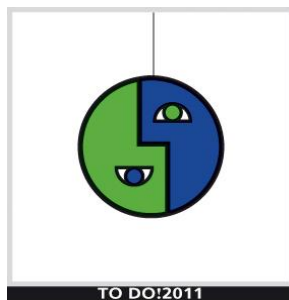


**TO DO! 2011**

**Contest Socially Responsible Tourism**



**Award Winner**

**ADDIOPIZZO TRAVEL by  
Addiopizzo Community  
– Holidays without the Mafia –**

Represented by:

**Dario Riccobono, President of Addiopizzo Travel  
Francesca Vannini, Co-Founder of Addiopizzo Travel  
Edoardo Zaffuto, Co-Founder of Addiopizzo Travel**

**Palermo  
Italy**

**Rationale for the Award**

by

**Dr. Dietmar Quist**

Source: <http://maps.google.de>



Source (below): Excerpt Palermo-map with specification of *pizzo-free* enterprises  
 (Ich kaufe nur schutzgeldfrei – Der Addiopizzo-Führer für kritische Verbraucher)

- Teatri dell'Opera dei pupi**
- 162 **Mirone Cataldo**  
via Francesco Crispi, 35 tel. 091.224340 0,4
- 163 **Torre Argento**  
via Principe di Pace, 10 tel. 091.6710885 0,3
- 123 **Torre Carlo Magno (Mazzetta)**  
c.d. S. Pietro, 1 tel. 091.225800 0,3
- 164 **Torre dei Pupi C. Magro di Marone**  
via Calceola, 1 tel. 091.6746371 0,5
- 165 **Torre Ignazio**  
via S. Lucia, 1 tel. 091.225256 0,4
- Impianti sportivi**
- 166 **Campo di Baseball**  
via S. Lucia 0,3
- 167 **Impedimento della Scazzola**  
via S. Lucia, 1 tel. 091.225800 0,3
- 168 **Palazzetto della Sport**  
via S. Lucia, 1 tel. 091.225256 0,4
- 169 **Piscina Comunale (Mazzetta)**  
via S. Lucia, 1 tel. 091.225800 0,3
- 170 **Stadio delle Palme**  
via S. Lucia, 1 tel. 091.225800 0,3
- 171 **Voleibolman Paolo Barone**  
via S. Lucia, 1 tel. 091.225800 0,3
- Di interesse generale**
- Non appartenenti a baracca**
- 172 **Comandante** - posto riservato tel. 112
- 173 **Polizia di Stato** - servizio pubblico tel. 112
- 174 **ASL - Ambulatori Diali d'Urgia**  
via S. Lucia, 1 tel. 091.225800 0,3
- 175 **Aeroporto Internazionale (Mazzetta)**  
via S. Lucia, 1 tel. 091.225800 0,3
- 176 **Aeroporto Falcone (Mazzetta)**  
via S. Lucia, 1 tel. 091.225800 0,3
- 177 **Carne di Contrasto di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 178 **Capitaneria di Porto** - tel. 091.224340 0,3
- 179 **Carne di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 180 **Carne di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 181 **Carne di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 182 **Carne di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 183 **Carne di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 184 **Carne di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 185 **Carne di Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- Spediali - Assestimatori**
- 186 **Spediale Scazzola La Fata**  
via S. Lucia, 1 tel. 091.225800 0,3
- 187 **Spediale Cataldo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 188 **Spediale Ignazio**  
via S. Lucia, 1 tel. 091.225800 0,3
- 189 **Spediale Mazzetta**  
via S. Lucia, 1 tel. 091.225800 0,3
- 190 **Spediale Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 191 **Spediale Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 192 **Spediale Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 193 **Spediale Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 194 **Spediale Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3
- 195 **Spediale Palermo**  
via S. Lucia, 1 tel. 091.225800 0,3

**Carta turistica della Città di Palermo «Addiopizzo»**  
 VERSIONE ITALIANO/TEDESCO  
 Dimensioni:  
 carta distesa base mm 791 x altezza mm 612  
 carta piegata base mm 115 x altezza mm 210  
 file eps 68,7% x = 40,7 mm y = 49,7 mm  
 Realizzazione grafica: © Pietro Lupo, Palermo  
 • in vers 30-12-2009 (carta) • 28 vers 2-1-2010 (PDF)  
 • consegna alla epigrafia Aiello e Provenzano a  
 Bagheria il 00-01-2010

**Lo shopping pizzo-free**  
**Pizzo-freies Einkaufen**

I numeri in azzurro indicano le imprese e i negozi che aderiscono al Comitato Addiopizzo. Die blauen Nummern geben die Betriebe und Geschäfte an, die Mitglieder von Addiopizzo sind und kein Schutzgeld zahlen.

