

The Great Spa Towns of Europe

Responsible destinations

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**Chiara Ronchini – Secretary General of the Great
Spa Towns of Europe**

Chiara.Ronchini@greatspatownsofeurope.eu

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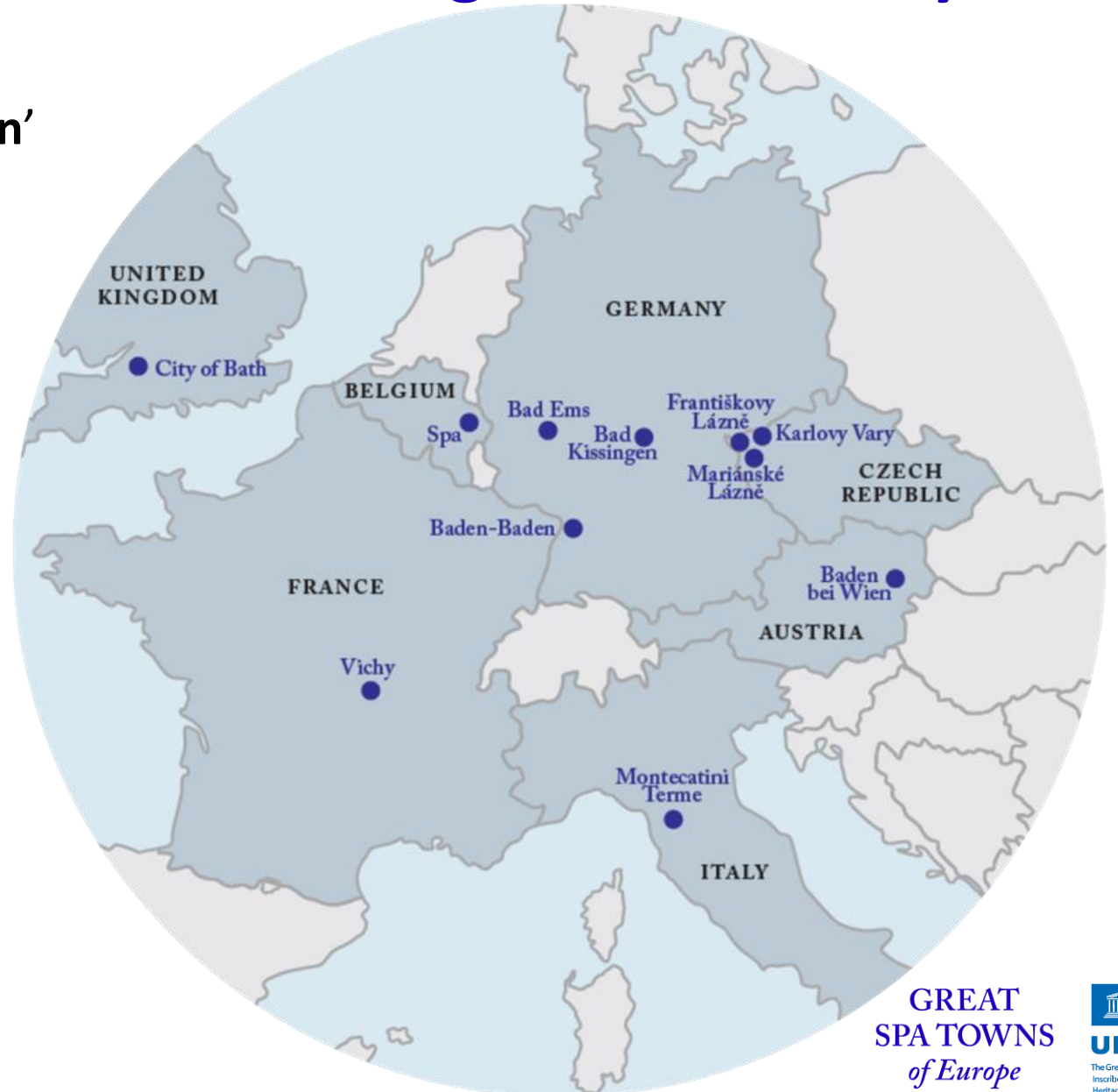


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The Great Spa Towns – UNESCO World Heritage Site since July 2021

- Success story of ‘international cooperation’
 - **11 Towns**
 - **7 Countries**
 - **ONE UNESCO World Heritage site**
- There are **1157** World Heritage Sites or “properties” in total
- No other serial or transnational sites are **series of towns or cities**
- **Best examples of the ‘European Spa Phenomenon’**



What is a Great Spa Town?

