

A Drawing Air (L'aria che attira)

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Summary

The current concern on quality of the air is uniquely focussed on the bad quality of the air. That is very reasonable, as several researches have proven that air pollution may cause significant harm to the public health. Consequently, systems of air monitoring or modelling have been implemented to keep under control the state of the air.

A very little concern is on the contrary devoted to the good quality of the air. No clinical research proves that living in an excellent open air environment may positively affect the health; least of all, there are no studies on the health effects of a transitory exposure to a very clean air, such as it happens when people spend a vacation in natural places like on the mountains.

This lack of knowledge matches a widespread lack of interest toward the importance of clean air, if any. It is not a paradox that people are more careful about the water quality of the seaside resorts and that there are organizations which periodically appoint them green/yellow/red flags. However the absolute negligence on the matter looks amazing: everybody has at least once undergone that a fresh and clean air is a component of a pleasant experience, both for relaxing holydays and for active ones; furthermore, it looks obvious that wellness cares should include the breathing; finally, a few people have already begun to think to clean air as a luxury good.

In this paper we guess that the matter of a good quality of air might grow in importance in the future, and that it could be a noticeable part of a quality system to be use for communication purposes. We develop some synthetic indicators of the air quality and discuss them in depth in order to provide robust indicators suitable for ranking a set of alpine destinations.

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