Unter dem Patronat von / Unter der Schirmherrschaft der  
**Ambasciata della Repubblica Federale di Germania**  
**Botschaft der Bundesrepublik Deutschland**  
**Roma**

Questa mappa è stata realizzata con il supporto dell'ambasciata tedesca di Roma. Siamo molto grati all'Ambasciata tedesca, Michael Steiner, per aver patrocinato questa iniziativa.  
 Dieser Stadtplan wurde mit der freundlichen Unterstützung der Deutschen Botschaft in Rom heraus gegeben. Wir freuen uns sehr, dass der deutsche Botschafter Michael Steiner die Schirmherrschaft für diese Initiative übernommen hat.

**"A whole people who pays the *pizzo* [protection money] is a people without dignity."**

Text of the first overnight poster campaign (2004) which led to the foundation of Addiopizzo ("Goodbye *pizzo*").

## 1 INTRODUCTION

From 28th November to 9th December, 2011, the author travelled around Palermo/Sicily on behalf of the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.) in order to check the application by ADDIOPIZZO TRAVEL on location, with the following result: The author recommends awarding the project ADDIOPIZZO TRAVEL a TODO! 2011.

Addiopizzo ("Goodbye *pizzo*") supports the people of Palermo and surroundings in a kind of "grassroots" movement which has been founded here against the Mafia (the branch in Palermo is the Cosa Nostra). Addiopizzo's concern is to support business people in discontinuing their protection payments ("*pizzo*") to the Mafia/Cosa Nostra and to publicise this in shops, restaurants, hotels and the media. According to estimates, about 70 to 80 percent of the shops and businesses are affected by the Mafia's extortion of protection payments. The socio-cultural role model of Addiopizzo that helps to build identity cannot be overlooked.

Since 2005, Addiopizzo has been providing information in schools, institutions and universities in Sicily about the Mafia and the anti-Mafia movement. For this circle of interested people, and later also for foreign students and tourists, guided up-to-date anti-Mafia tours were organised. An independent field of activity emerged targeting tourists, which eventually, in 2009, led to the foundation of ADDIOPIZZO TRAVEL. Through the cooperation with restaurants, hotels, shops and agricultural businesses that have stopped protection payments, ADDIOPIZZO TRAVEL guarantees that the Mafia no longer has a share in the tourism income here. The concept is successful; the number of participants is increasing fast.

ADDIOPIZZO TRAVEL does not (yet) work like a tourism business in the classical sense. Information, (advanced) training, identity building, solidarity, tearing down the Mafia wall of silence – all these are tasks and objectives of equal importance to the economic success the company increasingly strives for.

The city of Palermo supports ADDIOPIZZO TRAVEL by providing office space: in a mafioso's flat that had been confiscated. The Federal Ministry for Economic Development and the tourism region of Sicily finance (for two years) the development of new travel routes and thus create jobs. The Embassy of the Federal Republic of Germany in Rome and the tour operator Studiosus Reisen München GmbH have supported the editing and publication of a map of Palermo showing the names and locations of *pizzo*-free shops and companies.

## 2 BACKGROUND

Asking German tourists what they associate with Sicily, you will get similar answers: an island destination, sunshine, blue sky, blue sea, beaches, beautiful landscapes, active volcanoes, relicts of various cultures and peoples (Stone Ages; Greeks and Romans, the Arabs, Normans

and the Spanish; Friedrich II who reigned Germany from there). But in most cases – even before these associations would be formulated – the answer will always be the same: the Mafia! Especially the Cosa Nostra in Corleone and Palermo. Extortion of protection payments, robbery, theft, gang wars, frequent murder – all these are part of Sicily's image. Smuggling, blackmailing or kidnapping could be added.

For 150 years, Italy has been unified, and for just about as long, the Mafia has been contributing to cutting off Sicily in particular from development into modernity: Since 1945, there has not been a single year in which there was no government official or unwanted anti-Mafia activist murdered in Palermo and surroundings. Scarcely a single project could be implemented without the Mafia getting a share. In almost all cases, the administration, police, judicial system, church, construction companies, waste collection services or other businesses were connected with the Mafia. The Italian state found it difficult to enforce the law and to assert authority.

At the same time, the Mafia did not even seem to exist: Just before the collapse of the Soviet Union and the fall of the Wall, a cardinal of Palermo was able to claim, without anyone objecting, that the Mafia didn't exist at all, and that it had merely been invented by the communists to weaken Italy. The wall of silence worked perfectly well. On a visit to Palermo in 1993, Pope John Paul II was the first person to make it unmistakably clear that there are members of the Mafia outside the Church.

But there has always been resistance against the Mafia, too. However, those who tried to tear down the wall of silence would risk their lives. There were always a few anti-Mafia activists, but they were isolated and most of the time didn't stand a chance. Scenarios that crime novelists would hardly be able to plot in more cruel ways turned into reality. 1978: The father of Peppino Impastato was a Mafioso; his son, however, appeared in public with poems and satirical texts against the Cosa Nostra. The father was advised to "silence" his son. Shortly after, the father died in an "accident" under circumstances that were never resolved; the son was murdered. His murderer was a neighbour living just about 100 steps away from his victim. In her distress, the widow and mother did what women in Sicily would never do (the widows of murder victims would hardly leave the house; they were ostracised): She openly accused the murderers and demanded that her house be converted into a memorial site for her son. She managed to achieve this. The memorial site still exists and the confiscated house of the convicted murderer has been released to be used for commemoration and anti-Mafia exhibitions.

Changes on the island started only when the Italian state (also beyond Sicily) became stronger, the importance of the EU increased, and a fast-informing media emerged. In the 1980s and 90s, incorrupt public prosecutors from Palermo began to indict individual Mafiosi. Some of the law suits led to convictions. Despite their connections in highest political circles, even "bosses" could now be arrested. The Mafia tried with brutal violence to maintain their power as "state" in Sicily – especially in Palermo. There was a veritable wave of murders of judicial and police officers. After the anti-Mafia attorneys Falcone and his successor Borsellino had been murdered one right after the other in bomb attacks in 1992, the Italian state, also under pressure from the EU, sent a few thousand soldiers to Sicily. Many Mafiosi were arrested and about 400 of them were convicted later. The code of silence – the *omerta* – could be broken. Nevertheless, some Mafia bosses continued for years to escape their arrest.

Since that time, the Mafia has no longer dominated public life, but the Cosa Nostra continues to hold power. During the author's stay in Sicily in December 2011, 36 Mafiosi were arrested in a planned, rapid police intervention in Palermo. The police got hold of a list of 100 business owners who were paying for protection. One day later, it became known that the daughter of one of the big Mafia bosses in Corleone had been elected as parents' representative at a school. Now the parents' forum has to decide whether the school can – as planned so far – join Addiopizzo.

In the meantime, Palermo, Sicily and Italy no longer remain the most important areas of Mafia operations. The Mafia has developed a different method and new structures: It no longer uses brutal violence, it no longer tries to force the state to its knees, nor does it exercise its power openly. The global political changes opened up new (more) lucrative markets, money laundering was/is no longer difficult. Whole sectors of the economy worldwide are today (semi-) legally run by the Mafia.

However, one feature of the diminished power of the Mafia in Sicily and Palermo remains: the extortion of protection payments. The members of Addiopizzo emphasize that they cannot directly fight the Mafia. However, they want to restore their own self-esteem and pride and that of the citizens of Palermo, and want to escape this silent kind of bondage. To that end, the *pizzo* must be stopped – which can only work if the wall of silence is broken. "We must talk about the Mafia," demanded the (later murdered) public prosecutor Borsellino in 1992. Only slowly, encouraged by the information and outreach work of Addiopizzo, business owners dare to deny protection payments. A new solidarity is emerging. Today, the taboo issue Mafia is on the agenda in politics, in the media, in schools, companies, families and "in the streets."