Mineral springs

Spa spatial ensemble

Spa architecture

Therapeutic spa landscape

Spa infrastructure

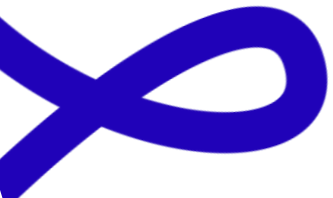
Continuing spa function

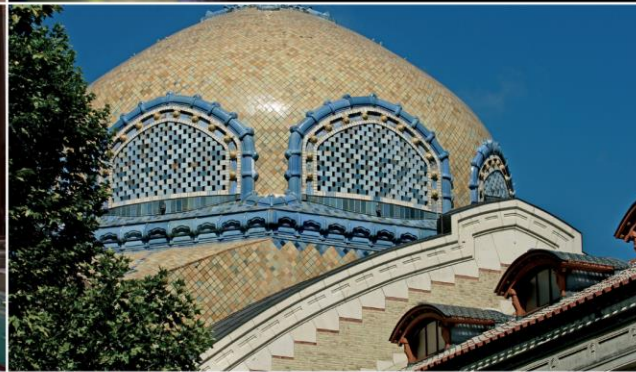
Internationalism



What is a Great Spa Town?

- **Early tourist destinations** that gave birth to **modern tourism**, and the concept of 'villeggiatura', a leisure holiday in the countryside
- **International network** of resort towns patronised by an **international clientele**
- **Tourism forms an integral part** of the 'European spa phenomenon'
- **Inherently sustainable destinations** – 'human scale'

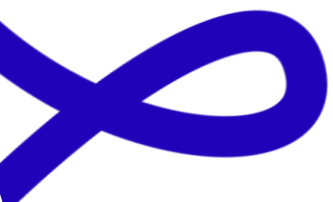




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Bathing

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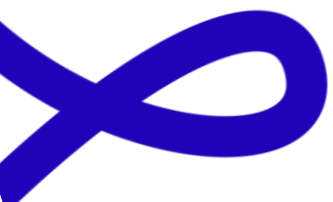


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*Drinking Halls
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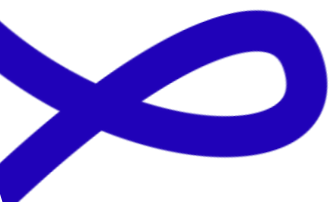
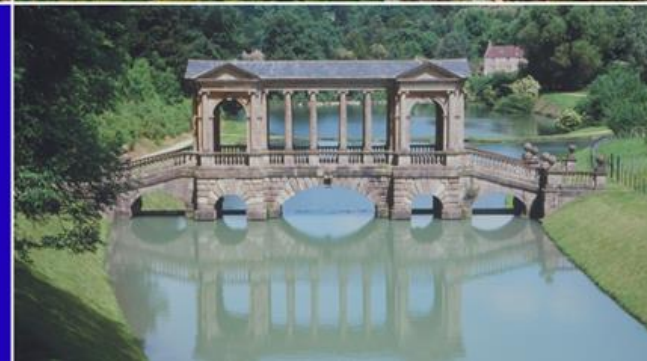




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Spa Landscape

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Shift to *Responsible* Tourism

spa wellness, green mobility and eco & slow tourism

- **More holistic approach** that encompasses all the **economic, social** and **environmental** aspects of sustainability through a lens of **shared responsibility**.
- **How wealth and benefits** that are generated are then **distributed across communities**, and how they may **impact the environment**.



Shift to *Responsible* Tourism

spa wellness, green mobility and eco & slow tourism

- Delivers a **higher quality of experience**, with visitors prepared to purchase sustainable products that benefit local communities and the environment.

