

ERNEST final conference - Florence, June 27th, 2012



4S.FOM.COD

FOUR SEASONS IN FORTE DEI MARMI AND COSTA DORADA



Agenda

- Brief Summary
- Project Partners and Regions involved
- Overview and priority objectives
- Progress of activities
- Next steps

Brief Summary

The project aim to plan new touristic strategies and services for seasonal adjustment in **Forte dei Marmi** (Toscana, Italy) and **Costa Daurada** (Catalunya, Spain), having identified the following needs:

- need to develop the competitiveness of tourist destinations, stimulating not only typical seaside activities, but social events (sporting, cultural, and musical events) as well as high quality guided tours in the off-season;
- need to develop coordinated actions between economic stakeholders, associations and institutions (Forte dei Marmi);
- need to take advantage of the high level of integration between the components of the touristic cluster (Costa Daurada);
- need to promote a sustainable development of the touristic activities.

The main goal is to define procedures to analyze visitors and touristic resources, and to raise strategies of seasonality, based on tangible and intangible assets of both destinations.

Project Partners and Regions involved

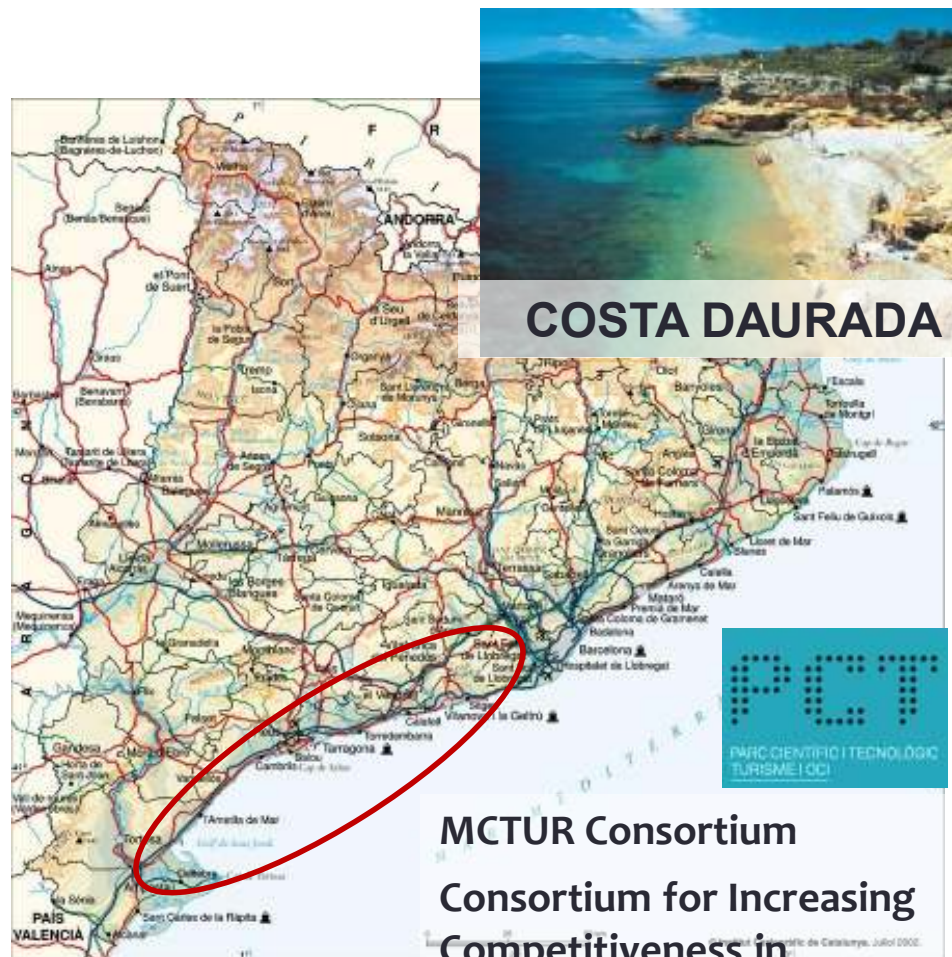
TOSCANA, ITALY



FORTE DEI MARMI

Paradiso al mare s.n.c. di Scialli Giuseppe & c
President Hotel s.r.l
Bagno Annetta di Pampaloni Anna & C
Bagno America di Gai Paolo Vittorio
Att Pagany di Pagani e C. snc
Daniela Broch di Daniela Passetti
Bagno La bonaccia - Barbieri Martino
impresa individuale

CATALUNYA, SPAIN



COSTA DAURADA

MCTUR Consortium
Consortium for Increasing
Competitiveness in
Tourism and Leisure in the
Tarragona region