Addiopizzo cooperates with other anti-Mafia organisations (Libero Futuro, the national anti-*pizzo* association FAI, the association of anti-Mafia organisations Libera, the anti-corruption network Flare, Addiopizzo Catania and Messina, the organisation "Mafia Nein Danke" in Berlin), and also works in solidarity with individuals. For example, representatives of Addiopizzo attend anti-Mafia trials and encourage witnesses who would otherwise have to testify alone, often under more or less explicit threats by relatives or friends of the Mafiosi.

When two restaurant owners in Palermo and Cacamo decided to stop paying for protection and even took the *pizzo* collectors to court, customers stayed away. Addiopizzo members then visited the restaurants as often as possible, had parties there, brought friends along. Today, the survival of the businesses is ensured, not least thanks to visits by ADDIOPIZZO TRAVEL groups.

Addiopizzo has close contacts with the anti-Mafia TV station "Telejato" not far from Palermo. "Telejato" asks questions that neither the Mafia nor politicians and business tycoons like to hear: Who are the friends and acquaintances of newly arrested Mafiosi, what contacts existed with whom? The TV station's manager, Guisepppe Maniaci, often received threats in the past. He was beaten up, too, but he won't give up.

Addiopizzo's network includes agro-tourism businesses operating on confiscated farms that once belonged to convicted Mafiosi. ADDIOPIZZO TRAVEL groups regularly visit these businesses which offer accommodation and excellent food.

More than 10,000 citizens of Palermo confirmed with their signature (published in the local newspaper) that they would prefer to buy from shops that do not pay for protection – including the city of Catania it sums up to 15,000. And to date (2011) almost 700 business owners, craftsmen and workmen use the Addiopizzo label on their door to show that they do not pay *pizzo*.

It may now be discussed whether it is relevant at all if still only less than five percent of the consumers and about 20,000 business owners, craftsmen and workmen publicly declare that they want to live in freedom in their city again and at last, and not under control of the Cosa Nostra. Addiopizzo representatives regard it as a major step and an encouragement. What happens in Palermo today was completely unimaginable ten or 15 years ago: Resisting the Mafia? – *Impossibile!*

### **3 THE ORGANISATION**

#### **3.1 History and Objectives of ADDIOPIZZO TRAVEL**

As mentioned at the beginning, the organisation (community) Addiopizzo evolved out of the concern and anger of a number of students, including those who later founded ADDIOPIZZO TRAVEL. They sat together, planning to open their own restaurant. The business administration students calculated the basic investments and fixed costs – and automatically included *pizzo* to the Cosa Nostra. This led to a mix of helplessness, frustration and anger – and in 2004 it led to an overnight billposting campaign in order to "wake up" the Palermitans: "A whole people who pays the *pizzo* is a people without dignity." The media in Palermo and Italy covered it. Encouraged by this good stark feedback, Addiopizzo was founded. In the first year, inquiries came from individual teachers and schools in Palermo regarding the possibility of organising information events. The content should mainly be about the anti-Mafia movement and "individual social responsibility". The students should also find a new identity as Palermitans. Addiopizzo was interested in this aspect above all and was keen to convey the idea of freedom and dignity to young people and teachers.

The founders of ADDIOPIZZO TRAVEL, the tourism administrator Dario Riccobono, the communications graduate Francesca Vannini and the bicycle tour guide Edoardo Zaffuto (who are also co-founders of Addiopizzo) started with information and educational activities, and visited schools and universities. Request for such presentations from all over Italy and abroad followed. It soon became clear that a new, independent field of activity had emerged. It became a new objective to intensify the information by adding guided tours and excursions in Palermo and surroundings, so that students as well as tourists can understand and experience it.

Finally, in 2009, ADDIOPIZZO TRAVEL was founded as an independent branch which remained closely connected to Addiopizzo. The objective of imparting the information in a very lively manner on location was instantly achieved. In 2011, more than 800 pupils, students and tourists were received (2009:105), mainly from Italy, Germany, England and France.