Priorities

1. Sustainable tourism products
2. Eco-friendly transport
3. Preventing mass tourism
4. Environmentally friendly public procedures



Shift to *Responsible* Tourism

spa wellness, green mobility and eco & slow tourism

1. Sustainable Tourism Products

Montecatini Terme – Slow tourism focused on promoting wine and food, as a local produce concept



Shift to *Responsible* Tourism

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2. Eco-friendly transport

Baden bei Wien – Baden Mobility Concept features a wide range of green mobility options to encourage public transport with easy access via an app.



Shift to *Responsible* Tourism

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3. Preventing mass tourism

Baden-Baden – The city centre of Baden-Baden is closed to coaches. Limited daily slots and permits to control the number of coaches.



Shift to *Responsible* Tourism

spa wellness, green mobility and eco & slow tourism

4. Environmentally friendly public procedures and infrastructure

Bad Ems – Bath – Baden-Baden – Karlovy Vary
Smart energy use from thermal waters



Passive systems in Baden-Baden

Caracalla Spa and Friedrichsbad

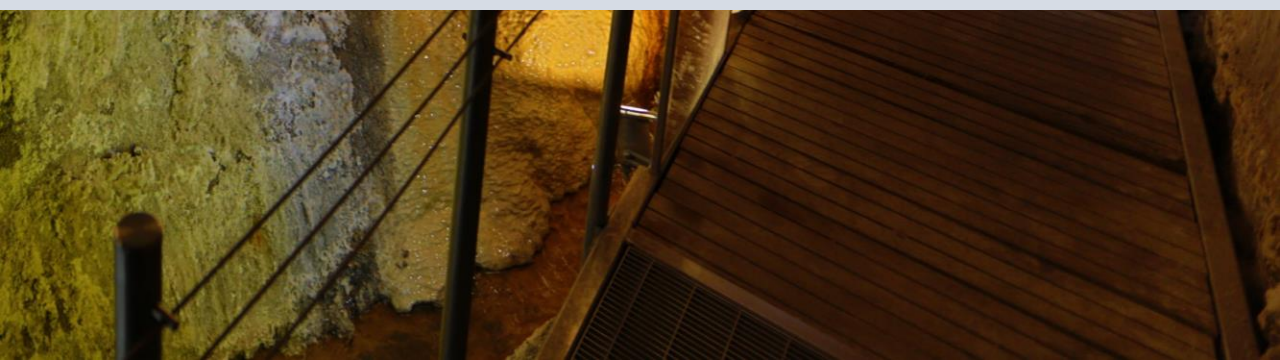




Thermal-powered Bath Abbey
underfloor heating from Bath's natural hot springs



Thermal-powered Karlovy Vary Geothermal for the Hot Spring Colonnade and Elisabeth's Spa



Shift to *Responsible* Tourism

- Promoting a **collective responsibility for changing things**
- Creating **effective governance** and management models, **engaging with all stakeholders**
- Developing **shared values and responsibilities.**

*Responsible Tourism is about "making better places for people to live in and better places for people to visit."
Responsible Tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.*

'Cape Town Declaration on Responsible Tourism' (2002)





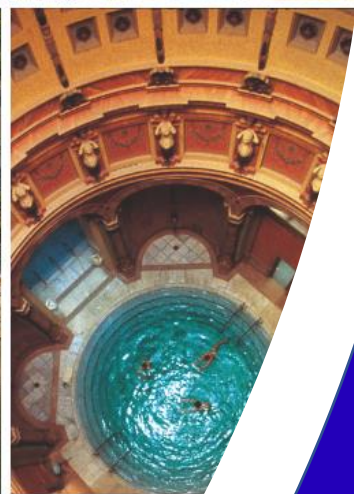
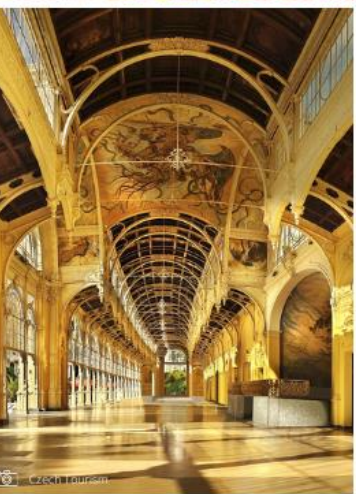
Future plans – *Spa Road*
 Improving green travel between towns

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Future plans – *Spa Road*
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Thank you!

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