Overview and priority objectives

Common goal



Seasonality of coastal destination

Shared methodology

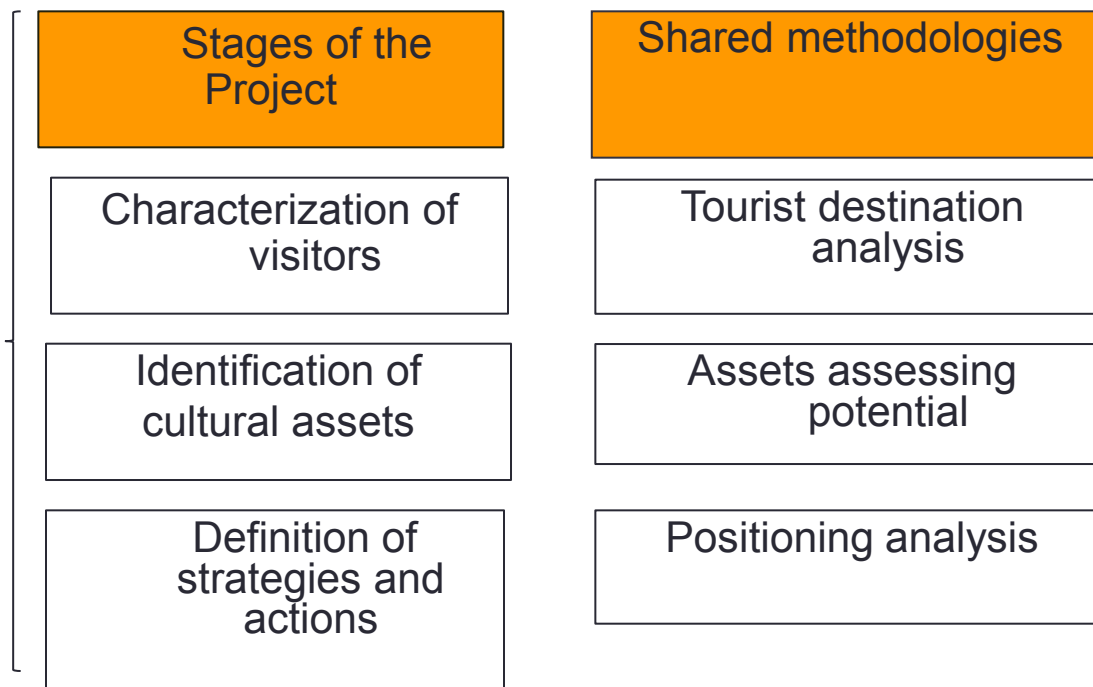


Strategic assets



Valuation of cultural assets

Methodology



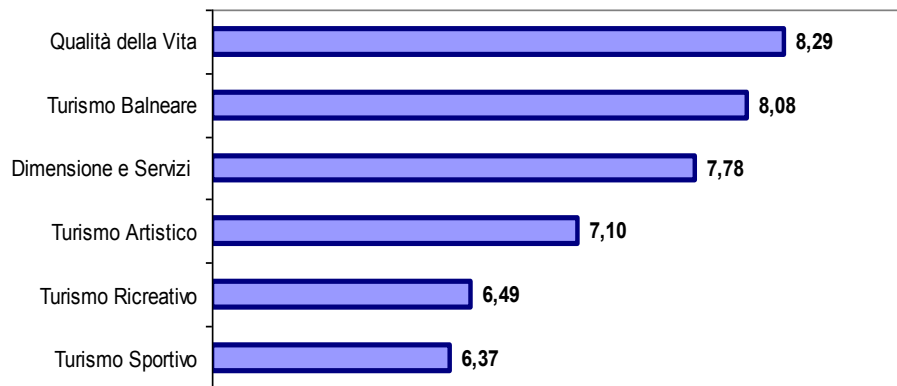
Progress of activities – Forte dei Marmi

Research report on the expectations of tourists' preferences with respect to identity and cultural characteristics of the destination

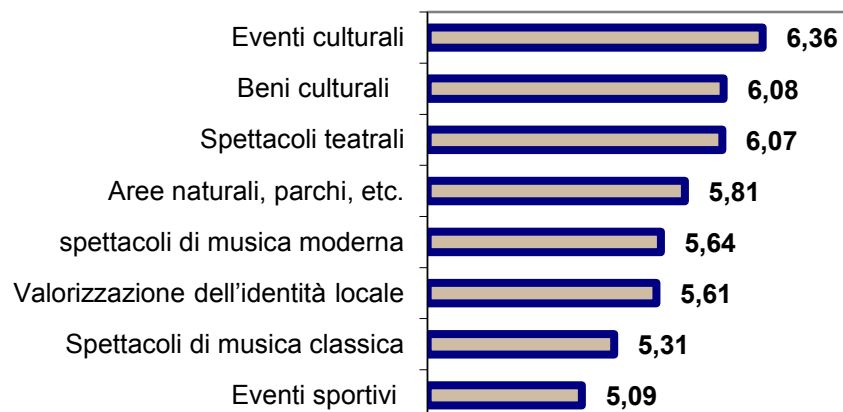
FORTE DEI MARMI

- Median age: 49 years old
- 6 % Foreign
- 24 % Tuscany
- 70% rest of Italy
- Arriving by own car (70%)
- Accomodation:
 - 26% hotel;
 - 74% villa, house, apartments
- Lenght of stay:
 - 22 days for hotel accomodations
 - 44 days for other accomadations

Caratteristiche del territorio che hanno portato alla scelta di Forte dei Marmi



Qualità degli eventi di intrattenimento



Progress of activities – Forte dei Marmi

Research report on the characteristics of significant local identities through which potential tourism services and offers can be developed



Da 20 a 25



Da 10 a 19



Da 1 a 9



Cultural Sites



Progress of activities – Forte dei Marmi

Research report on the characteristics of significant local identities through which potential tourism services and offers can be developed



Da 20 a 25



Da 10 a 19



Da 1 a 9

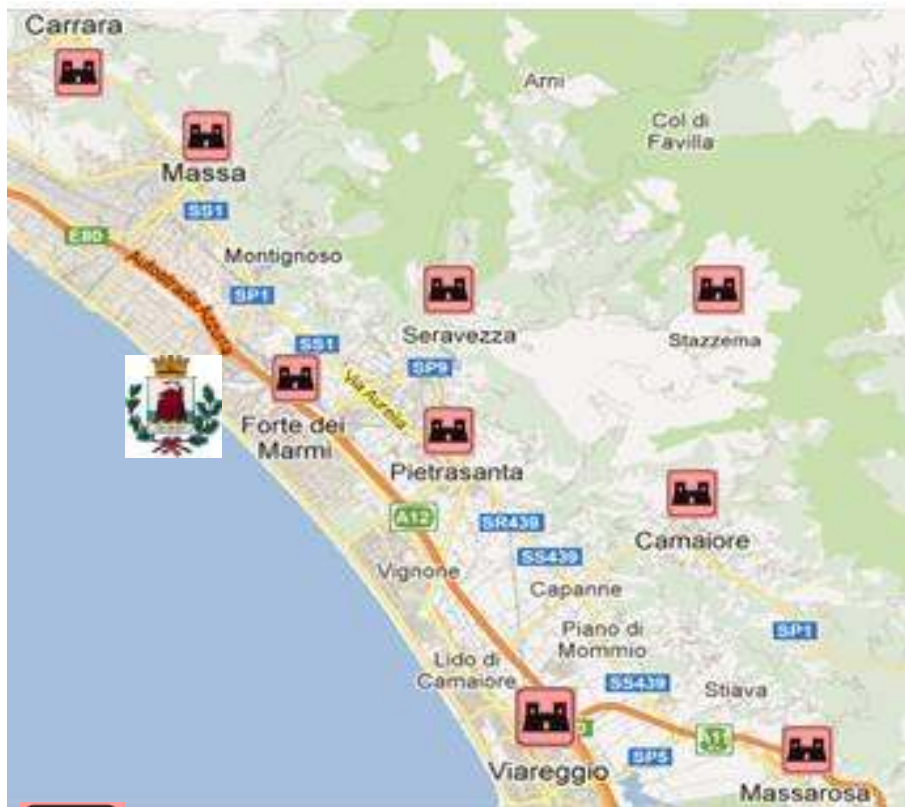


Natural Sites



Progress of activities – Forte dei Marmi

Research report on the characteristics of significant local identities through which potential tourism services and offers can be developed



Da 20 a 25



Da 10 a 19



Da 1 a 9



Heritage & History Sites

Progress of activities – Forte dei Marmi

Research report on the characteristics of significant local identities through which potential tourism services and offers can be developed



