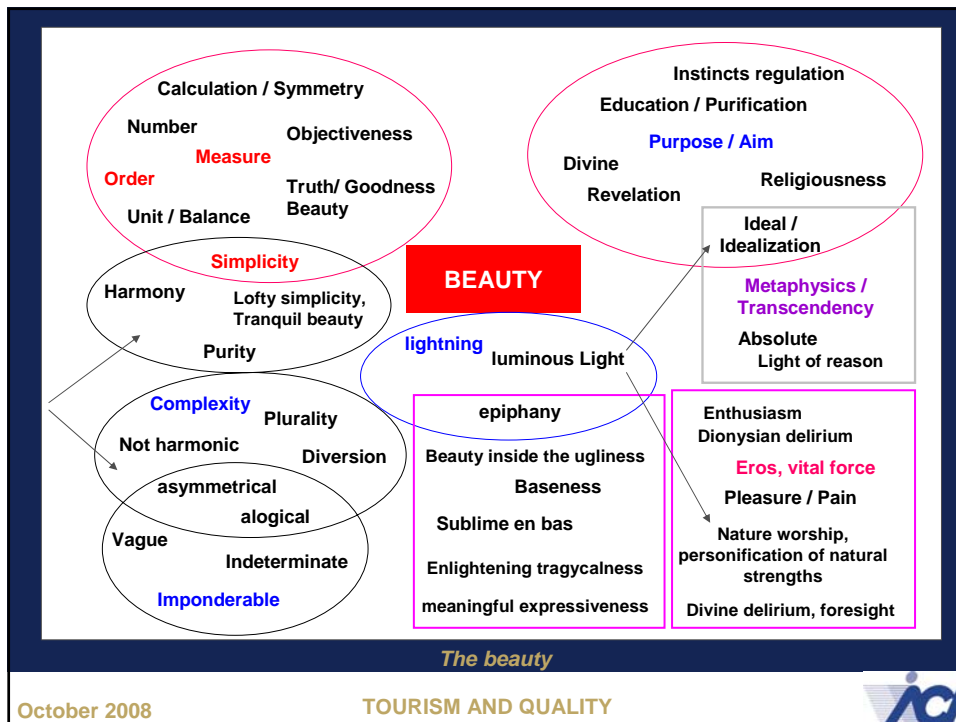




# TOURISM AND QUALITY

Dr. Paolo Diamante  
 Tourist Services Dept.  
 Automobile Club d'Italia

October 2008



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UNCONTAMINATED NATURE



San Vito Lo Capo (TP)

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San Tommaso

*Sum. Theol. I, 5, 4 ad. I*

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*"Nascita di Venere" Botticelli*

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*A tourist village*

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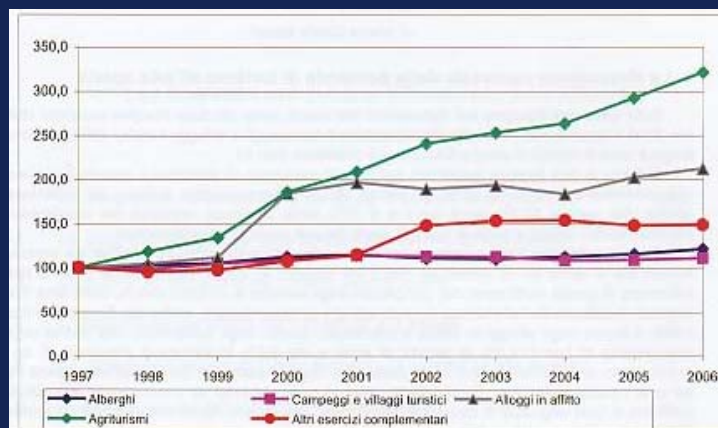
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## TOURISM IN ITALY

### CHOICE IN ACCOMODATION FACILITIES TREND 1997 – 2006

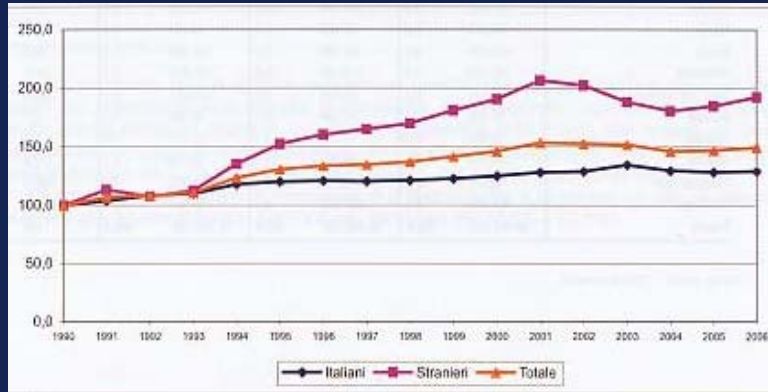


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**TOURISM IN ITALY**  
**ITALIAN AND FOREIGN PEOPLE CHOOSING CAMPING**  
**AND TOURIST VILLAGES**  
**TREND 1990 – 2006**



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*Masai dance*



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*Sardinia's traditional costumes*

