An ageing society. Trend of increasing population is combined with trend of over-aging and decline of younger population strata both in South Tyrol and the model region. Nevertheless, if we look at the age structure-coefficient, the model region shows a relatively young population, since all municipalities of the model region have a larger share of 0-14 year-olds, than of 80+.

Decreasing household sizes. The households are becoming smaller: the share of single-households is increasing, while households with 4 and more members are decreasing. Large Families are disappearing.

Decreasing fertility and constant mortality rate. This determines the tendency to a decreasing birth surplus, which is constantly down oriented since the baby bust of the 1970s.

Increasing migration. Regarding the percentage of foreign citizens, 3 of 4 municipalities of the model region appeared under the top-20 municipalities of South Tyrol.

Pilot Actions

Title: Health Ronda
Objective: Adaptation of touristic infrastructure to demographically caused changes of the structure of tourists
Description: Some municipalities of the model region are adhering to an ongoing profiling as “valley of tracks”. Following this process, a hiking path dedicated to the thematics of health and agriculture will be installed, which will connect all model municipalities. Linked events will be organised, like an annual fair and a conference on health tourism, will supplement the action.

Title: Senior Taxi, local supply and intergenerational card game contest
Objective: Intergenerational exchange through entertaining events; improve mobility and local supply in order to promote autonomous living of elderly people; Sensitizing the population for the topic “becoming elder” through local media;
Description: Better local supply and a collect and bring system for seniors shall improve autonomous living of elderly people. Together with events like an intergenerational card game contest this shall prevent their social isolation and promote the exchange between young and old. A “Senior Rubric” in the municipal newsletters shall inform about offers for elderly people and sensitise the population for the topic “becoming elder”.

Title: Integration of migrants through media work and open-air cinema
Objective: Survey of the situation of migrants and sensitizing the population through cinematic events and local media
Description: Due to the increasing number of migrants, actions have to be taken both against lack of integration, raising xenophobia and discrimination. A quantitative and qualitative survey of migration in the model region will be a first step in this direction. An intercultural open air cinema shall foster the intercultural encounter. A “Migration Rubric” in the municipal newsletters will inform about and sensitise the population for the topic “migration/integration”.

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