Da 20 a 25



Da 10 a 19



Da 1 a 9



Sport Sites

Progress of activities – Forte dei Marmi

Research report on the characteristics of significant local identities through which potential tourism services and offers can be developed



Da 20 a 25



Da 10 a 19



Da 1 a 9



Local Identity

LOCAL IDENTITY SITES / CHARACTERISTICS OF THE DESTINATION						SHEET NR__
REGION / TOWN / PLACE Toscana, Camaione (LU)						
NAME OF TOURIST CHARACTERISTICS	ADDRESS	GPS	PHONE	FAX	MAIL	WEB
Premio letterario di Camaione	/	/	329 2304895	0584 986288	premioletterario@comune.camaione.lu.it	/
TYPICAL AND TRADITIONAL OBS <input type="checkbox"/> WINE PRODUCERS, <input type="checkbox"/> Other.... <input type="checkbox"/> Other.... TYPICAL AND TRADITIONAL CULTURE <input type="checkbox"/> TYPICAL FOOD, <input type="checkbox"/> TYPICAL JOBS, <input type="checkbox"/> TYPICAL MUSIC <input type="checkbox"/> RURAL CULTURE, <input type="checkbox"/> FARMING, <input type="checkbox"/> FOOD AND OLIVE OIL CULTURE <input checked="" type="checkbox"/> LITERATURE <input type="checkbox"/> Other....			DESCRIPTION OF LOCAL IDENTITIES CHARACTERISTICS In occasione della Giornata Mondiale della Poesia, istituita dall'UNESCO nel 1999, fissata al 21 marzo di ogni anno, primo giorno di primavera, il Presidente del Premio Letterario Camaione Francesco Belluomini augura che questa particolare giornata in nome della poesia sia foriera di pace e di prosperità per tutti.			
PICTURE  <p>Premio letterario città di Camaione</p>						

Next steps – Forte dei Marmi

Elaborate the information collected in the “Report of touristic characteristic of the area “ to develop new proposal to the customer:

- Cultural, historical and natural tours of the inland territory also in the low-season
- Specific events in the low-season , like “live Forte dei Marmi on the bike” to visit cultural show, hystorical and heritage sites, parks and natural areas, luxury commercial city center.



Next steps – Forte dei Marmi

Sport event and activities:

- Planning the activities to develop professional and junioral **sailing race** in Tyrrhenian Sea and Massaciuccoli Lake;



- Planning the activities to develop a **Soccer Sport Club** for the winter-training (trainer teams, medical teams and their entourage)



- Planning the activities to develop specific events in the low-season like competitions and **sports tournament** (golf/tennis/ soccer/horse riding/polo) to Italian and european firms /industry associations / professional orders



Four seasons in Forte dei Marmi and Costa Daurada

www.ernesttuscanypoint.eu



www.scuolaemasecolabel.it

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T.C.T&C

COMPETITIVE AND SUSTAINABLE DEVELOPMENT OF
TOURISM IN TUSCANY REGION

Thermal bath and Culture of Tuscany hills & Catalogna



Agenda

- Brief Summary
- Project Partners and Regions involved
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Brief Summary

In many countryside territories in the European region the tourism has a low implantation, and basically based on a unique touristic resource, without any involvement of the villages around it. Therefore, it is needed to implant a methodology or strategy to spread this touristic activity to the proximities in order to make the touristic activity more sustainable, economically, socially and environmentally.

The specific touristic resource in Chianciano (Tuscany) is the thermalism and in Catalonia is the Escornalbou Monastery.

In this context, the priority goals of the territory are the following:

The active enhancement and conservation of the characteristics of the identity of the territory (rural, gastronomic and farming culture, art, wine, entertainment culture...);

The development of forms of cooperation between operators and economic stakeholders and institutions of destination.

Project Partners and Regions involved



- ❖ A.A.S. Associazione Albergatori Servizi
- ❖ SIMAR TOURSIT SAS – Villa ricci
- ❖ GIULIACCI SERGIO - Hotel Tirrenia
- ❖ SANTA&IGINO SRL- Ambasciatori
- ❖ ALBERGO MODERNO SRL
- ❖ PENSIONE DEL BUONO DI DEL BUONO ASSUNTA E C. SAS
- ❖ HOTEL S. CATERINA DI PINZUTI AMLETO & C. SNC
- ❖ PENSIONE EDY SNC DI GUIDOTTI ELI & C.



MUNICIPALITY OF
RIUDUCANYES

Overview and priority objectives

THE ACTIVE ENHANCEMENT AND CONSERVATION OF THE CHARACTERISTICS OF IDENTITY FOR THE HILLS OF TUSCANY AND RIUDCANYES AREA

- Research and analysis of the cultural, environmental and social characteristics of the territory and related events and initiatives in the tourist destinations (rural, gastronomic, and farming culture,...);
- Research and analysis of the expectations and preferences of tourists compared to the characteristics and cultural identity of both destination

RATIONALIZATION AND REDUCTION OF ENERGY AND INCREASED USE OF RENEWABLE ENERGY (ONLY TUSCANY PROJECT)

- Research, data collection and analysis of energy consumption of tourism businesses;
- Analysis of the characteristics of the territory, urban planning and zoning of the area in question;
- Analysis of possible actions to reduce energy consumption

DIFFUSION TO CONSORTIA /ASSOCIATIONS

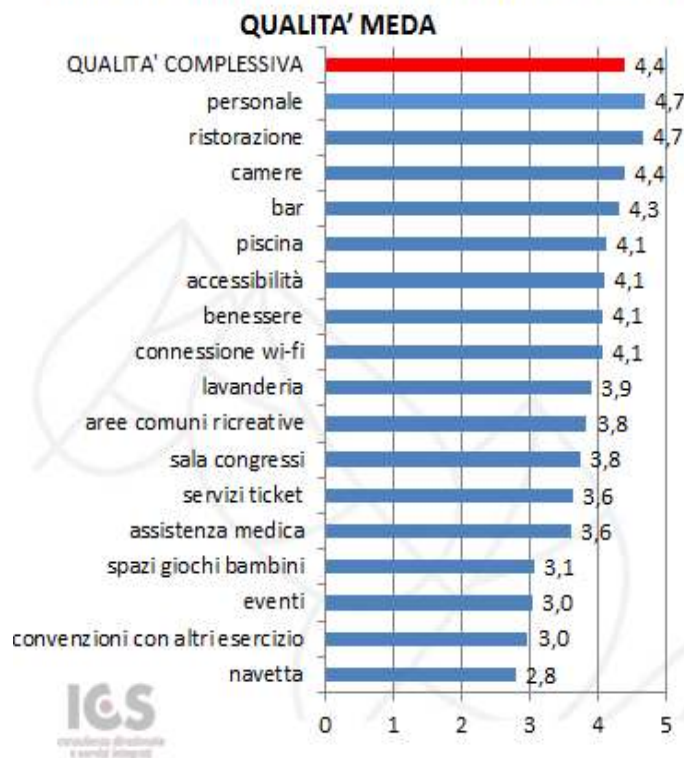
- Dissemination of results through meetings and seminars with regard to local actors and businesses of the destination

