

The parameters examined in preparing the *Blue Guide* classification may be divided, generally speaking, into two categories: the quality of the hospitality services and the environmental quality of the territory. Consequently, there are undoubtedly naturalistic areas which are more important than those awarded the 5 sails, but which do not offer excellent tourist services, just as there are others with impeccable hospitality structures, but where the marine and coastal environment has been seriously damaged.

In total, 128 indicators are considered, coming from numerous databanks, including Istat, Ancitel, Sist, Cerved, the Ministry of Health, Enit, Touring Club, Enel, Istituto Ambiente Italia and, naturally, Legambiente, grouped into macro-areas on the basis of the key requisites defined at European level, with the contribution of the VISIT Association. In detail, the macro-areas are as follows:

1. **Use of the land, degradation of the landscape, biodiversity, tourist activities.**
Degradation of the landscape caused by unrestricted processes of urbanisation. Presence of natural areas. Presence and conservation of the old town, urban architecture, green areas, seafront, etc.
2. **State of the coastal areas**
Presence and extent of overcrowding of coastal areas determined by tourists, percentage of the coastline which is not built up, up to one km from the water, along the entire coastline.
3. **Accessibility to other destinations and local mobility.**
Increase or decrease in the pressure of traffic determined by tourism. Trend and incidence of duration of the stay.
4. **Energy production and consumption.**
Energy consumption of the locality, percentage of supply from renewable sources.
5. **Water consumption and waste water treatment systems.**
Pressure on local water resources, residential or production units connected to waste water purification plants, illegal discharging into the sea, water shortages, etc.
6. **Production and management of waste.**
Presence of initiatives aimed at reducing waste.
7. **Initiatives for improving sustainability.**
Presence of an environmental management system equipped with tourist strategy monitoring instruments, inventory of sites of cultural and natural interest.
8. **Safety of foodstuffs and availability of good-quality typical productions.**
Presence of a system of distribution and supply of products from organic crops and/or those with low environmental impact. Availability of typical and local products and crafts.
9. **Holiday opportunities and quality.**
Quality of the sea-bathing water, state of the beaches, cleanness of the coastline, etc.









10. Health and social structures.

Living conditions of the local population, acceptance of tourists by the local population, general safety of tourists, quality and availability of general public services.

Total marks awarded:

A total mark has been awarded for each locality (value shown in bold), given by the sum of the classes considered and placed on a scale of 1 to 100, comparable with the value for the previous year (if this exists, in brackets).

An example of marks awarded

Mark	Locality	Sails	Environmental sustainability	Environment	Hospitality services	Sea and Sport	Not just sea	Diving	Service for the disabled
100 (100)	Name	 S/VELE	 S/STEN. AMBIENT.	 AMBIENTE S/STELLE	 SERVIZI S/PETALI	 MARE E SPIAGGE	 NON SOLO MARE	 SUB	 SERVIZI DISABILI

The sails alone are not enough to indicate the complexity and variety that each locality offers, so we have used other graphic symbols for certain, specific aspects.

The **environmental quality** of a locality is indicated with little stars. We have awarded 1 to 5 stars on the basis of the total mark in the first five classes of indicators: natural landscape, coastal landscape, urban landscape, quality of buildings and liveability. Each star awarded corresponds with a positive vote for each of the five parameters considered:



The petals, also from 1 to 5, reflect the **quality of hospitality**: accommodation capacity, tourist services, mobility, garbage disposal cycle, water cycle. In this case as well, each petal awarded corresponds with a positive vote for each of the five parameters considered:



The symbol with waves indicates the best localities as far as concerns **the cleanness of the sea and the beaches**, the presence of free beaches, overcrowding of the coast, the presence of land-based safety services:



The castle identifies the **localities which offer sites of historical and cultural interest**, quality crafts, museums and archaeological sites:



The bubbles indicate the presence of **a particularly interesting underwater environment for those who enjoy diving** and land-based services (diving centre, diving schools, etc.):



This symbol indicates the **presence of services for the disabled**:



The tree symbol indicates the municipalities which, over the past year, have promoted initiatives to improve **environmental sustainability** (creation of cycle paths and pedestrian-only areas, public transport services between the centre and the sea, etc.) and where the lowest per capita consumption of energy is registered:

