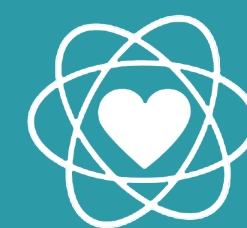
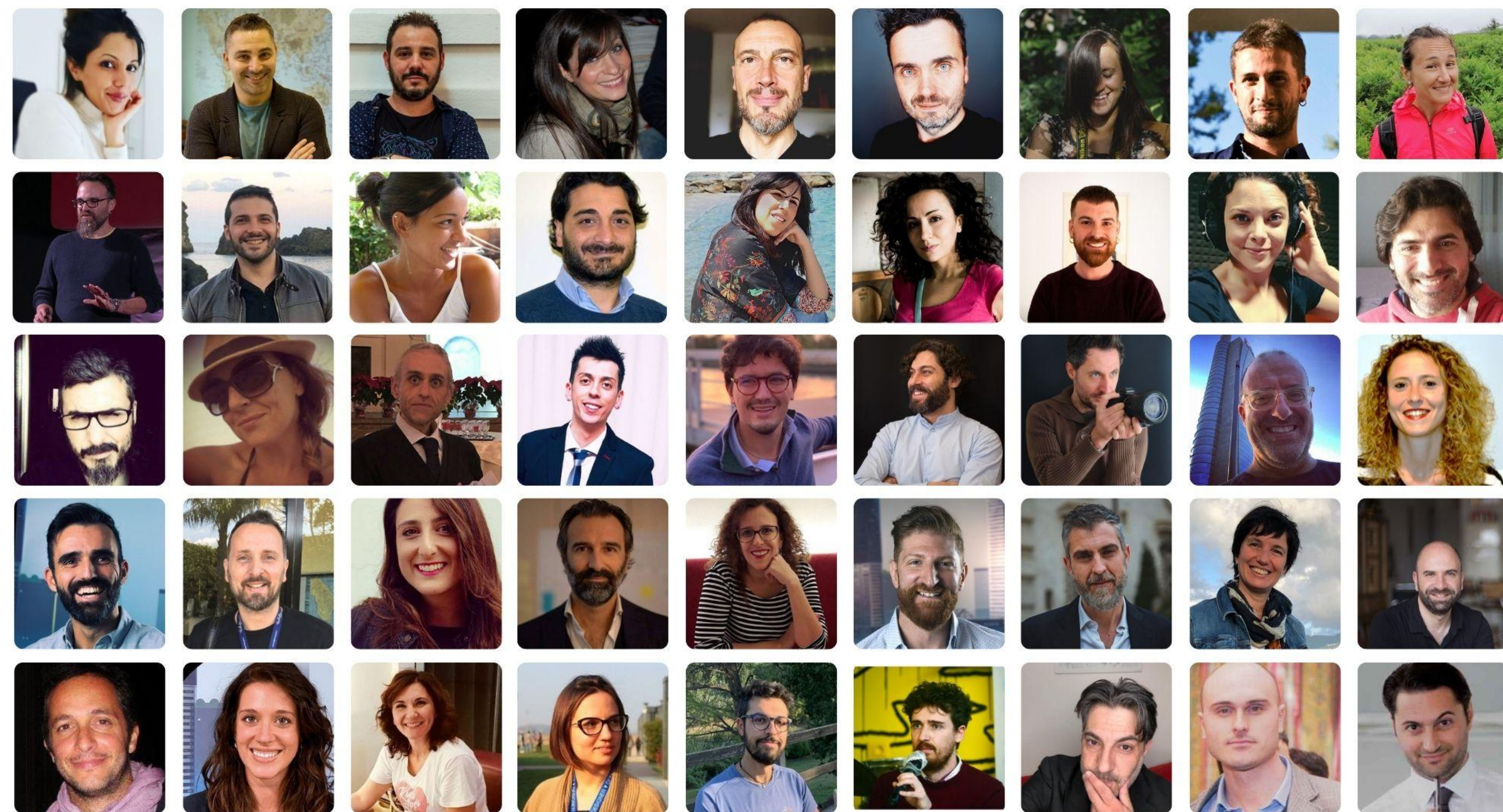


People Inspiring Future

Our mission is to inspire and guide professionals, organizations and territories to realize their potential in order to create a positive impact on people, society and local economies.

We are a **full-service company** born 100% in remote and smart working mode - with a noble and rebellious spirit: enhancing passions and human relationships to **redefine the concept of work / organisation**.

We work to contribute to **people's happiness** and to the **collective well-being** shared between companies, professionals, the territory and society.



PURPOSE DRIVEN COMPANY

We are a Benefit Company.

Our goal is creating a positive impact on people, society and local economies



EVERMIND
PEOPLE INSPIRING FUTURE

NEW WAYS OF WORKING

Leading the changes in the world of work and organizations inspired by a new functional and ecological culture. The goal is a new definition of success: to be an expression of one's self, in the service of humanity.

CREATIVITY & DESIGN

Thinking "out of the box", being creative, being original. Break the existing models, see with new eyes. Recognize uniqueness and know how to tell it in a new and amazing (exciting) way.

DIGITAL THINKING

Consider digital from a holistic perspective? It is already a reality. Thinking digitally simplifies processes, increases the time and connections available to us to have a new freedom: to transform ourselves and give free purpose to our more human, empathic and creative side.



HOSPITALITY AND TRAVEL

In the digital age, awareness is increasing that the territories and communities that inhabit them are both resources and assets to be known and valued. Digital opens the doors to the global world to places, custodians of a unique, original, truly human dimension.

WORK-LIFE ACADEMY

Having the freedom to manage your own work implies a great leap in maturity. Being able to integrate life and work becomes more and more important. The secret is to improve yourself, your professional skills and your personal skills. Today, a remote worker must never stop learning.

COMMUNICATION AND MARKETING

Effective communication plays a pivotal role in marketing. It establishes and fosters relationships between employees and clients. With proper communication, researching the market, targeting specific groups, and understanding their needs has never been easier.



Ahmed Mohammadi.

Ahmed Mohammadi was an Iraqi football player and **the first Iraqi player to play in an Italian league.**

In 1981 Ahmed played in Serie C1 for **Campania** – a team from Naples, precisely from Ponticelli, a district of Naples located in the eastern part of the city.