Progress of activities – Chianciano Terme

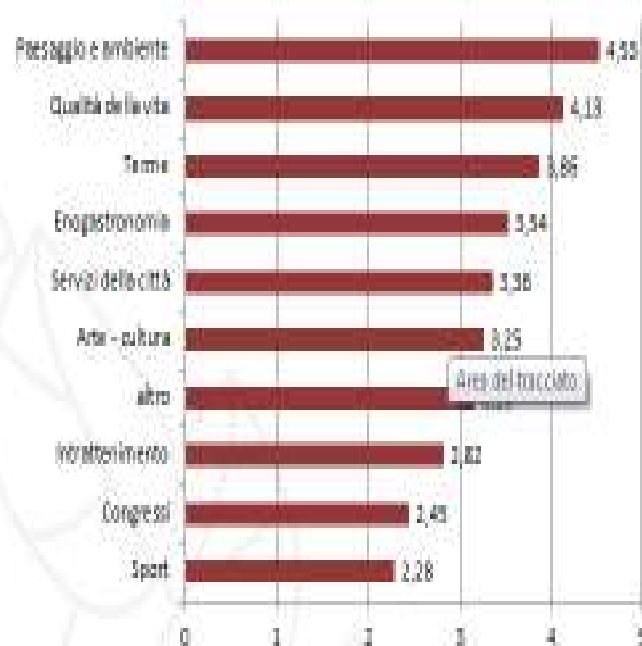
Activities carried on

Research report on the expectations of tourists' preferences with respect to identity and cultural characteristics of the destination

OPINIONE SUI SERVIZI STRUTTURE RECETTIVE:



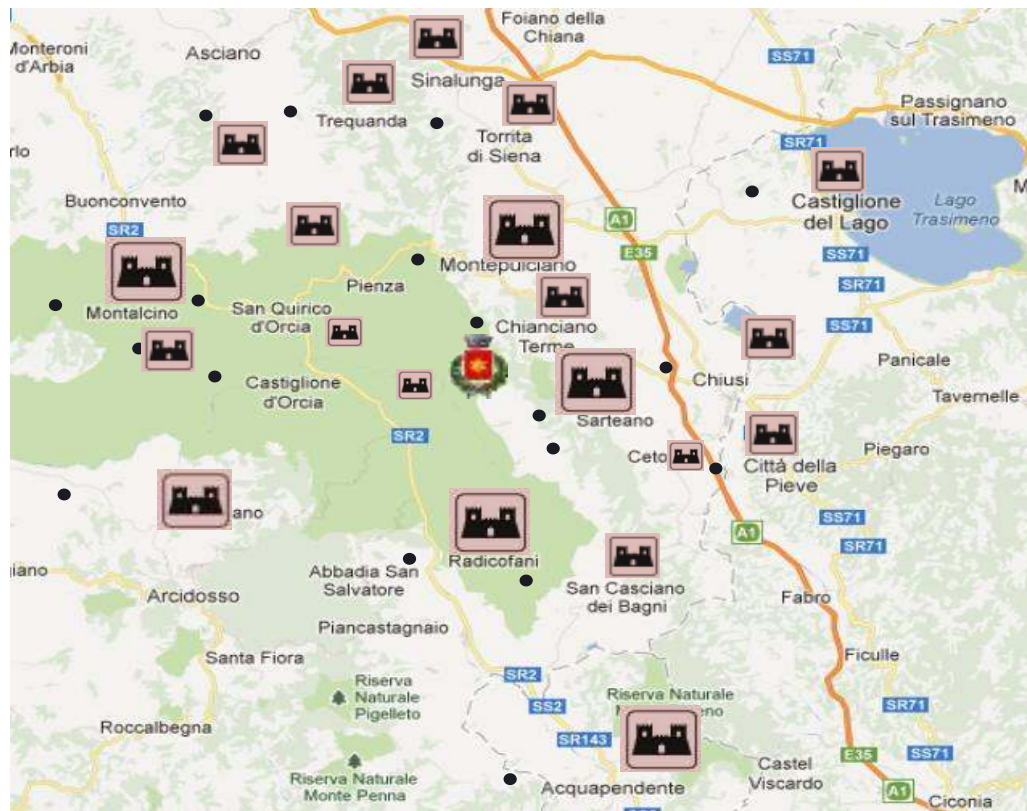
QUALI SONO LE CARATTERISTICHE DEL TERRITORIO CHE HANNO FATTO SCEGLIERE CHIANCIANO?



Progress of activities – Chianciano Terme

Activities carried on

Research report on the characteristics of significant local identities through which potential tourism services and offers can be developed