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*Isola Favignana (TP)*



*Beach on the South Coast of Italy*

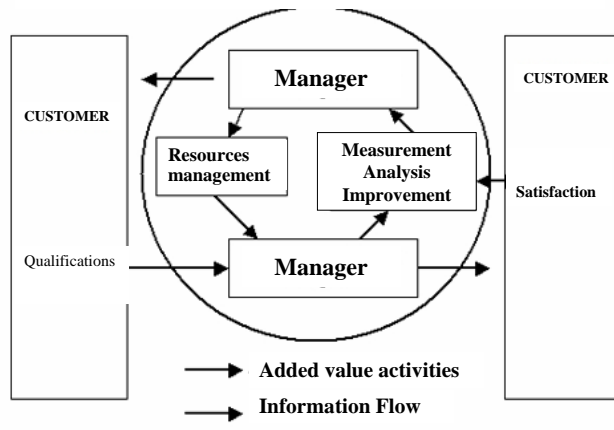
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**QUALITY MANAGEMENT MODEL  
ISO 9001 BASED**

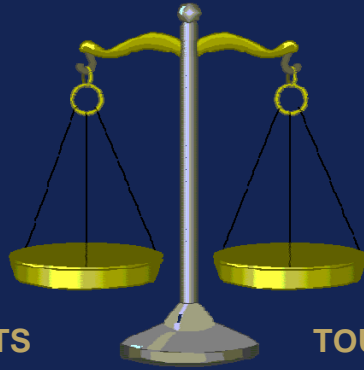
QUALITY MANAGEMENT SYSTEM  
CONTINUOUS IMPROVEMENT



Aprile 2008

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TOURIST RIGHTS

TOURIST DUTIES

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"Nuraghe" Serbissi- Osini (NU)



"Trulli" Alberobello (BA)



"Infiorata"- Genzano (RM)



"Cappella Baglioni"  
- Spello (PG)



"Colosso di S. Carlo Borromeo"  
Arona (NO)



"Grolla" - local handicrafts-  
Valle d'Aosta

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Villa Adriana - Tivoli (RM)



Villa Barbarigo Pizzoni Ardemanni - Valsanzibio (PD)

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**ACI**  
Automobile Club d'Italia

Torna al sito ACI

**MUOVITI CON ACI** Login Registrazione

**Planner**

**PARTENZA:** Acquapendente VT

In auto: 51,6 km - circa 56 min

**Da Acquapendente a Montefiascone**

1. Continuare su: **SP110**
2. Girare a sinistra: **SP61**
3. Girare a sinistra: **Strada Comunale Puzzano**
4. Girare a sinistra: **Strada Vicinale Toppolo**
5. Girare a destra: **Strada Comunale Fontana**
6. A **Candida**, continuare
7. Girare a sinistra: **Strada Comunale Ferrovia**
8. Prendere Strada Comunale **Parete**
9. Prendere Strada Comunale del **Selvatico**
10. Prendere **SS7**
11. Girare a destra: **A16 / EB42**

**Le schede**

**Gli itinerari**

Presentazione Le 3 tappe Da vedere Multimedia

**La via Francigena da Acquapendente a Viterbo**

La Via Francigena in provenienza dalla Toscana entrava nel territorio laziale in prossimità di Proconco. Dal suo ingresso nel Lazio fino a Viterbo, il percorso era costituito da un'unica direttrice ed era scandito dalle mansioni documentate da Sigerico nel suo diario (X secolo).

Inserito da **Mario Rossi**

Voti: ★★★★★

📅 **Inizia**

**Naviga le tappe**

- 1 Da Acquapendente a Montefiascone
- 2 Da Montefiascone a Viterbo
- 3 Passeggiando per Viterbo

**Agenda**

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## ITALIAN TOURISM 2007

**95.8 MIO ARRIVALS**

+ 3% 2006/2007

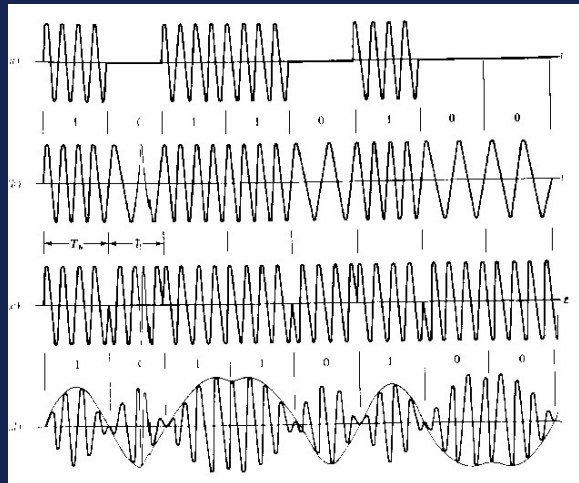
+ 4% 2006/2007 FOREIGNERS



**ITALIAN TOURIST BALANCE  
PROFIT OF 10 BILLIONS €**

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*Modulation*

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## **TOURISM IN ITALY**

### **DOMESTIC TOURISM**

#### **HOLIDAY BEHAVIOUR – NEW TREND**

- **INDEPENDENT WAY OF TRAVELLING**
- **UNIQUE DESTINATIONS**
- **NEEDS FOR CULTURE, NATURE, ADVENTURE, LOCAL FOOD AND WINE, WELLNESS**
- **INCREASING NUMBER OF SHORT-DISTANCE HOLIDAY TRIPS**
  
- **73.0% ON HOLIDAY BY OWN CAR**

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