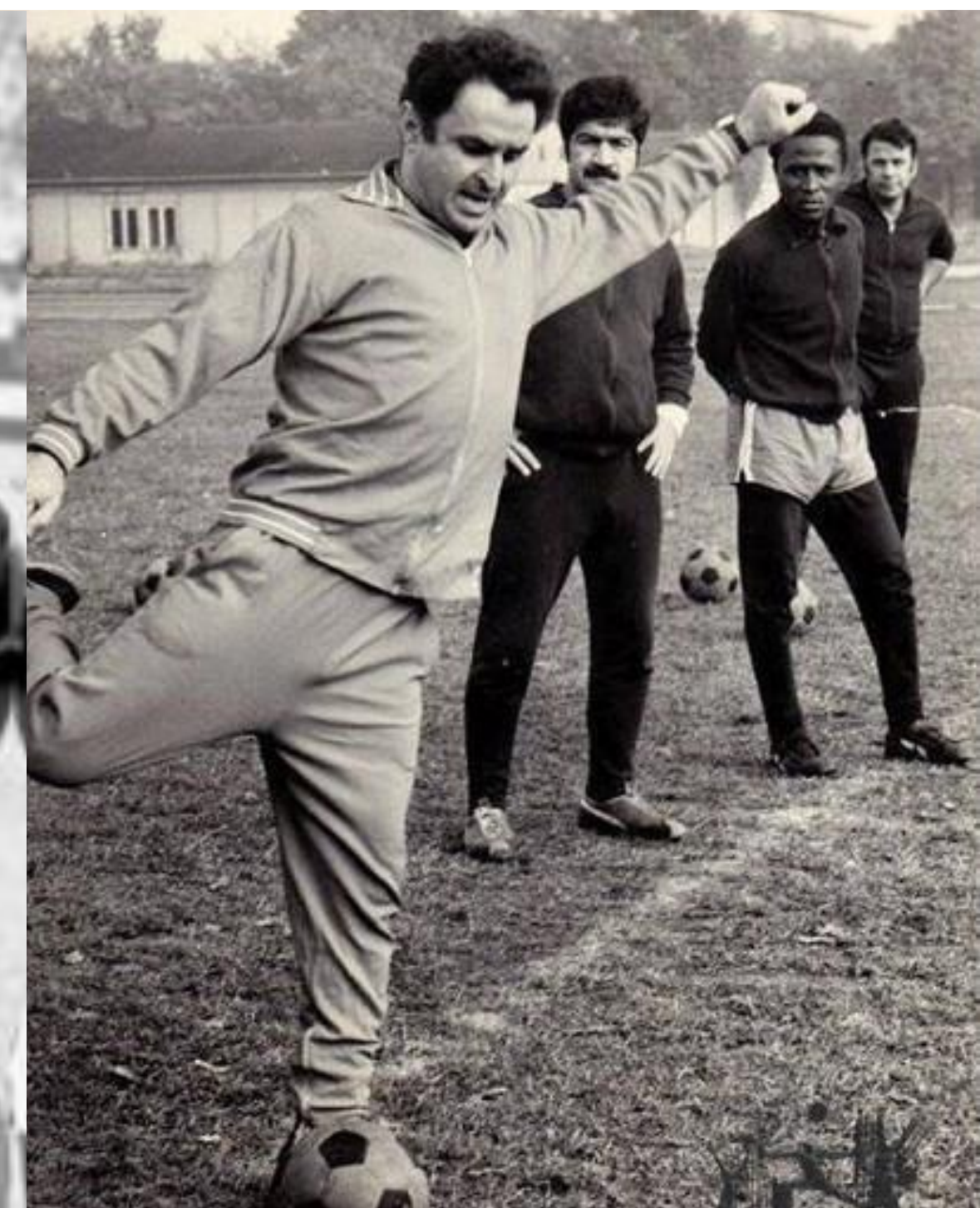
Campania Team 1982



Iraq National Team 1979



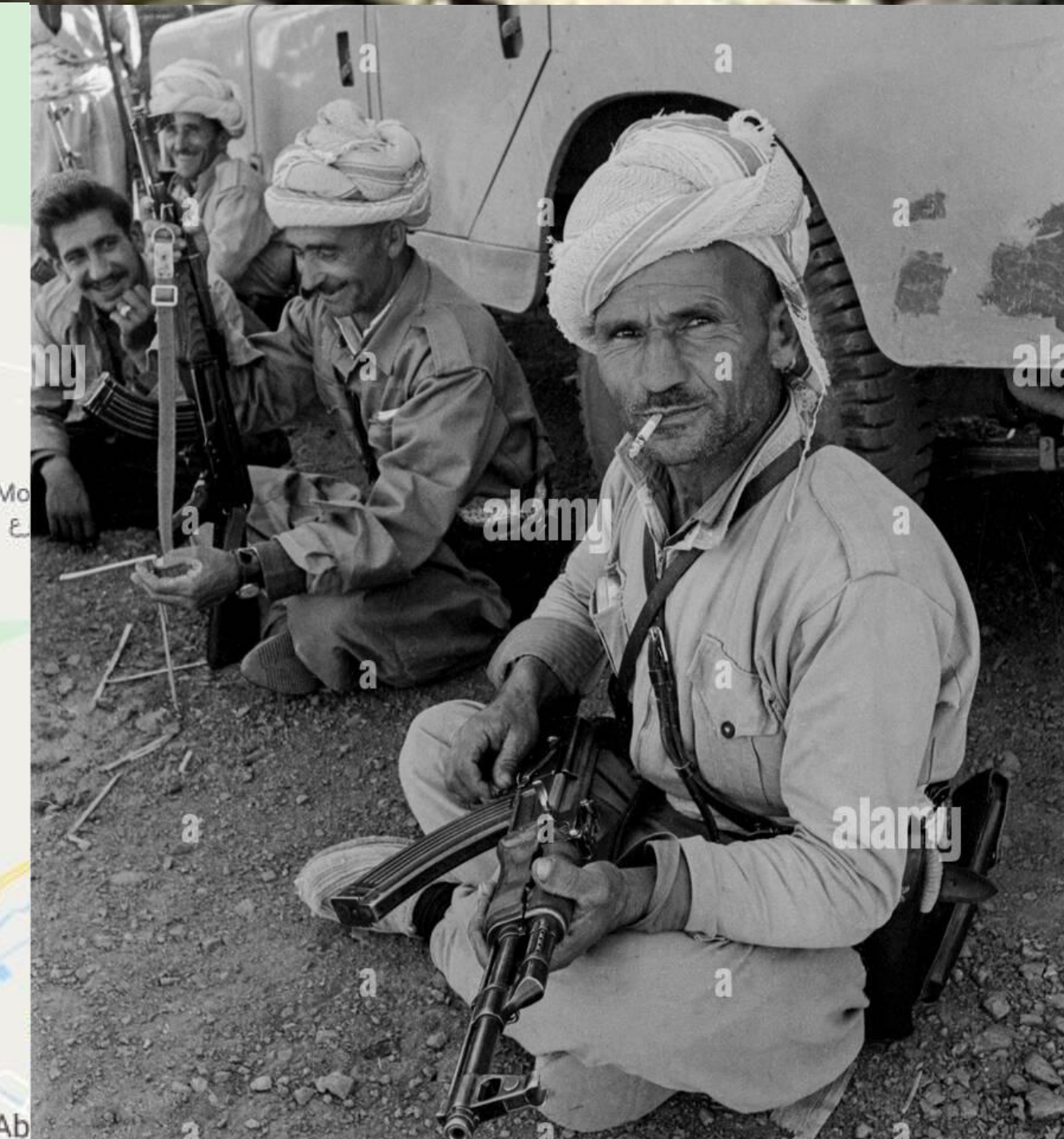
Ahmed during a training



“If there is hospitality there is no war”

When was a child, he loved **sailing along the river Shatt al-Arab** with his grandfather by mashoof (a traditional Iraqi canoe). His grandpa was a water taxi driver and he took people from one bank to the other – mainly Iraqi and Iranian traders. Sometimes **Kurdish refugees** escaping from their land. These were not easy times and Ahmed was sometimes afraid.

By the way, Ahmed loved **knowing people who came from so far away from his world** and was fascinated by the stories told by all the people he met during the river crossings.