Heritage and History Sites



20-25



10-19

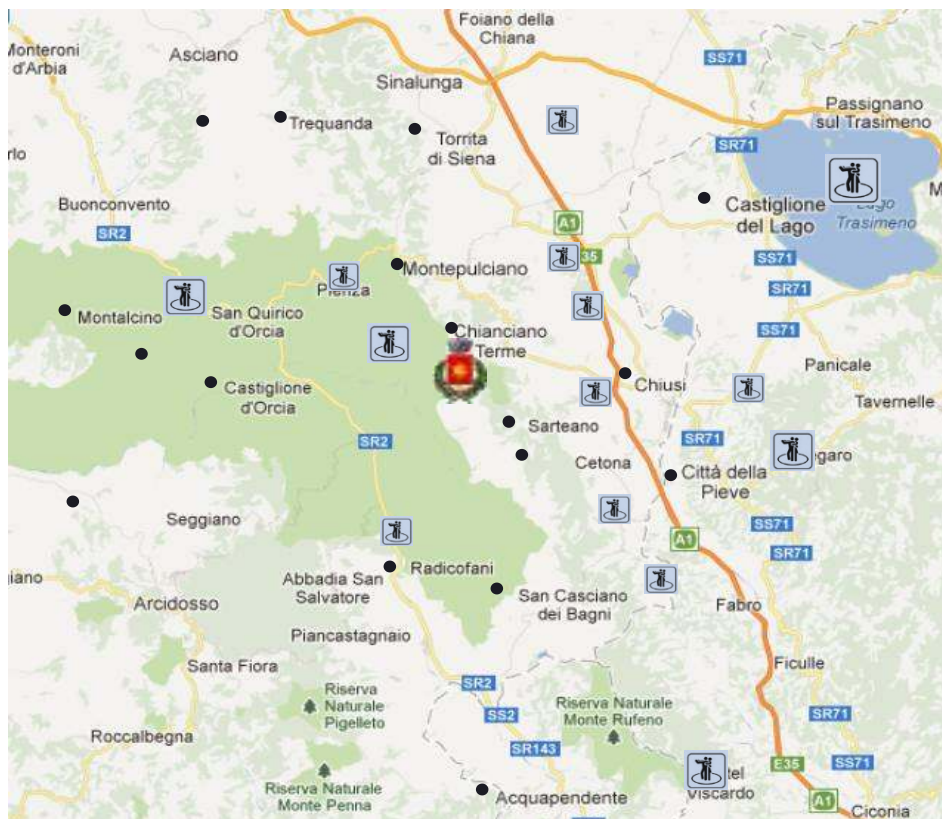


1-9

Progress of activities – Chianciano Terme

Activities carried on

Research report on the characteristics of significant local identities through which potential tourism services and offers can be developed



Local identities and food



	20-25
	10-19
	1-9

Progress of activities – Chianciano Terme

Activities in progress

- Report with energy consumption for individual companies and estimates of energy consumption in the tourism sector in Chianciano;
- Report of energy saving measures which are applicable for tourism business;
- Report with actions for the production of energy from renewable sources



Average consumption of
electricity.
1,47 kWh/pax



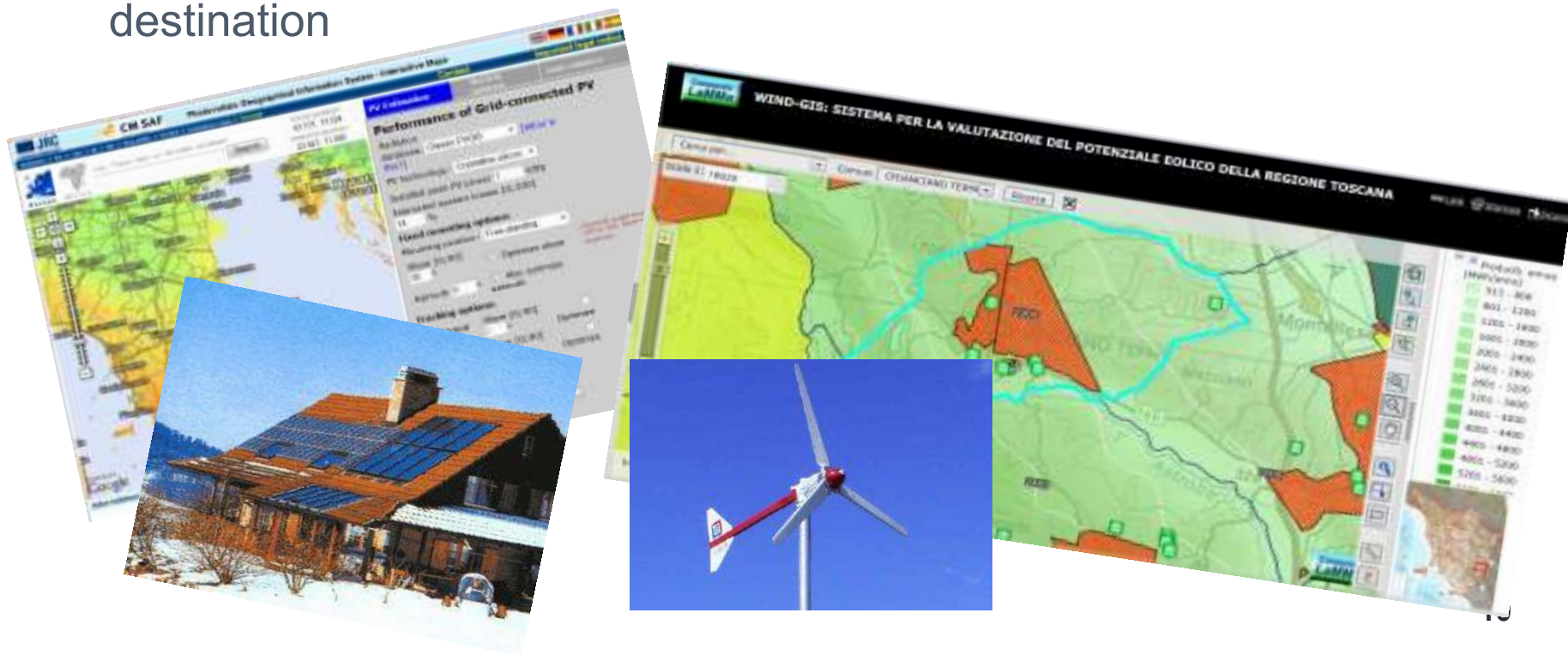
Average consumption of
gas natural.
1,34 mc/pax



Average consumption of
water.
1,01 mc/pax

Activities still in progress— Chianciano Terme

- Operational planning for the development of interventions for the reduction and rationalization of energy consumption of the tourist businesses
- Operational planning for the development of energy production from renewable sources by businesses and local stakeholders in the destination



Activities still in progress – Chianciano Terme

- Operational planning for the development of new tourism services for the enhancement of the local identity for the Tuscan tourist destination
- Study of several touristic routes as:
 - Park and natural area routes
 - Historical and Heritage routes
 - Local identities, local culture and foods routes
 - Sports and active tourism routes
- Operational planning for the positioning, communication and promotion of new tourism services and offers for the Tuscan tourist destination results
- Intercept new interested customers in tourism products such as
 - Culture and local identities
 - Nature and landscape
 - Sport and active tourism
 - Thermal bath
 - Discovery of local value and treasure



Thermal bath and Culture of Tuscany hills & Catalogna

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M.G.D.T

Marinas: Gateways to Discovery the Territories

Agenda

- Brief Summary
- Project Partners and Regions involved
- Overview and priority objectives
- Progress of activities
- Next steps

Brief Summary

The project aim to develop some important topics in the context of the activities of the National Association of Italian Touristic Ports and Landing (ASSONAT) and the Catalonian Marinas Association :

- **DEVELOPMENT OF MARINAS AS GATEWAYS TO THE INLAND TERRITORY:** development of integrated tourism services to link the marinas with the inland areas;
- **ENHANCEMENT AND ACTIVE CONSERVATION OF CULTURAL IDENTITY AND ENVIRONMENT OF THE INLAND AREAS** of the two Italian and Spanish tourist destinations in order to promote the development of tourist services;
- **DEVELOPMENT OF A SUSTAINABLE MOBILITY SYSTEM** ensuring the integration and connection between the marinas and various points of interest in the inland.

