

Resident Survey – Alta Badia 2024/2025

This report provides a comprehensive overview of the results of a survey conducted among the residents of Alta Badia, covering the period from summer 2024 to winter 2025. The aim of the survey was to gather opinions, perceptions, and expectations regarding the impact of tourism on the local environment—taking into account economic, environmental, social, and cultural aspects. A total of 263 residents of Alta Badia participated in the survey.

Participant Profile

The respondents come from various municipalities within Alta Badia, with particularly strong representation from La Villa, San Cassiano, Corvara, and Colfosco. Many currently work in the tourism sector or have done so in the past—highlighting the sector's significant economic relevance for the region. The occupations include employees and entrepreneurs in tourism, craftsmen, and retirees, with some representation from farmers and students. The most represented age group is between 36 and 50 years, and the predominant level of education ranges from high school diplomas to university degrees.

Place of Residence and Connection to the Area

A large majority of participants have lived in Alta Badia for over ten years or have always resided there, indicating a deep-rooted connection to the region. Only a small portion have lived in the area for less than five years. This underscores that the opinions expressed are based on direct and long-standing familiarity with the local context.

Tourism and the Economy

Tourism is universally recognized as a key economic driver in the region. It is considered essential for development and serves as a primary source of income for many locals. At the same time, respondents point to negative side effects such as rising consumer goods and real estate prices. This duality highlights the need to balance economic dynamics with the needs of the resident population.

Tourism and the Environment

The environmental impact of tourism is viewed with a degree of criticism. Respondents report overcrowding during peak seasons, excessive building development, and increasing pressure on local flora and fauna. However, tourism is also seen as playing a role in the protection and enhancement of the natural heritage. This calls for sustainable development strategies that safeguard ecological balance.

Tourism and Culture

The results reveal a certain tension: on one hand, the Ladin culture is recognized as a key asset in the region's tourism promotion; on the other, there is concern that excessive tourism might endanger cultural authenticity and values. Many believe that tourism can be a powerful tool to promote and preserve Ladin culture—provided it is managed carefully and respectfully.

Tourism and Society

From a social perspective, tourism is seen as having improved quality of life and the availability of services, particularly during high season. However, challenges such as traffic, limited services in the off-season, and discomfort caused by the sharing of public spaces with visitors are also noted. Overall, the social impact of tourism is viewed positively, though there is a call for a more resident-centered and inclusive approach.

Resident Survey – Alta Badia 2024/2025

Use of Infrastructure

Trails and natural areas are a central part of everyday life and are widely used by residents. In contrast, sports facilities, adventure parks, museums, and cultural centers see much less use. Public transportation is rarely used, highlighting existing issues in accessibility and transport efficiency.

Event Participation

Participation in events varies. The most attended are the “Maratona dles Dolomites” and concerts by local brass bands. Cultural events and guided excursions generate less interest, indicating untapped potential in the cultural domain. This suggests a need to diversify offerings with more contemporary and engaging options.

Future Perspectives

There is broad agreement on the strategic importance of environmental sustainability projects. These are seen not only as beneficial to the local quality of life but also as attractive to more conscious tourists. Residents express a desire for stronger policies against overdevelopment, more sustainable mobility, and better use of existing resources. The future of tourism in Alta Badia is envisioned as a careful balance between growth and conservation.

Suggestions from Residents

Suggestions range from expanding bike paths to implementing traffic regulations, particularly for sports cars and motorcycles during peak season. Many call for stricter controls on housing rentals and targeted measures against real estate speculation. There is also a strong appeal for a greater sense of community responsibility in managing tourism, and for closer attention to the daily needs of residents.