“I feel Neapolitan. I sing and move like them. I can do pizza”

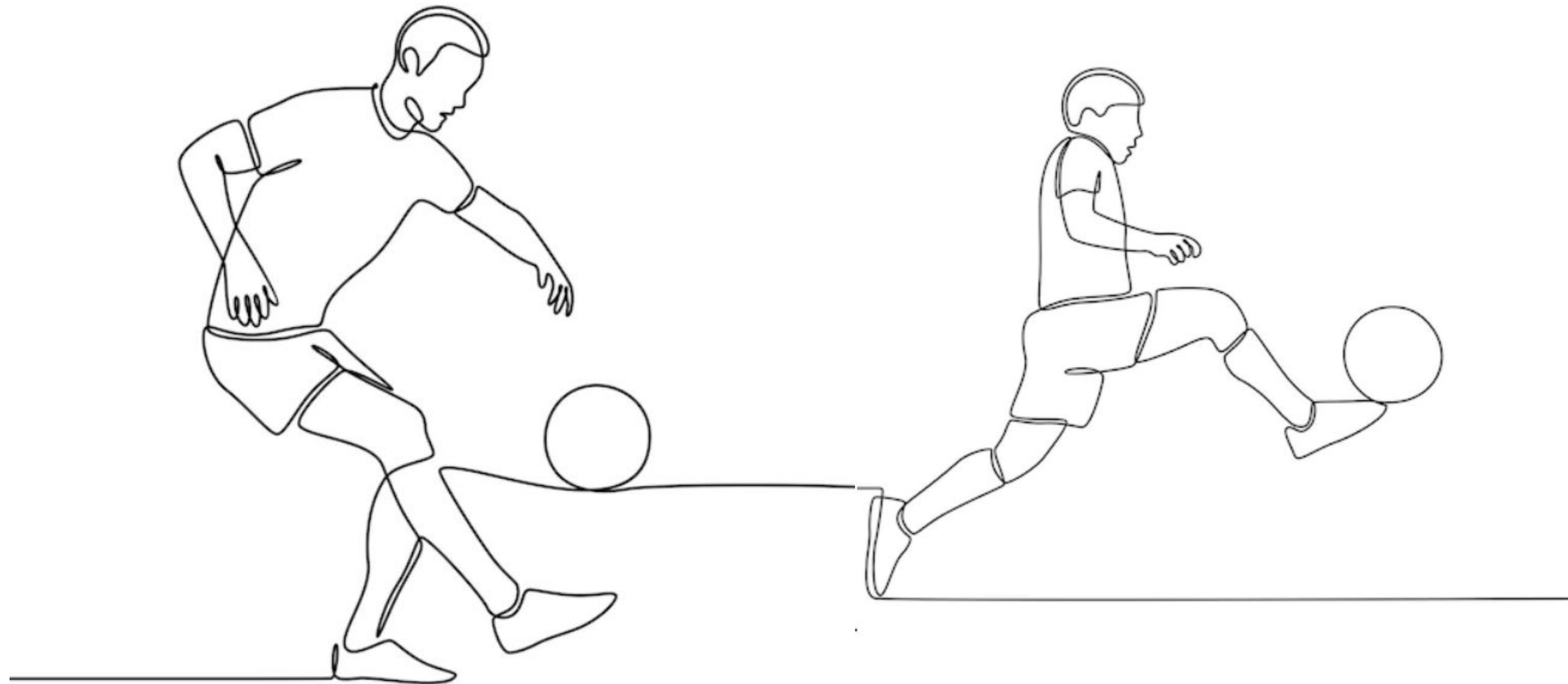
He loved to **feel Italian** going to the bar every morning to get coffee and croissants, to have small talks with the locals and to get lost in the hidden streets.

He was crazy about **traditional recipes** made by Signora Maria, a second mom for Ahmed.





**This story
never
happened.**



Who created this story?



He did.



Football was my passion

Since this age my passion has always been football, in different forms from playing outside with the ball in the street to playing at home with stickers or making Spiderman, Mickey Mouse and all my puppets play endless football games on my bed as pitch, even my cousin's Barbie.

My favorite game was creating football players

I used to play all the time, together with my brother, to draw players. I spent 90% of my days like this. I drew footballers, specifically stickers.

We invented names, surnames, place and date of birth, height and weight of every single footballer. In order to invent more and more credible names from all over the world, especially the most remote corners, we read the **histories of countries and peoples in encyclopaedias** to be inspired by the names and surnames of potential champions who had a perfect fit and sound like Diego Armando Maradona.





We invented more than ten thousands players

I played this game until I was 14 years old.

In around 10 years my brother and I created tens of thousands of footballers from all over the globe. A totally invented, imaginary, parallel world made up of hundreds of teams, dozens of leagues, newspapers written by us with articles as an insight into the lives of footballers.

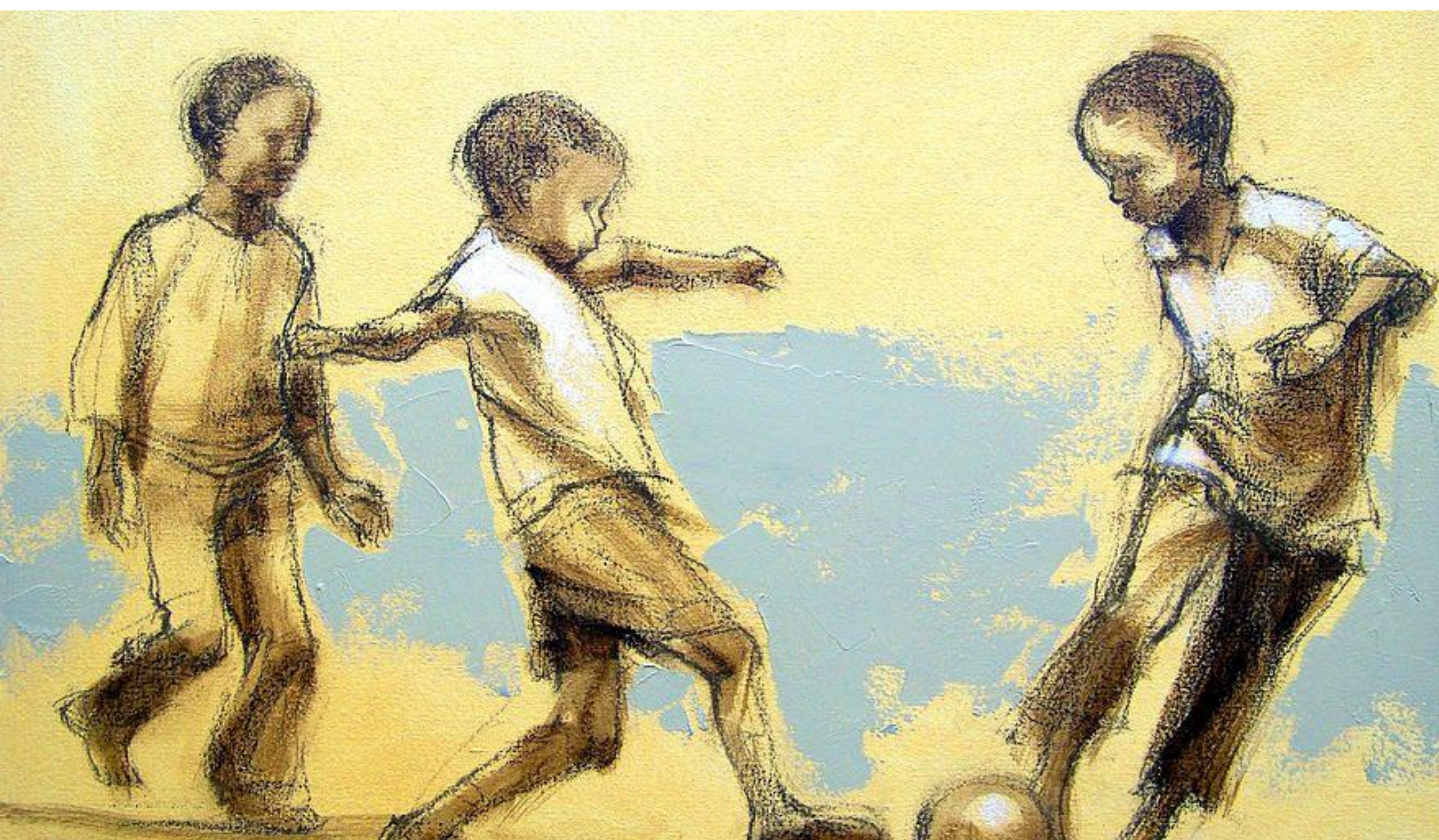
Ahmed Mohammadi was the first player I created.

.

I grew up loving the world, peoples, cultures, stories.

I grew up **loving the world**, looking for it, for **peoples and cultures** different from me, dreaming of travelling and getting in touch with new stories. In a few words, travelling among humans.

Those years taught me the greatness of the world and its multiple perspectives, the meaning of travel in order to discover yourself through the Otherness / the Unknown, the beauty of marvelling.



A child taught me how to love the world





Travel and Hospitality were in my destiny

Growing up I started to travel and touch by hand the real world. I realized soon that often my ideal world did not correspond to reality.

I have been working for more than 15 years inside the industry of Hospitality and over the years, learned to discover the destructive part of the heaviest industry of our century.

The dark side of tourism industry

Global touristification, homologation, cultural uniformity, places emptied of real life and traditional activities, depopulation of residents, cities being reduced to amusement parks with dormitories, theatres where the pantomime of authenticity is performed herself.

Overtourism, overconsumption, overproduction, waste and pollution.

The monoculture of globalisation destroys the concept of diversity, of otherness





We live in an ego-logical world

We are always focused on ourselves and our needs, we live in an **ego-logical world**. It's not just tourism responsibility.

We have to become aware the world, as we have known it, is dead. The ideology of our time has collapsed. History is bringing us the bill/damage (without discounts) of our actions, our beliefs, our ambitions.

Our way of life is running out, because it is unsustainable as a whole.



We live in a nonsense system based on growth and profit whose goal is to make us healthier, richer, more beautiful but ultimately less and less happy. Because? The economy is founded on a series of criteria and values that exclude the most important of all. Life.

Tiziano Terzani



This is Frank,

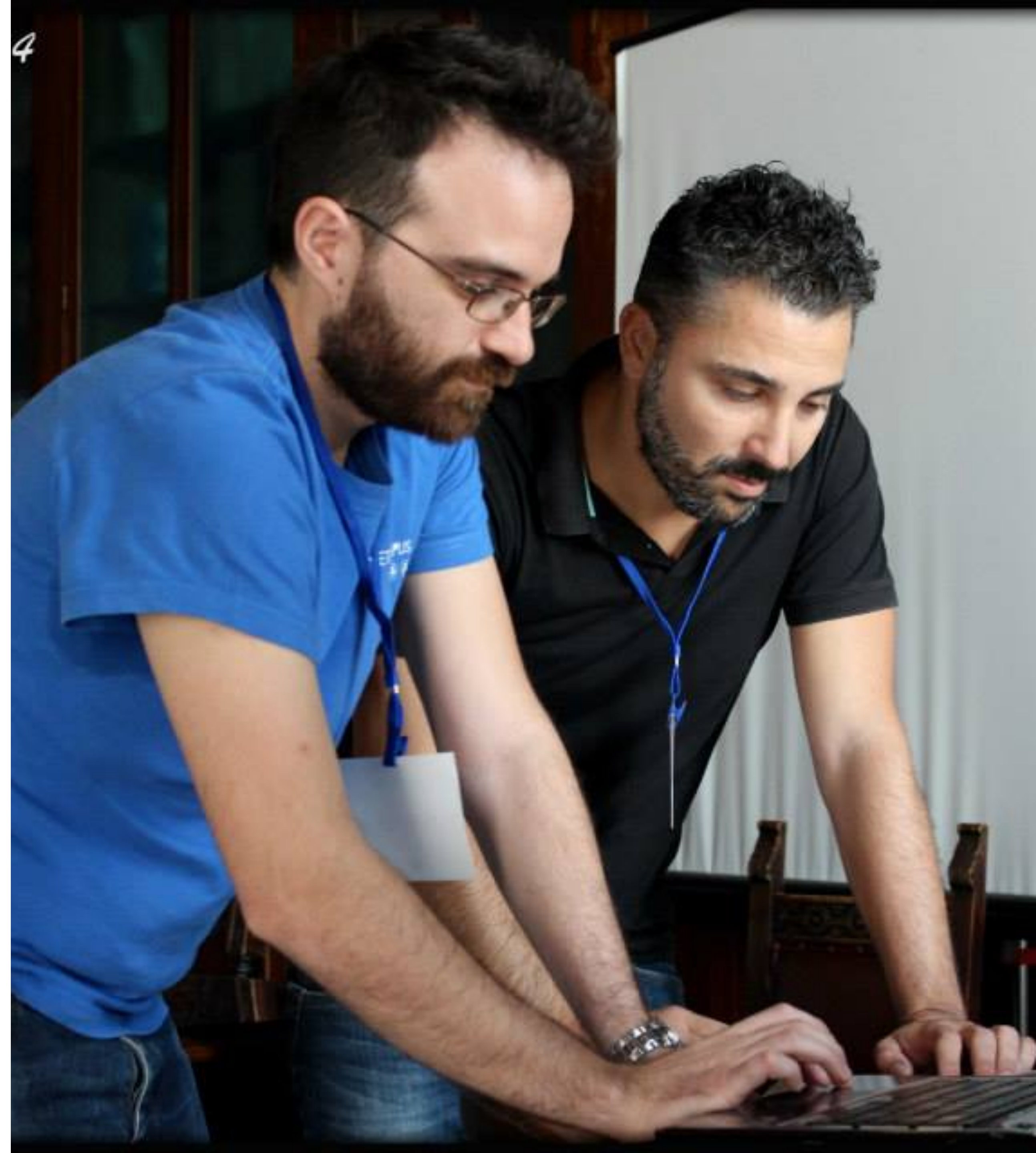
He's my current playmate and partner at Evermind. He is an engineer and he shares with me the passion for football, travel and for people.

Together we want to bring Ahmed's imaginary world into the real world.

It was the year 2014 and we thought...

Hospitality is a **unique and unrepeatable event between humans**. It's more than an industry.

It's an **overall social event** that involves everyone and acts on multiple levels of a collective identity: guests, accommodation facilities, service companies, associations, communities...





FESTIVAL dell'OSPITALITÀ®

2015: “Festival dell’Ospitalità” is born

A slow meeting moment in which to reflect and to dialogue about the hospitality.
3 immersive days between workshops, meetings, inspirational talks, reading, music
and local experiences.

Hospitality is the mantra

We started to develop a **new way of understanding hospitality**: where the holiday becomes a journey, a stay is an opportunity for knowledge and experience, tourism is sustainable and above all means cultural exchange and respect for diversity.

And where, those who work in hospitality and with territory, feel like **cultural ambassador** and find their vocation in what they do. A. **hospitality mission**.



SELF-FINANCED PROJECT
Festival dell'Ospitalità is a self-financed project and the largest event dedicated to Hospitality and Tourism in South Italy.



Tourism is not a resource. Community and territory are.

The goal is to restart from the communities and the territory by **working on identity, sustainable and integrated projects.**

The “Festival dell’Ospitalità” is based in **Calabria** and it takes place always in the same period, roughly between **the last week of September and the first of October.**



Reasons why we chose Calabria and end of September

OPEN THE PERIOD OF **TOURISM FAIR I ITALY**

As a time of the year, to open the period of the tourism fairs held usually in Northern Italy and because it is usually at the **end of the summer season for destinations** that have the sea as their only tourist product. Therefore, an ideal moment to have the time to listen, reflect, dialogue and discuss, preparing for the new season.

OUR HOMELAND IS **FAR FROM LOGIC OF MASS TOURISM**

Because it does not arise from a systematic planning, but starts from the innovative and excellent experiences of individual territorial operators. A tourist model is not imposed on the territory, it is the territory itself, in a genuine and true way, that opens up to hospitality according to its own traditions and experiences.



