

TRAVELING WITH CARE

TO PRESERVE WHAT MAKES ITALY UNIQUE



General Guidelines

Travel responsibly, in every context.

- Reduce waste and use resources with care, choosing reusable items whenever possible.
- Dress appropriately for the place you visit, respecting cultural and environmental contexts.
- Follow local rules for photography and always ask permission before photographing people or private spaces.
- Respect local communities, customs, and shared spaces.
- Move considerately, follow signage and guidance, and take responsibility for your own safety and that of others.
- Choose souvenirs responsibly and respect local regulations on protected products and cultural heritage items.

To learn more about our Policy on Responsible & Sustainable Travel, you can explore our dedicated page [here](#).

What is a sensitive place?

A sensitive place is a natural, cultural, or social environment of high value and with limited capacity to absorb human impact. For this reason, awareness, responsible behaviour, and a conscious approach to travel are necessary.

Culturally sensitive environments

- Archeological or historical-monumental areas (e.g. Colosseum).
- Churches and holy places (e.g. Milan Cathedral).

Dress appropriately, move with discretion and respect the local context, ask permission before taking photos and keep a respectful tone.

Places with strong tourist pressure

- Overcrowded iconic trails (e.g. Cinque Terre, Dolomites).
- Small villages or rural communities (e.g. Portofino).

Follow visitor guidelines and designated paths to protect cultural spaces and ensure a respectful shared experience.

Areas with wildlife sensitive to disturbance

- Breeding nests or areas (e.g. Cilento and Valle di Diano).
- Habitat of large mammals (e.g. Abruzzo, Lazio, and Molise).
- Marine protected areas (e.g. Cinque Terre, Tuscan Archipelago).

Observe wildlife from an appropriate distance, keeping movements calm and voices low to reduce disturbance.

Fragile Natural Ecosystems

- High-altitude alpine zones (e.g. Dolomites, Calderone Glacier).
- Coastal dunes and protected beaches (e.g. Cilento National Park).
- Wetlands and peatlands (e.g. Venice and its Lagoon).
- Primary or ancient forests (e.g. Old beech forests of the Carpathians).
- Parks with limited carrying capacity (e.g. Asinara National Park).

Stay on marked paths, leave natural elements where they are, and carry out your waste to protect environments.