



## **Touring Club Italiano**

### **TOURING CLUB ITALIANO AND “LAKESIDE GARDENS IN EUROPE 2006”**

Touring Club Italiano was founded in 1894 and has contributed for over a century to the spread and promotion of a culture of tourism in Italy. With over four hundred thousand members, it represents one of Italy's best-known and most widely appreciated associations.

The Touring Club operates in the tourism sector through a number of activities covering various fields: publishing, cartography, tour operating, “Punto Touring” bookshops, travel agencies, and research; it also has a strong presence throughout Italy thanks to the promotion of a series of local and national initiatives. The latter, in particular, aim to spread the values of the association and to create occasions for members to meet and discuss.

Tourism, culture and the environment are therefore the key areas in which the association is actively involved, operating both directly organizing conferences, events and *ad hoc* publications to diffuse the values of the Touring Club, and indirectly by supporting initiatives organised by other bodies.

One such initiative is the International Conference and Exhibition “Lakeside Gardens in Europe”, which the Touring Club Italiano patronizes. “Lakeside Gardens in Europe” includes aspects linked to the environment, culture and tourism, therefore covering all the topics that are focused by the Touring Club's activities. This concurrency reveals a shared concern for the protection, enhancement and promotion of culture both in relation to the naturalist aspects of lakes and the artificial aspects of the man-made gardens. Particular emphasis has been laid on promotion of culture in this event, which includes a variety of initiatives offering different approaches to the subjects being discussed.