Inspiring Tours and guest in all Italy

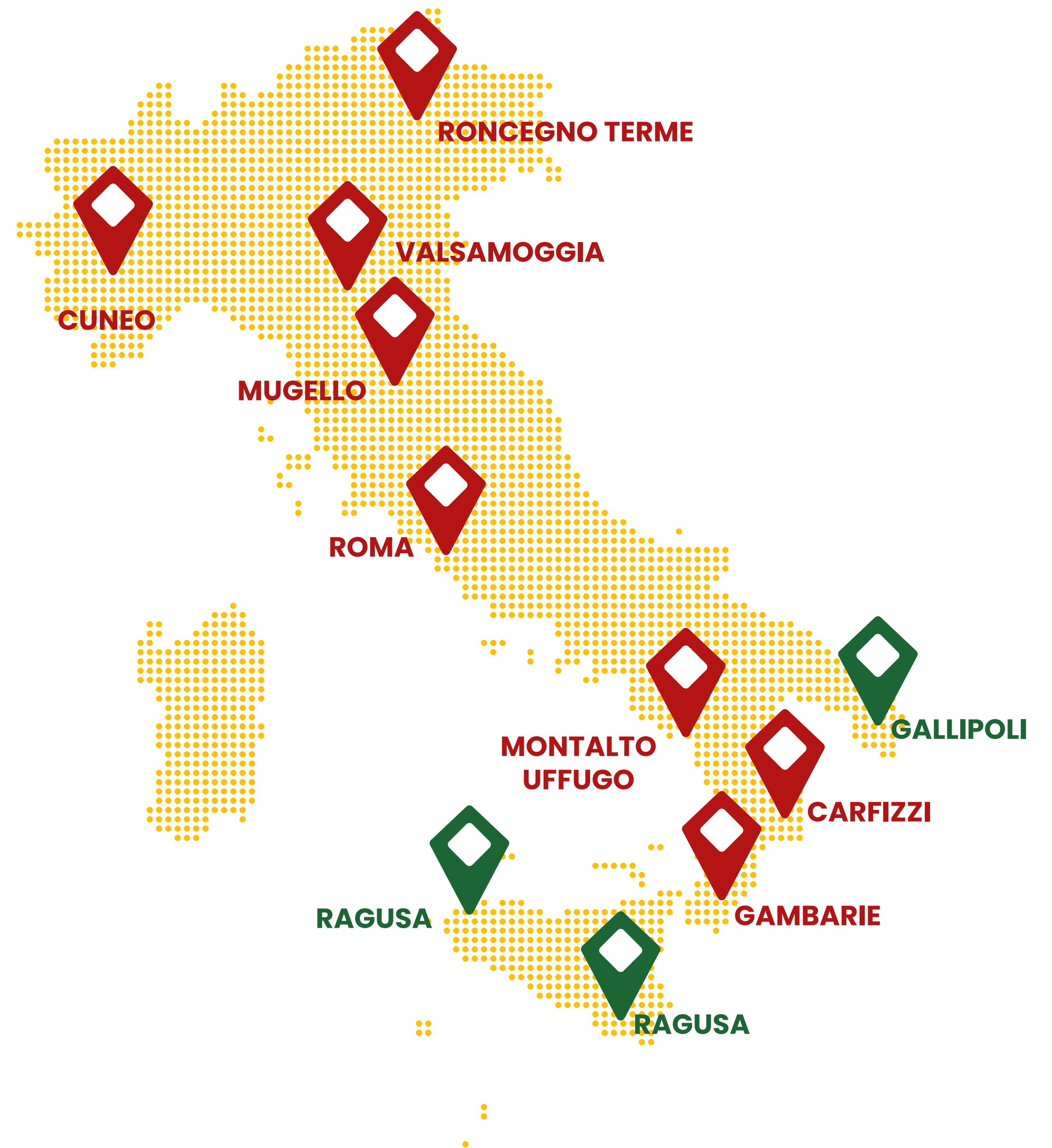
During the year, the Festival brand is an opportunity to discover new realities in the area, to get in touch with new people, to create initiatives and **events** in all Italy – as organiser or as guest – in order to **disseminate new forms of hospitality** and ethical and responsible tourism. All the activities during the year convey the three days of the main event.



12 INSPIRING TOURS



GUEST





REGGIO CALABRIA
02 | 03 | 04 OTTOBRE 2015
PALAZZO FOTI - PIAZZA ITALIA

2015

REGGIO CALABRIA
02 | 03 | 04 OTTOBRE
PALAZZO FOTI - PIAZZA ITALIA

2016

SCILLA - RC
30 SETTEMBRE e 01 | 02 OTTOBRE
SALA PARROCCHIALE - VIA CHIANALEA



FESTIVAL
dell'OSPITALITÀ

Il festival nasce per trasformare il concetto di ospitalità: la vacanza diventa viaggio, il soggiornare è opportunità di conoscenza, il turismo è sostenibile e significa prima di tutto scambio culturale e rispetto della diversità.

Al Festival si partecipa gratuitamente. Si ascolta, si

parla, si domanda, si conosce e ci si confronta liberamente.

Ognuna delle tre giornate è dedicata ad un attore specifico: strutture ricettive, servizi e promozione del territorio. Si ascolteranno le esperienze ed i consigli di realtà territoriali e nazionali significative, best practice innovative.

ORGANIZZATO DA:



MAGGIORI DETTAGLI SU: [HTTP://FESTIVAL.HOSPITANDO.COM](http://festival.hospitando.com)



2019

NICOTERA - VV

27 | 28 | 29 SETTEMBRE

SALA PARROCCHIALE - VIA CHIANALEA

2020-21

NICOTERA - VV

08 | 09 | 10 OTTOBRE 2021

LIDO NETTUNO - NICOTERA MARINA





SEIRYU MIHARASHI EKI STATION

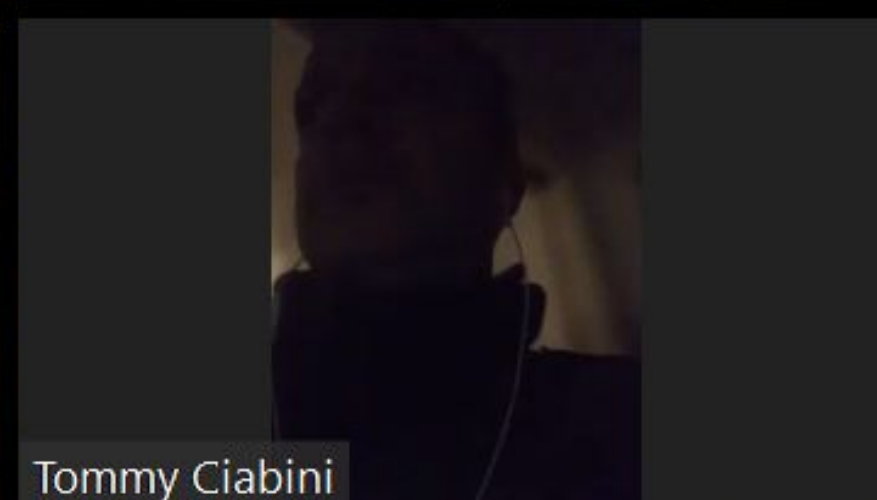
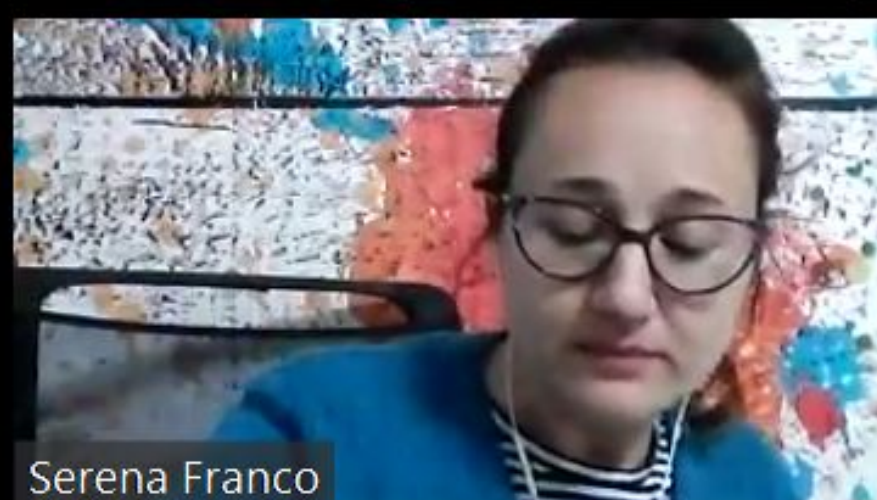
2020. A year of stop that taught us to listen

