

## Towards and example of social dialogue and participatory processes

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## The two pillars

Social Dialogue  
+  
Measurement of phenomena



Competitiveness

Competitiveness

Sustainability

Programming  
the Future





**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 & financial support)**

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





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

**Decline**

**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**

## 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

**Programming**

**Actual actions**

**who  
suggests the indicators**

**who  
controls the indicators**

**Technique**

**who  
decides the indicators**

**who  
governs behaviours**

**Politics**



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





## Modello di Raccordo

UE Direzione Generale Impresa – Unità Turismo



Regione Toscana

Università



Province



Destinazione



**Towards and example of  
social dialogue and participatory processes**

...Thank you for your attention!