

New strategies for Tourism and Local Development in the Mediterranean Region

Introduction to the Working Days

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Workshop background

Important contribution of tourism as driver of local economic development

Tourism sustainable development needs **specific policies** enabling a city, a province, a region or a country to be competitive in the global tourism, travel and leisure market

A sound policy implies several issues including:

- Innovative use and development of human capital
- New forms of organisation and management
- New approaches to for-profit and social entrepreneurship
- Community capacity building and community involvement
- New developments of intangible assets based on reputation, image-building, marketing and communication

Workshop background

Riva del Garda Action Statement for Enhancing Competitiveness and Sustainability in Tourism (2008)

Recommendations

- Making tourism development more efficient and sustainable
- Improving and promoting the attractiveness of employment in tourism
- Enhancing and promoting the uniqueness of destinations
- Stimulating innovation mechanisms, productivity based growth and quality
- Reducing obstacles to the development of tourism
- Building up tourism knowledge

Workshop approach and objectives

Our assumption

Enhanced co-operation and further development of the sector could lead to an increased demand for tourism requiring a sustainable response

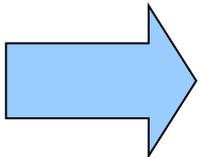
Workshop objective

OECD/LEED motivations

Much can be learned from an international exchange:

- Rationale behind the development of comprehensive policy frameworks
- Innovative mechanisms for skills development
- Tourism quality and sustainability
- How the pitfalls and barriers encountered have been addressed
- How communities can contribute to attracting and sustaining tourism

Objective



To enable an exchange amongst policy-makers and practitioners from the Mediterranean region with a dedicated capacity building seminar

Workshop purposes

Build and share the knowledge and know-how of participants on:

- How to develop integrated strategies based on sustainable tourism
- How to build new and innovative tourism policies reflecting local characteristics and which address local needs
- How to build on local strengths to valorise a locality and how to engage local communities in this process
- Which mechanisms could be developed in order to ensure vertical and horizontal co-operation among all stakeholders
- How to build entrepreneurial tourism capacities, including social entrepreneurship, and to develop specific tourism skills

Workshop structure and contents

Today - **GOVERNANCE OF TOURISM POLICIES**

The module is bringing a general perspective on how to consider governance as a basic prerequisite for any long lasting local development based on tourism

Tomorrow - **SUSTAINABILITY IN TOURISM**

In the case of tourism the concept is highly relevant, in particular when considering direct impact of tourism on local environment – both natural and human - on one hand and the capability to assure long term local attractiveness and permanence over time of the tourism as development asset at local level on the other

Wednesday & Thursday - **POLICY INTEGRATION**

Tourism is a cross cutting theme that calls for an integration of different policies, in particular financial engineering, business development and regional/local development policies

Workshop approach

Baseline speeches

- Speakers bringing in concepts practice oriented and based on first hand experiences

Discussion

- In-depth analysis how the given topic, as introduced, is relevant to the participant specific experiences

Case Studies

- Drawn from the direct experience of the participants and of other practitioners from Trentino, Italy and other relevant local cases

Group work and interactive elaboration and debate

- In order to think about fresh concepts, comparing experiences and define possible statements fitting into the Mediterranean variety of cases

Thank you...

... wishing you a fruitful working
experience in Trento