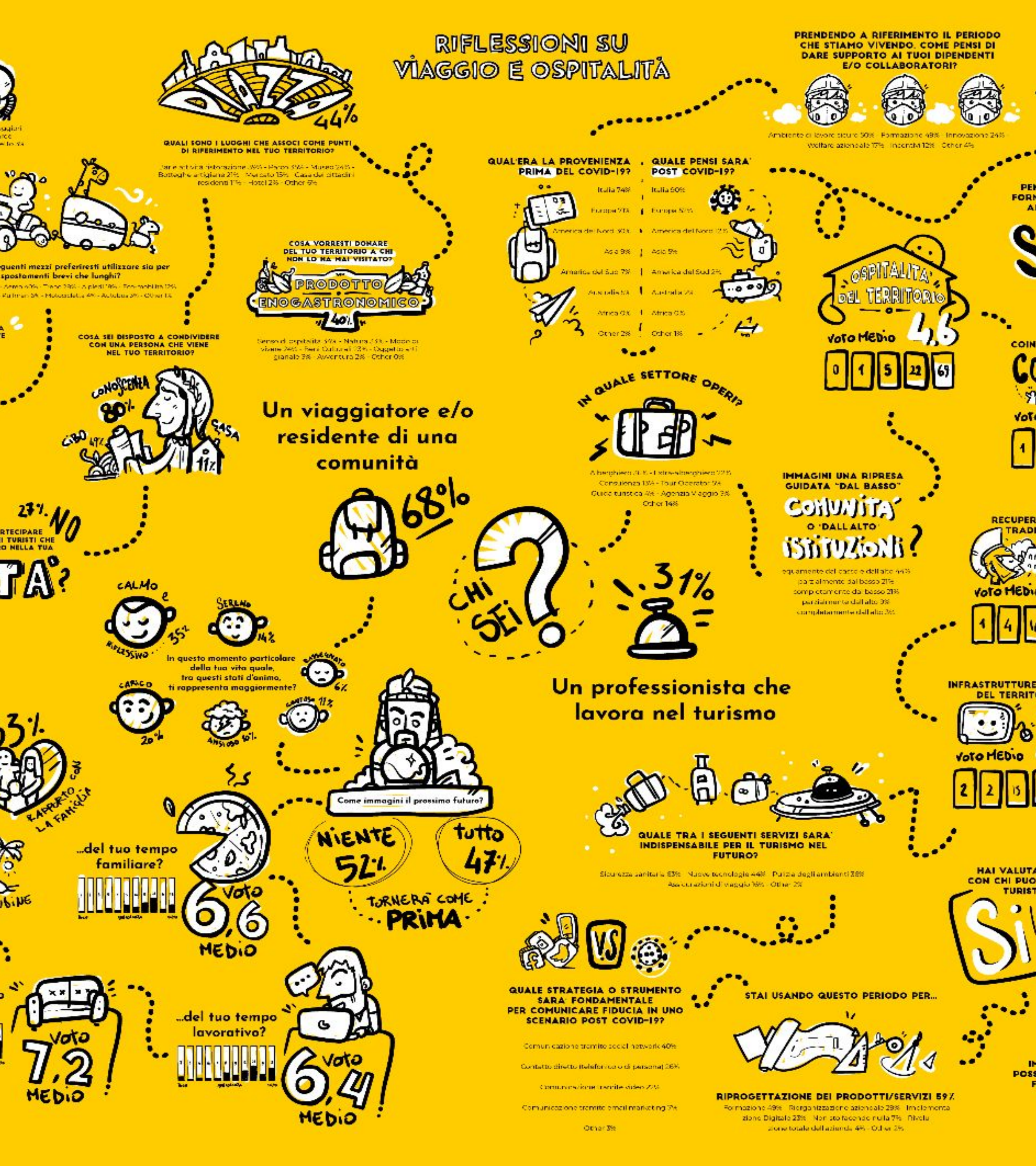
What is it for, you ask? Simply to stop.

Stop from the daily frenzy, stop from a society that runs madly towards no one knows what destination.

Stopping to listen is an activity that we have completely stopped doing and it is increasingly difficult for us.

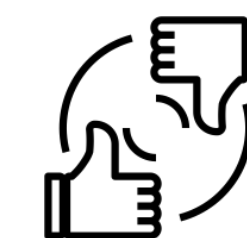
Recording...





Digital aperitifs and travel survey

The survey started on May 5, 2020 and ended on May 15, 2020. Exactly ten days during which we collected and detected **1,534 responses**. The survey consists of two blocks of 15 questions each, two different ways to make the same journey. The first aimed at travelers and residents of the territories (68.6% of the sample), the other aimed at tourism operators (31.4% of the sample).



DEVELOPMENT

1,534 responder



2 JOURNEYS

Travellers / Residents and Operator

"If we foresee a scenario in which the definition of a tourism product could change, which feature do you think you need to bring into play?"



**TERRITORY &
HOSPITALITY**

Average rating 4.6 (highest rating 5 in 69.9% of cases)



**INVOLVEMENT OF
COMMUNITY**

Average grade 4.3 (highest grade 5, in 50.5% of cases)

"In the near future what would you bring of what you are experiencing today?"



**TIME AND
TRANQUILLITY**

Quality of time (43%), relationship with family (33%) and silence (33%)

FESTIVAL DELL'OSPITALITÀ ²⁰₂₁

ROAD TO THE NEXT

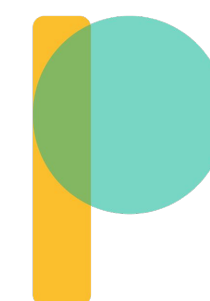
NICOTERA (VV) | 8 · 9 · 10 Ottobre 2021



Are we sure what we need is tourism?

In 2021 the results of the survey and the period in which we were and are still living guided us to the VI Edition of the Festival.

A sort of biennial edition that has brought three great innovations: change of governance, birth of Slow Food Community in Nicotera and joining HumanLab methodology for community project.



**PROGETTI
OSPITALI**



Slow Food®
Comunità

RITMO MEDITERRANEO
DI NICOTERA PER NUOVO
MODELLO DI OSPITALITÀ



humanlab
UNITÀ . TECNOLOGIA . PAESAGGI UN



Nicotera, our destination



Welcome to Nicotera, the Coast of Gods

Nicotera (VV) is a town on the Tyrrhenian coast of Calabria. During the year it has 6,000 inhabitants, but in the summer season it reaches 25–30,000 visitors. There is a seaside fishing village and an upper village on a promontory.



MEDITERRANEAN DIET TOWN

From 1957 until 1969 it was the base of the research of the American anthropologist and scientist Alice Keys who goes by the name of the Mediterranean Diet.