### 3.2 Concept and Programme

ADDIOPIZZO TRAVEL's main concern is to convey a positive image of Palermo and Sicily to the foreign visitors. However, the violent recent past and present is not to be concealed. An important part of a visit to Sicily/Palermo is therefore clear, authentic information. According to those in charge at ADDIOPIZZO TRAVEL, this is the only way to give tourists an insight into the island's reality. It is the only way to build open, serious contacts with local people. It is the only way to eliminate the existing prejudices that "every Sicilian is a Mafioso".

On the one hand, in order to achieve these objectives, tourists are being taken to the sites of tragedies, where relatives, close friends of the victims or eyewitnesses will tell the story. On the other hand, the groups also visit important cultural sights, in an effort to provide space for the tourists' other needs, too: Walks in between will "lighten up" the guided tours, and the group can take a break at a beautiful beach and bathe in the sea.

The tour programmes are tailored to individual needs and may take just a few hours, or – with the company's own ADDIOPIZZO TRAVEL programme – up to ten days. The students who are visiting may be from Italian language schools and universities from all over Europe and the United States, from faculties of social pedagogy and political science and law. Other guests may just be "normal" tourists looking for adventure or experiences, culture or a beach holiday. Furthermore, business trips for presentations in Germany, England, or the United States are part of the activities of ADDIOPIZZO TRAVEL. The programmes offered make it possible to stay only or mainly in hotels and eat at restaurants that do not pay for protection. Increasingly, efforts are being made to offer only such products at the respective restaurants and shops that do not involve *pizzo*.

Below, three examples of possible itineraries:

1. Visit to the office of ADDIOPIZZO TRAVEL by a German tour group that spends one week travelling in Sicily. Information on the Mafia and the anti-Mafia movement in Palermo will be given in one afternoon in presentations, with pictures and posters while having coffee and cake or agricultural products from the region. The programme also includes a presentation on Mafia activities in Germany.
2. Visit by a university group that comes to stay in Palermo for three days, spending the nights in hotels that don't pay for protection, and only visiting restaurants that don't do so either. The group will be accompanied or guided on their excursions by ADDIOPIZZO TRAVEL guides. The memorial sites for Peppino Impastato and the murdered public prosecutors Falcone and Borsellino will be visited, as well as organisations working against the Mafia, agro-tourism businesses and the TV station Telejato. Relatives, friends, witnesses of assassinations or activists will talk about their work against the Mafia. In front of the mayor's office, the town administration, the buildings of the police and the Carabinieri, the law court or the cathedral of Palermo, information about Mafia connections will be given and discussed. In pizzo-free shops that have the Addiopizzo label, owners or their family members will talk about their motives to resist the Mafia, and about the difficulties they are facing as a consequence. Culture is offered "on the way." yet in an intensive manner: the cathedral, an art nouveau villa, a baroque church, museums and markets.

On the following day, excursions to Cafu, Cacamo and Corleone are on the agenda. In Corleone, in the heartland of the Cosa Nostra, the documentation centre on the Mafia and anti-Mafia is part of the programme. An opulent lunch will be taken at an agro-tourism business that had earlier been confiscated from the Mafia. Archaeological sites, other small places, walks, or a long break at the beach are also part of the programme.

On the third day, the church of Palermo's patron saint, Saint Rosalia, and individual neighbourhoods of Palermo will be visited and their relevance and the changes will be explained. In the newly constructed housing areas, in particular, the interaction between Mafia, administration and construction companies will be discussed. Just about a half a day will be left at the guests' own disposal.

3. Tour operators and individual travellers can have their several days' tour programme for Palermo/Sicily tailor-made by ADDIOPIZZO TRAVEL: *pizzo*-free bus companies, restaurants and accommodation can be taken for granted.