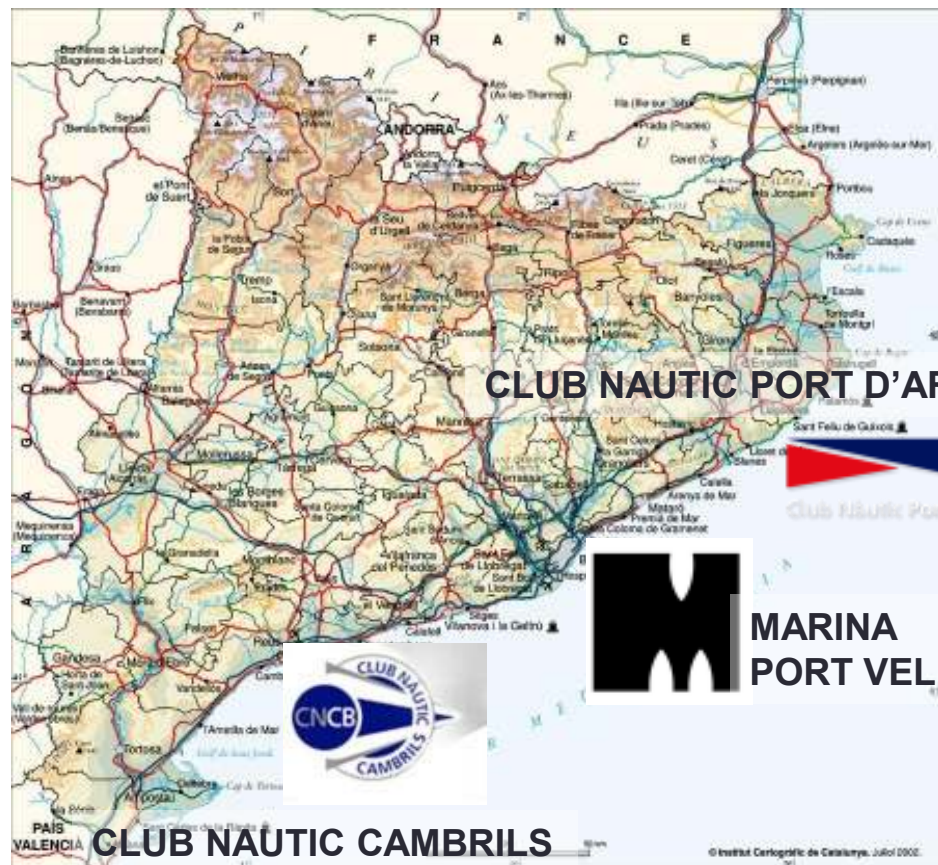
Project Partners and Regions involved

TOSCANA, ITALY

CATALONIA, SPAIN



MARINA DI CALA GALERA
CIRCOLO NAUTICO SPA



CLUB NAUTIC CAMBRILS

MARINA
PORT VELL

Overview and priority objectives

The project is divided into two main phases for each destination (Tuscany Coast and Catalonia):

- **DEVELOPMENT OF AN INTEGRATED SYSTEM BETWEEN TOURISM OFFERS AND SERVICES OF SUSTAINABLE MOBILITY IN THE TERRITORY**, through research activities and data collection;
- **DISSEMINATION TO CONSORTIUM/ASSOCIATIONS AND OTHER LOCAL ACTORS** through meetings and seminars involving local authorities, local stakeholders and businesses of the two destinations.

TOSCANA, ITALY

YACHT BROKER SRL



**MARINA DI CALA GALERA
CIRCOLO NAUTICO SPA**

Progress of activities

- Definition of a common methodology to implement the survey and collect data;
- Customer survey about expectations and preferences of tourist "boaters" (still in progress);
- Collection of data and information about :
 - 24 municipality and more 250 places of interest of the inland territories (history and heritage sites, sport activities, natural areas, local identities, food and wine, cultural activities);
 - the existing transportation systems;
- Assessment of the environmental sustainability of existing transport systems;
- Collection of data and information to develop an integrated sustainable mobility system (still in progress)

TOURIST VALUES OF INLANDS

PLACES OF INTEREST :
CULTURE, SPORT,
HISTORY, NATURE,
LOCAL IDENTITY



MARINA DI SAN ROCCO SPA
Marina di Grosseto



Da 20 a 32



Da 10 a 19



Da 1 a 9

**Heritage &
History Sites**

TOURIST VALUES OF INLANDS

PLACES OF INTEREST :
CULTURE, SPORT,
HISTORY, NATURE,
LOCAL IDENTITY



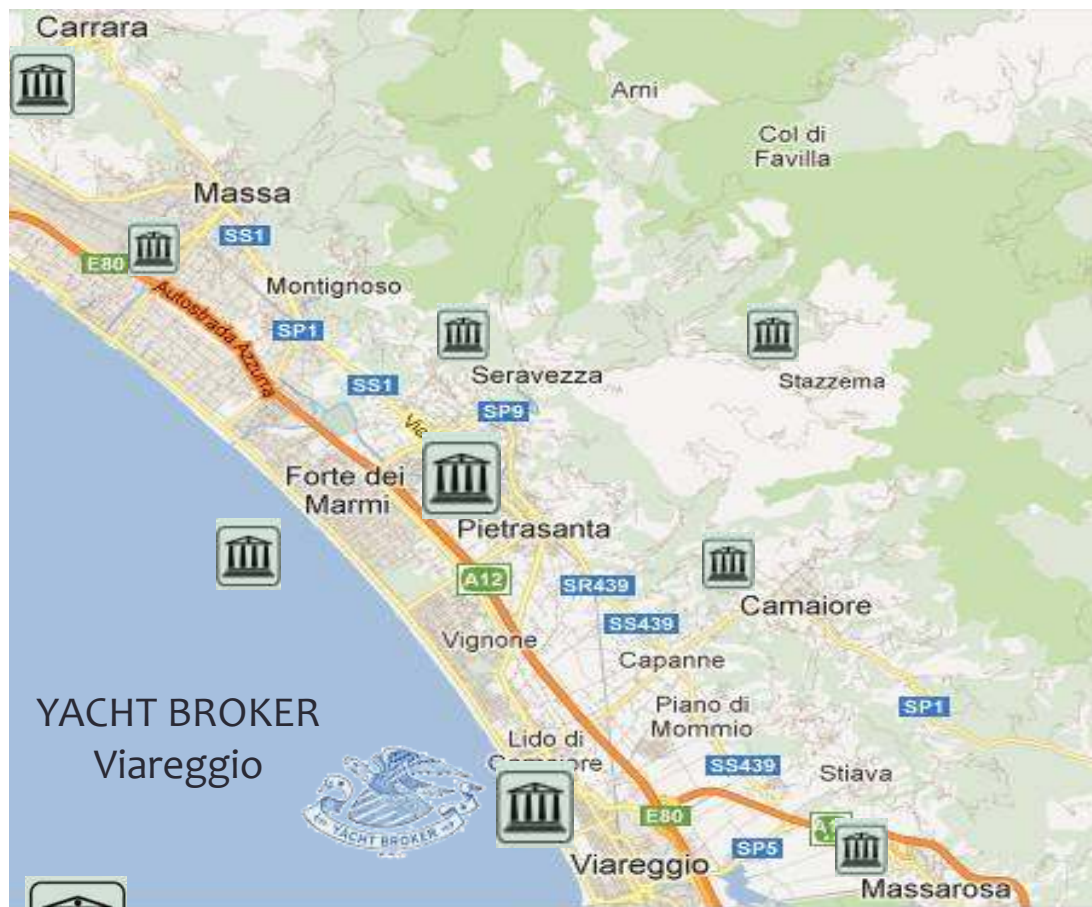
MARINA DI CALA GALERA
CIRCOLO NAUTICO SPA
Monte Argentario