Why Nicotera

ACTIVE LOCAL COMMUNITY

Request from the community, which in recent years has largely welcomed the Hospitality Festival project with enthusiasm, actively participating in the creation, planning and implementation of some lines of the program of events.

GLORIOUS PAST AS TOURIST DESTINATION

It was the first place on the Costa degli Dei where there were tourist villages and the failure of Valtour had a strong negative impact from an economic and social point of view, creating a rift with the community. The example of how tourism has created nothing, it has left the desert.

TROPEA LOSER SISTER

Today Nicotera experiences a very local and seasonal tourism, chosen only because it costs less than Tropea and neighboring areas or as a destination for return tourism or tourism of the roots.



We are part of a community

Nicotera local community has actively participated in the creation, planning and implementation of some lines of the program of events. Here some examples:

Tourist signage tell stories

The first result of this interaction with locals led to the creation of a **new tourist signage, based on the identity elements of the town.**

The contents were created by the community, which narrated these markers, not limiting itself to describing the technical aspects of a building, but also telling what the building represents for them.

Signs do not inform about places in an ordinary way but **tell them through community stories.**



NICOTERA | FRANCESCO MALATESTA



Un cognome importante che rimanda alla nobiltà calabrese e ai rivoluzionari anarchici del secolo scorso, Francesco Malatesta, al secolo "Ciccio Masi".

Ciccio Masi incarnò entrambi gli elementi: nobiltà e anarchia; elementi che difficilmente possono convivere se non attraverso il comune denominatore dell'umiltà.

Senzatetto, viveva e dormiva per strada, ebbe un compito elevatissimo nella sua vita: essere il tramite attraverso il quale ogni Nicoterese ha potuto sperimentare la carità.

Quasi come segno del destino questo fardello si manifestò nel suo corpo, in quella gobba così caratteristica quanto identificativa. Su di essa Ciccio Masi portò con onore il peso dell'umiltà.

Ben voluto ed aiutato da tutta la comunità, riusciva a vivere grazie alla solidarietà dei suoi compaesani. Animo gentile e mai sopra le righe, ricordato da tutti come l'uomo che suonava le campane nelle chiese. Per ogni funerale, per ogni festa religiosa Ciccio Masi era lì, sotto

Francesco Malatesta, alias "Ciccio Masi" is an important surname which harks back to the Calabrian nobility and the revolutionary anarchists of the last century.

Ciccio Masi embodied both nobility and anarchy; two qualities that are only able to coexist through the common denominator of humility.

He was homeless, living and sleeping rough, yet he had a very important task in life: to be the vessel through which each Nicoterese could experience charity.

Almost as a sign of destiny, this burden manifested itself on his body in the form of a characteristic hump upon which Ciccio Masi honourably carried the weight of humility.

He was well liked and helped by the whole community, managing to get by thanks to the solidarity of his fellow villagers. Gentle in spirit and never over the top, he is widely remembered as the man who rang the church bells. For every funeral and religious festival





CASA COMERCI
CALABRIA

Stornelli in Vigna (Starling in Vineyards)

Among the rows of the Casa Comerci winery, one of the most representative of the area, **a journey made of ancient folk songs** that revived the habits and customs of peasant Calabria.

Stornelli in vigna
25,00€

Cucine Aperte (Open Kitchen)

An experience that allowed travellers to **meet Nicotera cuisine sitting at the table with local citizens and families** who are open to welcoming and telling intimate stories.

A **home restaurant formula**, where the inhabitants cook in their own homes, using the identity ingredients of the territory.



QUARTIERE GIUDECCA

START H 19



JUDECCA — IN FEST —

FESTA DEI POPOLI E DELL' ACCOGLIENZA

MUSICA ARTE E CULTURA

MOUSSA NDAO ENSEMBLE

EMANUELE FILELLA

ORTO SONORO, MUSICHE DEL MEDITERRANEO

LEBIG

Judeca in Fest

Judeca in Fest was a **musical concert** that united two communities that wanted to be one, that of Nicotera and that of migrants temporarily hosted in the town.

The scenario was that of **Giudecca**, the largest Jewish quarter that existed in Calabria, a place full of history and meaning.

Il Pranzo della Domenica

It's certainly a moment that remains in everyone's heart. Every edition has always ends in front of **a long table shared by locals, travellers, Festival guests.**

What the community offers is much more than a meal. You can savour ancient traditions, the sense of hospitality that is natural in the Calabrian people.

The "Pranzo della Domenica" is stories of guests who no longer want to leave Nicotera, of locals who do not want to leave travellers. It represents a moment of absolute cohesion. The **soul of the Festival.**





Summer School

Young people from various parts of Italy have chosen to live an immersive training program “**Summer School for Experience Travel Designer**” and to co-design travel experiences in Nicotera on which we are working to put in the system.

The participants of the course slept and lived in the home of the inhabitants of Nicotera.



A step forward in community

We start from the basics: from meeting the locals, to understanding their needs and proposals since the beginning of the first edition of the Festival in Nicotera.

Over the course of the following editions, the Festival has intercepted tourism professionals who, in a slow and sustainable way, have brought new visions and new reflections to Nicotera.

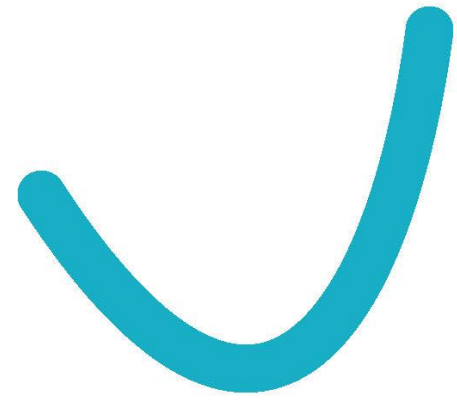
Destinazione Nicotera

In 2021 the path that led the Festival format to join the HumanLab Italy methodology, the birth of Progetti Ospitali (creator of the project) gave life to a new dimension of community planning. Destination Nicotera.

Destination Nicotera is a **widespread territorial hospitality project** that combines homes, accommodation facilities, experiences, activities, events and community stories operating under **a single brand in order to enhance and promote the Nicotera area as a hospitable destination even before being a tourist one.**



Destinazione
NICOTERA
Ritmo Naturale





Natural rhythm of life

A tourist model is not imposed, it is the territory itself, in a genuine and true way, that opens up **according to its inclinations and experiences to hospitality based on authenticity and on the roots** that represent the culture of the place: from popular traditions to architecture, to food and wine and the natural landscape that make it unique and not reproducible elsewhere.

Experiences are co-designed and **addressed both for locals and temporary residents** in line with the values and needs of the community in an excellent example of a circular economy.

Social Innovation for locals

- Workshops for children and schools, designed for example to make them understand the difference between industrial and natural food (es: local honey farm)
- “Workshop for Santa's Little Helpers” for sustainable Christmas: decorations, for example, were made involving the whole community, using plastic brought back from the sea or other waste items.
- After the great work of the children at the “Workshop for Santa's Little Helpers” and the decorations donated by the community, we set up and lit the Christmas tree with all the community.
- Birth of Slow Food Association in Nicotera





New forms of hospitality

A structured dialogue was born with the owners of local cozy homes, to channel their property within a broader project, which can allow us to intercept those travellers who truly choose to live an experience precisely in that place.

This hospitality formula is not only linked to the sea product, but also allows other flows to be intercepted at all times of the year (**es: digital nomads**), generating economies unrelated to the summer season and not only with sea products.