## 4 ASSESSMENT

The comparison of the activities conducted by ADDIOPIZZO TRAVEL **with the six TO DO! contest criteria and three additional questions** leads to the following assessment:

<b>Evaluation against the TODO! contest criteria</b>
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### 4.1 Taking into account the different interests and needs of the local people through participation

The founders and activists at Addiopizzo became aware of their need for self-esteem, freedom, and dignity and made it public through posters and in the media. They expressed what a large part of the population was thinking. Getting rid of the *pizzo* is in everybody's interest. The protection payments are a symbol of their lack of freedom. Protecting the interests and needs of the Palermitans is part of the basic idea of Addiopizzo and ADDIOPIZZO TRAVEL.

There are about 40 volunteer activists currently working for Addiopizzo. At the beginning, people could join the list of passive members by registering. In the meantime, one can also do so on the Internet. In this way, Addiopizzo already got several thousand passive followers. Most of the Palermitans know and welcome Addiopizzo's activities and support them more or less openly.

ADDIOPIZZO TRAVEL is well-known especially among small and medium enterprises in tourism and cooperates with many of them: Hotels, bed-and-breakfast accommodation, agro-tourism enterprises on farms that have been confiscated from the Mafia, small bus operators, restaurants, Sicily souvenir shops, etc. More than 200 of these businesses don't pay for



protection. ADDIOPIZZO TRAVEL is already a major supporter of tourism in this economically weak region around Palermo. In late 2011, a Fiat production unit was closed – till then the largest employer here.

Practically all the schools and many students at the University of Palermo know the work of ADDIOPIZZO TRAVEL. In many cases, they got their first detailed information about the Mafia from this organisation. Almost all the trainees working with Addiopizzo/ADDIOPIZZO TRAVEL do so after having been on an anti-Mafia excursion with their school or because ADDIOPIZZO TRAVEL activists visited them. We can be sure that the church, the police, authorities and law courts were also strengthened by this movement.

ADDIOPIZZO TRAVEL is engaged in the anti-Mafia movement in different ways, openly informing tourists, pupils, students and people from all over the world who are interested in learning about the Cosa Nostra and their contacts, also reducing prejudices about Sicily and improving the image of Palermo and Sicily – and thus showing Palermitans a way out of hopelessness and to a new identity, a new self-confidence. In this way, Addiopizzo supports the efforts by (most of) the citizens and business owners in Palermo and surroundings who are striving for a new self-image as people living in dignity and freedom.

Furthermore, the businesses that work with ADDIOPIZZO TRAVEL earn an increasing income.

Thanks to the work of Addiopizzo/ADDIOPIZZO TRAVEL it is very clear, not only to the people in the region of Palermo, that *they themselves* need to talk about the Mafia. *They themselves* are the only ones to break the wall of silence. Only then can authorities, police and public prosecutors take action at all.

#### **4.2 Enhancing the awareness of the local people with regard to the chances and risks of tourism development in their everyday economic, social and cultural lives**

For many years, tourism and its implications have been accepted all over Sicily and in a big city like Palermo. People have no reservations as far as visitors are concerned. In Palermo, the tourism sector (outside the large beach resorts) is hoping for higher growth rates, which might be achieved in the long run if the image of Sicily and Palermo improves.

A higher income from tourism can help to reduce the dependencies of businesses on their regular Palermitan customers, who – out of fear of the Mafia – avoid some businesses that refuse to pay for protection. It may make it easier for some enterprises to decide to declare their business *pizzo-free*.

The work of ADDIOPIZZO TRAVEL and their concept of providing an authentic picture of Palermo with her Mafia problems and the anti-Mafia movement can contribute significantly to ensuring that the people of Sicily, Palermo and Corleone won't be put on one level with the Mafia. Differentiated information shows that the large majority of Sicilian/Palermitans are not criminals but victims.

#### **4.3 Participation of broad local population strata in the positive economic, social and cultural effects of tourism**

Addiopizzo made it possible for the local population to buy *pizzo*-free products. ADDIOPIZZO TRAVEL contributes to improving *pizzo*-free income opportunities especially for companies dependent on tourism. The legal economy in the region is being supported. Only the existence and support of companies that refuse to pay for protection breaks the Mafia taboo.

ADDIOPIZZO TRAVEL is a small company with noticeable but limited economic leverage. It cannot be expected that large strata of the population benefit from this income – especially not in a large city like Palermo (with about 655,000 inhabitants). Nevertheless, improving the image of a region and a city like Palermo can have positive socio-cultural effects on the long run, which will improve people's self-confidence and pride in their own city.