Sport Sites

-  Da 20 a 30
-  Da 10 a 19
-  Da 1 a 9

TOURIST VALUES OF INLANDS

PLACES OF INTEREST :
CULTURE, SPORT,
HISTORY, NATURE,
LOCAL IDENTITY



Da 20 a 25



Da 10 a 19

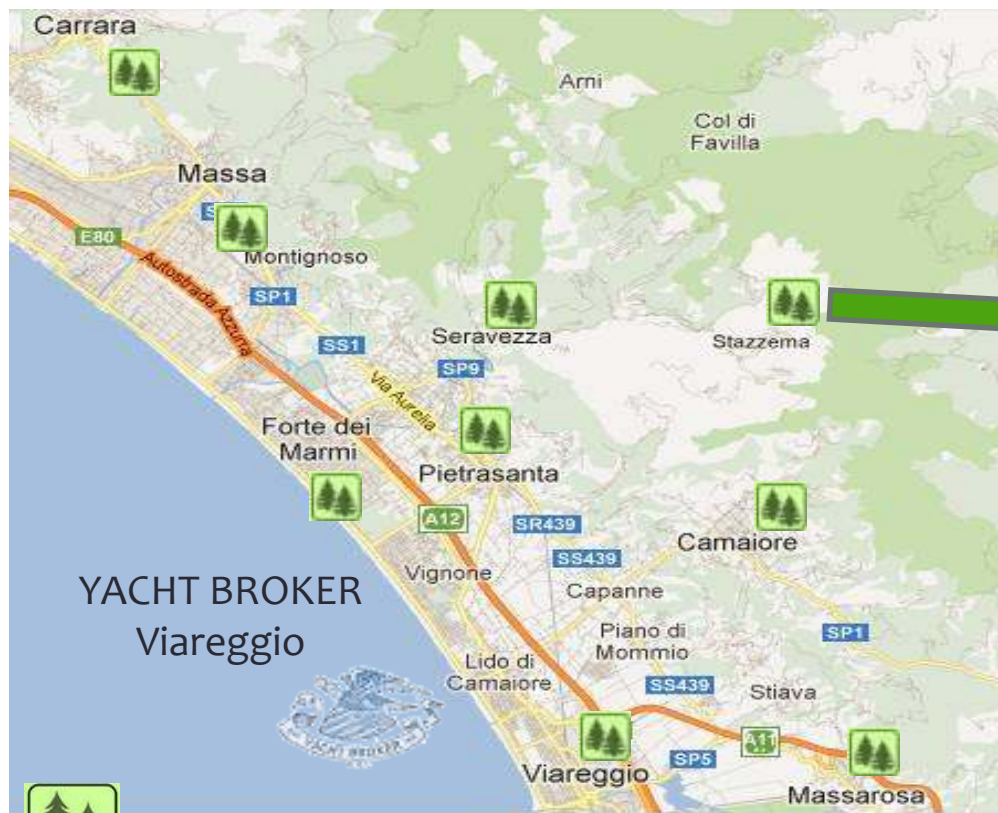


Da 1 a 9

Cultural Sites

TOURIST VALUES OF INLANDS

PLACES OF INTEREST :
CULTURE, SPORT,
HISTORY, NATURE,
LOCAL IDENTITY



NATURAL AREAS AND LANDSCAPE SITES / CHARACTERISTICS OF THE DESTINATION						SHEET NR. _____
REGION / TOWN / PLACE Regione: Toscana Provincia: Massa e Lucca Comuni: Carrara, Casola in Lunigiana, Fivizzano, Massa, Montignoso, Camaiole, Careggine, Fabbriche di Feltrina, Galliciano, Minucciano, Molazzana, Pescaglia, Seravezza, Stazzema, Vagli di Sotto, Vergemoli						
NAME OF TOURIST CHARACTERISTICS	ADDRESS	GPS	PHONE	FAX	MAIL	WEB
Parco Apuane	Via Corrado del Greco n. 11 55047 Seravezza (LU)	Long. 16.16566 Lat. 41.87854	0584 75821	0584 758203	www.parcapuane.it	info@parcapuane.toscana.it
Infrastructure <input type="checkbox"/> NATIONAL PARK <input checked="" type="checkbox"/> REGIONAL PARK <input type="checkbox"/> LOCAL PARK <input type="checkbox"/> GREEN AREA		DESCRIPTION OF HERITAGE AND HISTORY CHARACTERISTICS <p>Le Alpi Apuane sono localizzate nella Toscana settentrionale a costituire un massiccio montuoso parallelo alla catena appenninica e delimitato dai bacini del Fiume Magra a nord, del Fiume Serchio a est e a sud e dalla costa tirrenica a occidente. La sua collocazione geografica e la sua estrema diversità geomorfologica e climatica sono il presupposto per l'altrettanto elevata varietà faunistica, floristica e vegetazionale.</p> <p>La peculiarità geologica delle Apuane risulta evidente osservando il netto contrasto morfologico con la vicina catena appenninica: le rocce metamorfiche e prevalentemente carbonatiche delle Apuane creano una caratteristica morfologia alpina con pinnacoli, guglie e pareti verticali che contrastano con gli ampi crinali prativi del vicino Appennino (costituito prevalentemente da arenarie e marne). In particolare nel territorio del Parco affiora l'intera sequenza metamorfica apuana. I vasti affioramenti di Marmo sono conosciuti in tutto il mondo (in particolare quelli del prezioso marmo statuario) e sono sfruttati da una sviluppata attività estrattiva che costituisce per l'area apuana una importante risorsa economica, ma che, negli ultimi decenni, ha causato notevoli problemi di compatibilità con le emergenze ambientali del Parco.</p>				
PICTURE <div> </div>						