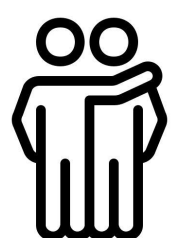
BRAND

Unique brand for Nicotera
promoter in a structured way



SHARING ECONOMY

Redistribute the economy
generated by the portal between
tour operators and projects for
the local community.



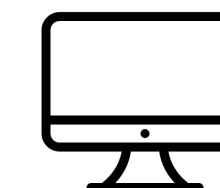
LOCAL FRIEND

Scouting local people who want
to share free time and knowledge
with travelers



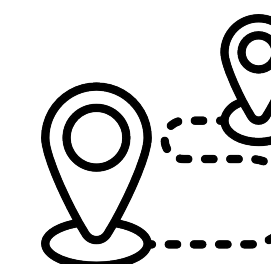
NICOTERA LOCAL HOMES

Dialogue with the owners to
make travellers live like a local



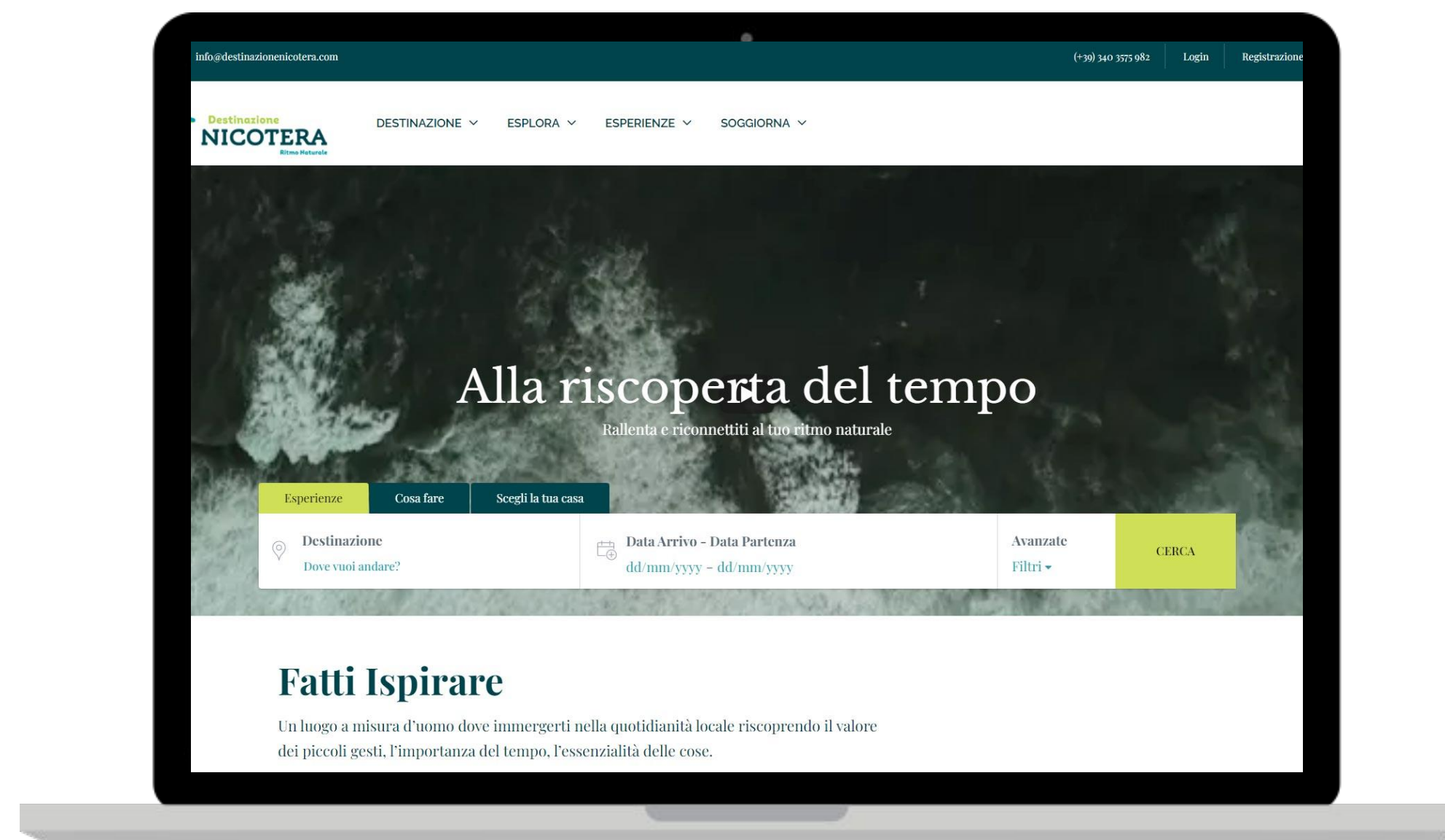
PLATFORM

A territorial promotion and tourist
booking platform



LOCAL EXPERIENCES

Scouting experience to discover
Nicotera in depth





Nicotera is a pilot project for even more a bigger one

From the meeting of the Hospitality team, the HumanLab team and professionals who actively participated in the edition of the Festival comes to life the project
Destinazione Ospitale (lit. Hospitable Destination)

Destinazione Ospitale

**LET'S TAKE CARE OF THE OTHER, THE
COMMUNITY IN WHICH WE LIVE, THE
PLACES WE LIVE, THE STORIES WE KEEP**

Destinazione Ospitale was created precisely to accompany destinations in this process of awareness and construction of a governance that can go to create a real destination project, first hospitable and only then tourist.

Starting from this common vision, the creators of the project saw the need to take a step back before transforming a place into a tourist destination.





Locals FIL good

Destinazione Ospitale is a strategy aimed at enhancing the elements that characterize a territory, to bring its various aspects into a system: from community life to services to citizens, from widespread hospitality to tourist experiences.

It is based on the active involvement of the community, in order to bring out the real needs of the same and thus work on increasing the parameter called **FIL (Gross Internal Happiness)**.

Destinazione Ospitale was created precisely to **accompany destinations in this process of awareness and construction of a governance** that can go to create a real destination project, first hospitable and only then tourist.

From ego-logy to ecology

Preserving the soul of a place passes from the awareness of the balance and delicate interdependencies that confer integrity and "antibodies" in order not to be crushed by the consumerist production model whose gospel rests on the values of turnover, competition, efficiency and productivity.

To make this happen, a conversion from the ego-logical paradigm of the market to the ecological paradigm is necessary, the values of which are the common good, cooperation, empathy, happiness.



SMART MINDSET

Fluid mindset that allows me to develop my skills in relation to my values and goals while supporting the values and goals of other people. "

COLLECTIVE MEMORY

Community biography is the relationship between stories, characters, landscapes and places is the fixed element of community narrative.

SHARED IDENTITY

Personal-collective identity characterized by knowledge, memories, affections, all part of the landscape, as born among the places lived and encountered.



COMMON GOOD ATTITUDE

From the ego-logical paradigm of the market to the ecological paradigm whose values are the common good, cooperation, empathy, happiness.

SENSE OF BELONGING

The feeling of being part of a community that shares a common path, while respecting each individuality and refers to the quality of bonds and the sharing of a common history.

VOCATION OF THE TERRITORY

Combination of its characteristics and its environmental, cultural and social qualities make it unique.

hospitable destination

A hospitable destination is a territorial and cultural context in which the resident community recognizes itself in a collective feeling that lives in the places, in the traditions and in its symbolic capital, opening up – in a permanent, responsible, sustainable and fair exchange – with the surrounding environment and with the temporary community of travellers by sharing their tangible and intangible heritage in a collective social event called hospitality.



**"The destination is never a place,
but a new way of seeing things"**

Henry Miller

**Thank you for
watching
and
remember...**



HOSPITALITY
WILL **SAVE** THE
W**RLD**