#### **4.4 Guarantee of the attractiveness of jobs in tourism for the local people by improving working conditions relative to payment, social security, working hours as well as education and training**

More than 200 *pizzo*-free companies provide services in tourism – from hotels to bicycle rentals to providers of horse riding holidays. ADDIOPIZZO TRAVEL thus also contributes to securing jobs.

The people who work with ADDIOPIZZO TRAVEL are idealists and do so out of personal commitment. The financial attractiveness of the job is less decisive. Everyone is of course ready to work more, but also has more freedom when it comes to planning their working hours. The jobs are made more attractive by the high degree of staff satisfaction.

So far, ADDIOPIZZO TRAVEL understood themselves as a non-profit organisation. Much of the work is done by volunteers or trainees. Only five part-time employees are currently getting regular pay. From 2012, ADDIOPIZZO TRAVEL plans to have at least two full-time staff. This will contribute further to making the work of ADDIOPIZZO TRAVEL more professional.

#### **4.5 Strengthening the local culture and the cultural identity of people living in tourism destination areas**

The more the successful work of Addiopizzo/ADDIOPIZZO TRAVEL helps to overcome the fear and to push back the *pizzo*, the more it can contribute to increasing the self-esteem and dignity of the Palermitans. The special contribution by ADDIOPIZZO TRAVEL lies in reducing the prejudices towards Sicilians in other parts of Europe, but also in Italy itself. Even the very existence of an anti-Mafia tour operator makes Palermo appear in a new light. Visitors can and should understand that obviously not all Palermitans are Mafiosi and that the region resists the Mafia.

#### **4.6 Avoiding and minimising any social and cultural damage caused by tourism in tourism destination areas**

Clichés and stereotypes in relation to the Mafia and Mafiosi are reinforced by films such as "The Godfather": murder happens mainly within Mafia circles, women and children are spared, etc. The brutality of the Mafia against anyone was played down. Today, tourists are offered Mafia spice packs, Mafia beer and Don Corleone schnapps as souvenirs; even the Godfather's barbecue apron is available.

It is one more objective of ADDIOPIZZO TRAVEL to counter this exploitation of clichés and these trivialisations of the Mafia.

#### **Evaluation against the TODO! additional questions**

##### **A Could you give some examples which document that your project/measure is in line with environmental compatibility?**

When a company frees itself from the extortion of payments for protection and wants to join Addiopizzo, environmental sustainability is at present of secondary importance. The socio-cultural, liberating aspects, no longer having to pay for protection, is most important. The work and activities of ADDIOPIZZO TRAVEL do not contradict it, though: During excursions and meals at restaurants visited with ADDIOPIZZO TRAVEL, for example, efforts are being made to offer, as much as possible, organically produced products from the region. Many agro-tourism enterprises work in an environmentally friendly manner and offer food and meals.

People who fight against the Mafia in Sicily and for a clean economy mostly have the same ideals as people working for conservation.

Nevertheless, currently the motto is: *pizzo*-free is more important than the concern for the environmental. That seems to be understandable.

##### **B Are there any examples in the framework of the project which make clear that a just participation of women and men has been taken into account during the planning/implementation phase of your project/measure? Considering gender relation, can there be found any improvement of the status/situation of women within your project/measure?**

About the same number of men and women were involved in the foundation of Addiopizzo. Since the staff does not remain the same, the percentage keeps changing, also for important decisions to be made. At the moment, the percentage of female activists is about 40 percent.

The work at ADDIOPIZZO TRAVEL is also distributed among the same number of men and women. At the moment, the women's share is slightly higher. At least one of the two full-time posts from 2012 will be filled by a woman.

Both Addiopizzo and ADDIOPIZZO TRAVEL often employ trainees. The percentage of men and women varies, with a tendency towards more women.

In Sicily in general, significantly more men than women are employed. In Palermo, however, this cannot be felt to that extent. Women have to earn as well, in order to offer a better standard of living to their families. Nevertheless, the high percentage of female staff and activists at Addiopizzo and ADDIOPIZZO TRAVEL is unusual even in Palermo.