Da 20 a 25



Da 10 a 19

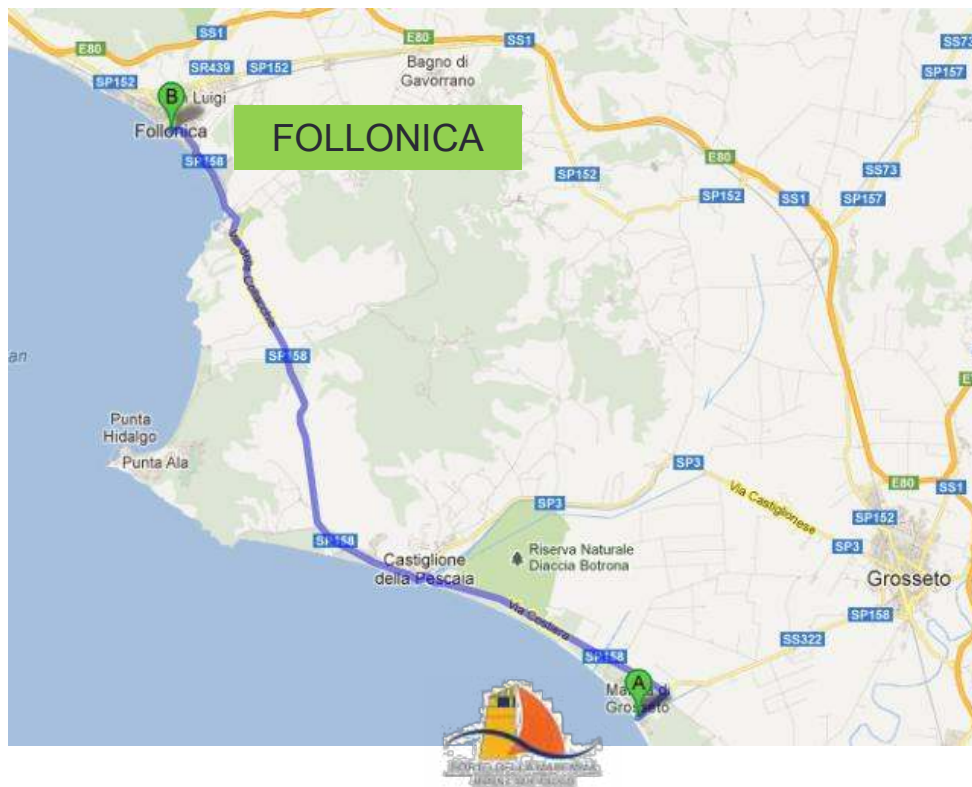


Da 1 a 9



Natural Sites

HOW TO GET THERE?



Da PORTO MARINA SAN ROCCO a			
CASTIGLIONE DELLA PESCAIA	17 MIN	29 MIN	1 H 11 MIN
FOLLONICA	42 MIN	1 H 21 MIN	3 H 29 MIN
GAVORRANO	48 MIN	2 H 25 MIN	3 H 55 MIN
SCARLINO	45 MIN	2 H 46 MIN	3 H 54 MIN
MAGLIANO IN TOSCANA	50 MIN	2 H 3 MIN	4 H 28 MIN
CAMPAGNATICO	45 MIN	1 H 47 MIN	4 H 8 MIN
ROCCA STRADA	58 MIN	1 H 49 MIN	4 H 50 MIN
MASSA MARITTIMA	1 H 3 MIN	2 H 5 MIN	5 H 23 MIN



Work in progress

- Planning of an integrated sustainable mobility system to improve the connection between marinas and touristic inland areas;

Actual transport system

Transport System	SAN ROCCO	CALA GALERA	YACHT BROKER
Car Parking	SI	SI	SI
Bus	SI	NO	SI
Car rental	SI	NO	NO
Bike rental	SI	NO	NO
Tandem rental	NO	NO	NO
Skate rental	NO	NO	NO
Bycycle path	SI	NO	NO
Electric/hybrid car rental	NO	NO	NO
Electric bike rental	NO	NO	NO
Shuttle/coach services	NO	NO	NO
Train	NO	NO	SI

Choose of a sustainable transport system

Emission of CO ₂ (e) [kg/person] from MARINA CALA GALERA								
	by car Gasoline	by car Diesel	by bus	By Scooter Electric	by car Electric	By Bike Electric	By Bike	by Feet
	SUSTAINABILITY							
to ORBETELLO	1,18	0,93	0,59	0,54	0,35	0,07	-	-
to PORTO SANTO STEFANO	2,05	1,62	1,02	0,94	0,61	0,12	-	-
to CAPALBIO	5,13	4,05	2,56	2,36	1,54	0,30	-	-
to TALAMONE	5,46	4,32	2,72	2,51	1,63	0,31	-	-
to MANCIANO	8,58	6,78	4,28	3,95	2,57	0,49	-	-
to SCANSANO	8,79	6,94	4,38	4,04	2,63	0,51	-	-
to SATURNIA	11,24	8,88	5,61	5,17	3,36	0,65	-	-

Costs and tech info



Better sustainable vehicle for each 1 day-touristic routes

		Electric Car		Electric Scooter		Electric Bike	
		Average speed (km/h)	Range (km)	Average speed (km/h)	Range (km)	Average speed (km/h)	Range (km)
		60	150	35	65	25	40
Route nr 1	km	time to travel (min)	% Use of Battery	time to travel (min)	% Use of Battery	time to travel (min)	% Use of Battery
from MARINA CALA GALERA	0	-	● -	-	-	-	-
to ORBETELLO	7	7,00	● 0,05	12,00	● 0,11	16,80	● 0,18
to CAPALBIO	22	22,00	● 0,19	37,71	● 0,45	52,80	● 0,73
to MANCIANO	28	28,00	● 0,38	48,00	● 0,88	67,20	● 1,43
to MARINA CALA GALERA	49	49,00	● 0,71	84,00	● 1,63	117,60	● 2,65

Marinas: Gateways to Discovery the Territories

www.ernesttuscanyproject.eu



www.ics.fi.it

www.scuolaemasecolabel.it