

**Evaluation method to support tourism strategies. The case of landscape area  
Bacino Metallifero, in the region of Iglesiente**

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This study deals with the problem of choosing decision making strategies applied to the planning of sustainable tourism.

The area in exam is located in the South West of Sardinia, in the subregion of Iglesiente.

The particular landscape and the cultural values of this territory, involve some considerations about its future.

Nowadays, the Iglesiente region, or better the Bacino Metallifero, which is the name derived from the Regional Landscape Plan of Sardinia, has to face a very strong economic and social crisis.

A careful valorization of the natural and historic values of this area, can help to revive it.



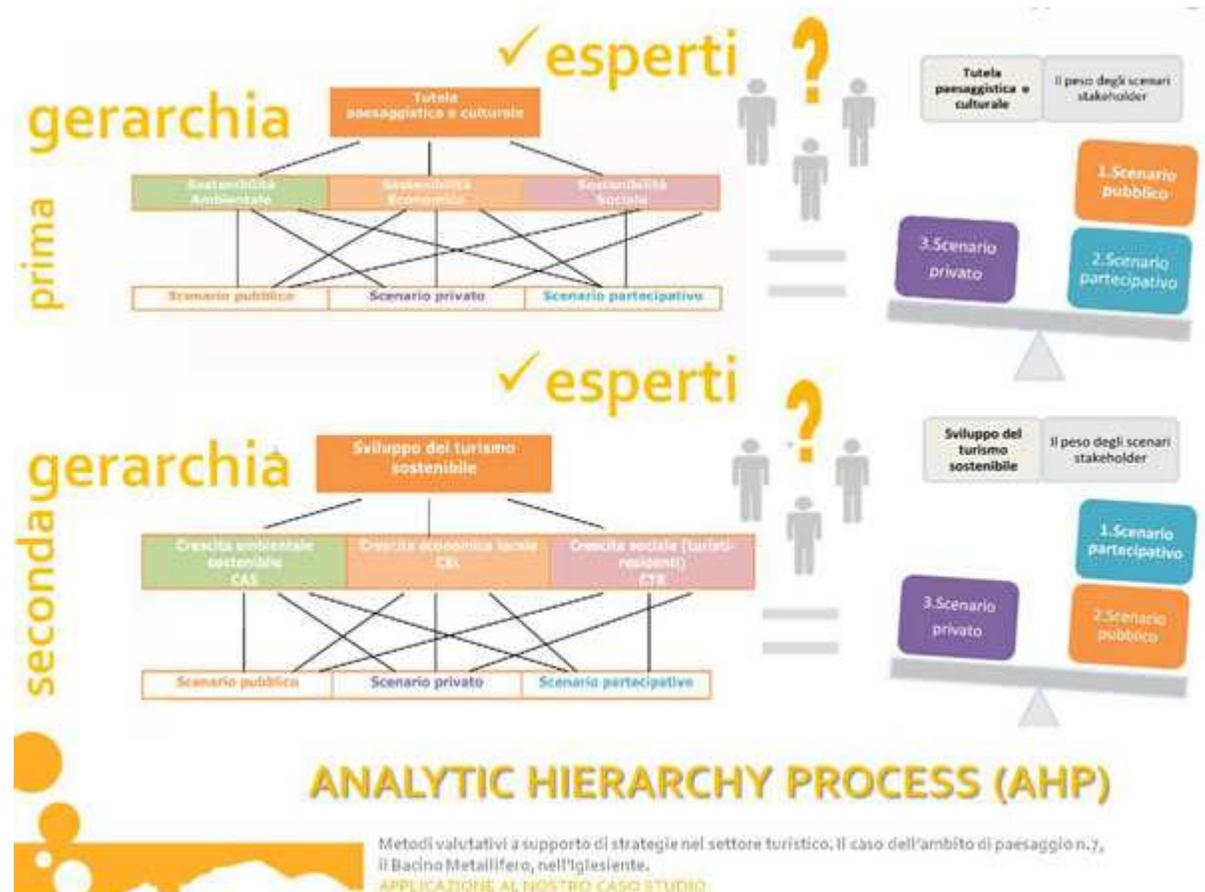
The tourism industry is a constantly sector increasing, that can offer long time benefits, always in the respecting the environment, but it require a careful planning.

Currently there is no local plan for sustainable tourism subjected to the safeguard of landscape. Instead there are various typologies of instruments for territorial governance that define strategies indirectly regarding the safeguard of landscape and the development of tourism.

This determines the necessity to organize the most important guidelines in order to create an initial panel that shows the right directions that must be taken.

On the other hand, the economic troubles demand a gerarchy of actions which can produce widespread and quick benefits.

Consequently the use of evaluation methods, as for example the Analytic Hierarchy Process (Multicriteria Evaluation) can help us with the decision making.



“The AHP method”

The final goal is to create a key panel for the planning of sustainable tourism in the area of Bacino Metallifero, making explicit the overriding actions and the stakeholder concerning them.

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