### **C Through which measures/mechanisms is the economic and institutional sustainability of the project guaranteed?**

The city of Palermo, the ministry for economic development, the tourism region of Sicily, the German embassy and the tour operator Studiosus Reisen München GmbH support ADDIOPIZZO TRAVEL. For approximately the next two years, the organisation will be financially secure.

In addition and in the long run, the demand for anti-Mafia information will supposedly remain the same or will rather grow, and the interest in anti-Mafia travel will also increase. It may thus be assumed that even beyond the two years mentioned, ADDIOPIZZO TRAVEL will be safe in terms of financial sustainability and will in the medium and long run be able to offer full-time jobs to about five to seven employees.

## **5 CONCLUSION**

ADDIOPIZZO TRAVEL fulfils the TODO! criteria in an convincing manner.

When assessing the project, it is often difficult to distinguish between the work of Addiopizzo and ADDIOPIZZO TRAVEL. Without Addiopizzo and the earlier work done by them, ADDIOPIZZO TRAVEL would not exist. On the other hand, ADDIOPIZZO TRAVEL does have a profile of its own and both organisations benefit from their close cooperation.

Officially, ADDIOPIZZO TRAVEL may only exist since 2009, but important tasks (training and education, information at schools and for teachers in Palermo, in Sicily, and other parts of Italy) have been carried out since 2004. ADDIOPIZZO TRAVEL can therefore not be considered a "newcomer" in incoming tourism.

The cooperation with Addiopizzo can certainly be seen as a guarantee that the initiative "tourism with ADDIOPIZZO TRAVEL" can actively and successfully be continued on the long run. ADDIOPIZZO TRAVEL has taken up a major task, which is in good hands, though, as the concept has been successful up to now: Tourism in Palermo and surroundings, and people's attitude towards life can be positively influenced in a sustainable manner.

There may still be open questions: Can we trust the *pizzo*-free companies and the Addiopizzo labels? Is it ruled out that this labelling only happens with the Mafia's consent, as the Mafia would be able to extort more money if the income increased (by showing an Addiopizzo engagement)? Unlikely: The investigation and verification done by Addiopizzo often takes quite some time. Obscure candidates are rather rejected. Above all, the Mafia would weaken itself by disguising itself as anti-Mafia. For its power and image will crumble, if one business after the other stops paying for protection – whether in reality or apparently – and if this becomes known to the public. What matters is to compete successfully with the Mafia for public space. It can be assumed that the Mafia would like to avoid this low-level conflict.

One can also ask how safe activists and tourists may feel with ADDIOPIZZO TRAVEL. So far, however, neither Addiopizzo activists nor *pizzo*-free companies have been attacked or threatened, let alone tourists. On the one hand, the Mafia seems to prefer to avoid any open confrontation that would inevitably lead to a clash with the state authorities. On the other hand, tourism (which in Sicily takes place mainly in the large beach resorts) is a major source of income for the Mafia. It is taken as a fact that most of the large hotels are owned by the Mafia. Any attack against tourists would lead to a decline in visitor numbers, to the Mafia's own detriment.

Travelling with ADDIOPIZZO TRAVEL enables every tourist in Sicily/Palermo to support the legal economy of the region. The tourists know that their money does not go to the Mafia: That feels good. By doing something, by buying consciously and in a targeted manner from shops that do not pay for protection, tourists can increase this effect even more. The author can confirm from his own experience that it is enjoyable and deepens the experience if you walk along the streets, looking in a targeted manner for a certain shop that refuses to pay for protection. You will see more, perceive more, observe in a different and more intensive manner. You will reach places, streets, markets or squares which would otherwise remain undiscovered. And now and again there will be opportunities to talk to people, even if mainly by using your hands. Asking "Dove...?" – "Where is...?" in Italian opens doors, leads to short conversations and may sometimes end with an espresso, as the person you asked may have "an uncle in Karlsruhe he often visited," so that he has learned a bit of German.

A region, a city today can be perceived in a different manner if the focus is on not paying for protection. This applies to tourists interested in culture as well as to beach tourists.



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