

Towards and example of social dialogue and participatory processes

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Promotion of NECSTouR model

Support to pilot destinations (regional network)

Promotion of a strong involvement of Universities (indicators)

Regional intersectoral board

Revision of regional tools (normative production, programming & financialsupport)

Support to the CAT - Technical Assistance Centers for enterprises and local authorities

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Interpreting social dialogue at two levels:

regional level destination level

Destination:

Destination Committee: Defining the objectives

Local tourism observatory: Monitoring and measuring



Supported by Region and Provinces







Interpreting social dialogue at two levels: regional level destination level

Definition of the pilot Destinations

Provincial capitals Main sea resort destinations Main cultural/historical destinations Main spa destinations Rural destinations Environmental tourism destinations Minor cultural/historical destinations Minor sea resorts Minor mountain resorts





Life cycle of a tourism destination

Exploration

Involvement

Development

Consolidation

Stagnation



Repositioning









Issues:

Impact of transport Quality of life of residents and tourists

Quality of work

Widening the relation between demand/offer (geographical and seasonal concentration of tourism)

Active conservation of cultural heritage related to tourism

Active conservation of environmental heritage related to tourism

Active conservation of distinctive identities of destinations

Reduction and optimisation of use of natural resources with particular reference to water

Reduction and optimisation of energy consumption



Reduction of waste and better waste management







NECSTouR Strategy

ERNEST project - ERANET - FP7 Programme

Transversal approach:

Coordination of actions, collection and evaluation of good practices, contact with international organizations, implementation of innovative projects REFERENCE MODEL Thematic approach (5 macro themes):

Social and environmental responsibility Quality of life of residents Active preservation of resources and identities Better distribution of tourist flows Transport and mobility









Active conservation of cultural heritage and identities which DESTINATIONS

Big Art cities

Medium/small well-known destinations

Medium/small rural destinations

Medium/small sea resorts

Medium/small mountain destinations

Great cultural itineraries

New cultural itineraries

Thematic cultural parks







Active conservation of cultural heritage and identities

which DESTINATIONS... An INTERSECTORAL approach

Business tourism/meeting destinations

Sea resorts/destinations

Winter tourism destinations

Environmental tourism destinations/Parks









Active conservation of heritage related to tourism

tourist valorization of patrimony Protection of patrimony from effects deriving from tourism

Urban Areas – Historical centres

Buildings/monuments (civil - religious)

Archaeological excavations

Industrial archaeology

Museums and similar

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Active conservation of identities

Tourist valorization of Identity

Protection of identity from effects deriving from tourism

Art places/Pop culture

Productive places

Food places

Hospitality places

Immaterial patrimony

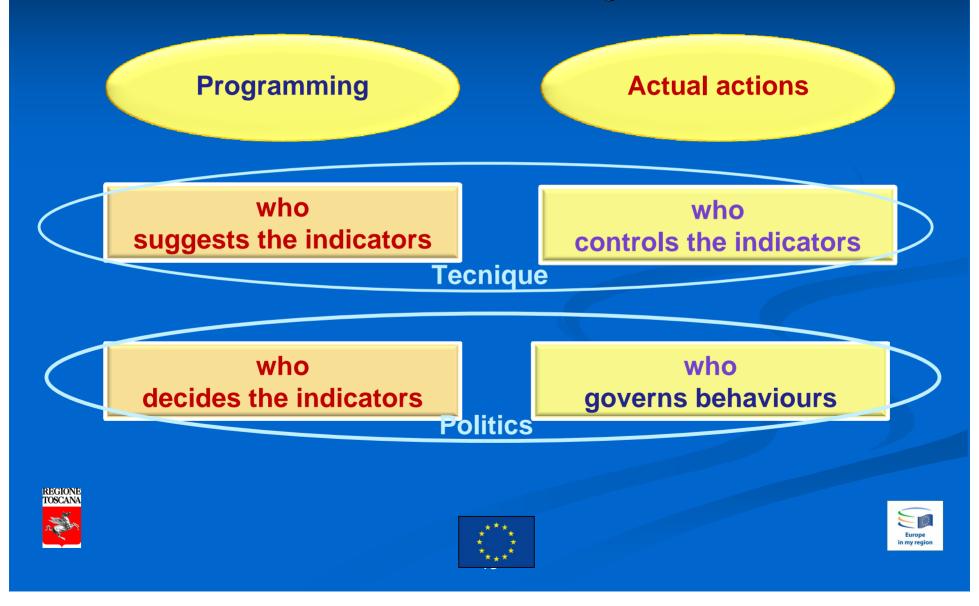








Active conservation of cultural heritage and identities









Interpretare il dialogo sociale ai due livelli: Regionale e di Destinazione

Definizione del Modello di Destinazione

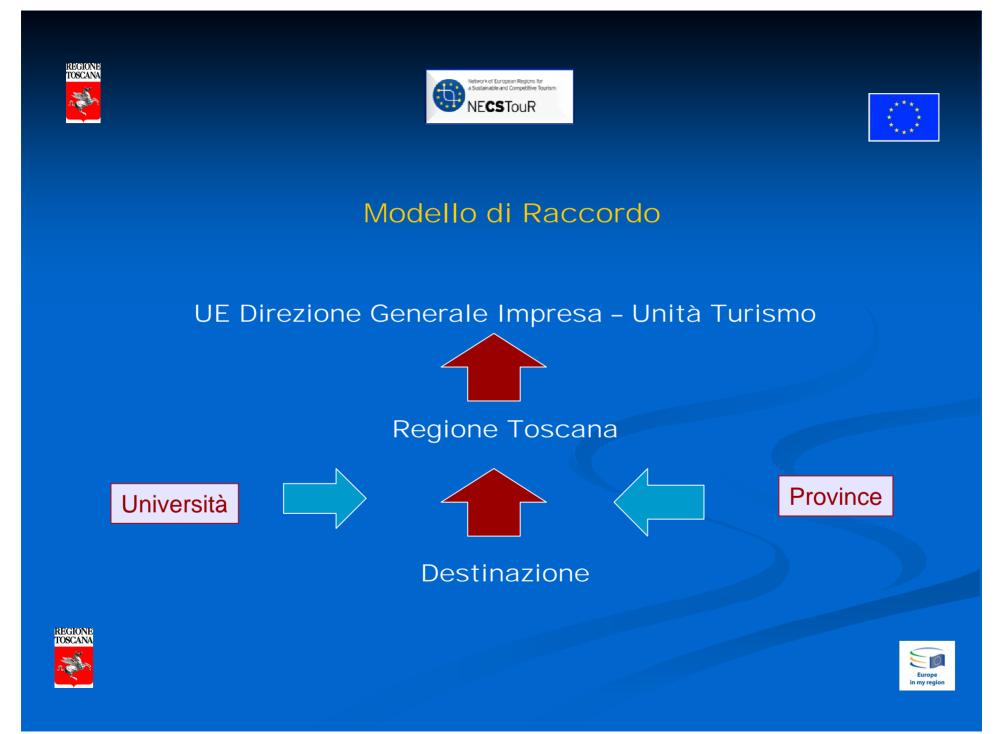
Obiettivi di sviluppo sostenibile

Composizione del Panel di destinazione Analisi Swot Obiettivi e scenario temporale Fissazione degli indicatori di Presidio (10 tematiche) Definizione modalità di governance



Monitoraggio dei Presidi Identificazione degli indicatori e soglie Composizione del Panel di misurazione







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Thank you for your attention!







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