

Final Conference 27 june 2012

The contribution of indicators & sustainable tourism
observatories for tourist destinations capacity building

The European network *NECSTouR*
as a model of shared management of tourist Destinations

COMMISSION COMMUNICATION (COM 2010 – 352/3)

A new political framework for European tourism

Promotion of sustainable and high-quality tourism, implemented by means of the indicators models produced by the **NECSTouR** network, for the sustainable management of tourist destinations, with the final objective to create a European label for the promotion of the tourist destinations



European label for the promotion of the tourist destinations

models

sustainable management

Indicators

Social Dialogue

Self-evaluation

Management

Governance

European label for the promotion of the tourist destinations



models

sustainable management

Governance

Social Dialogue

Self-evaluation

Management

Measurement

Indicators

Indicators

Indicators

Tourism & the 10 Topics NECSTouR 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

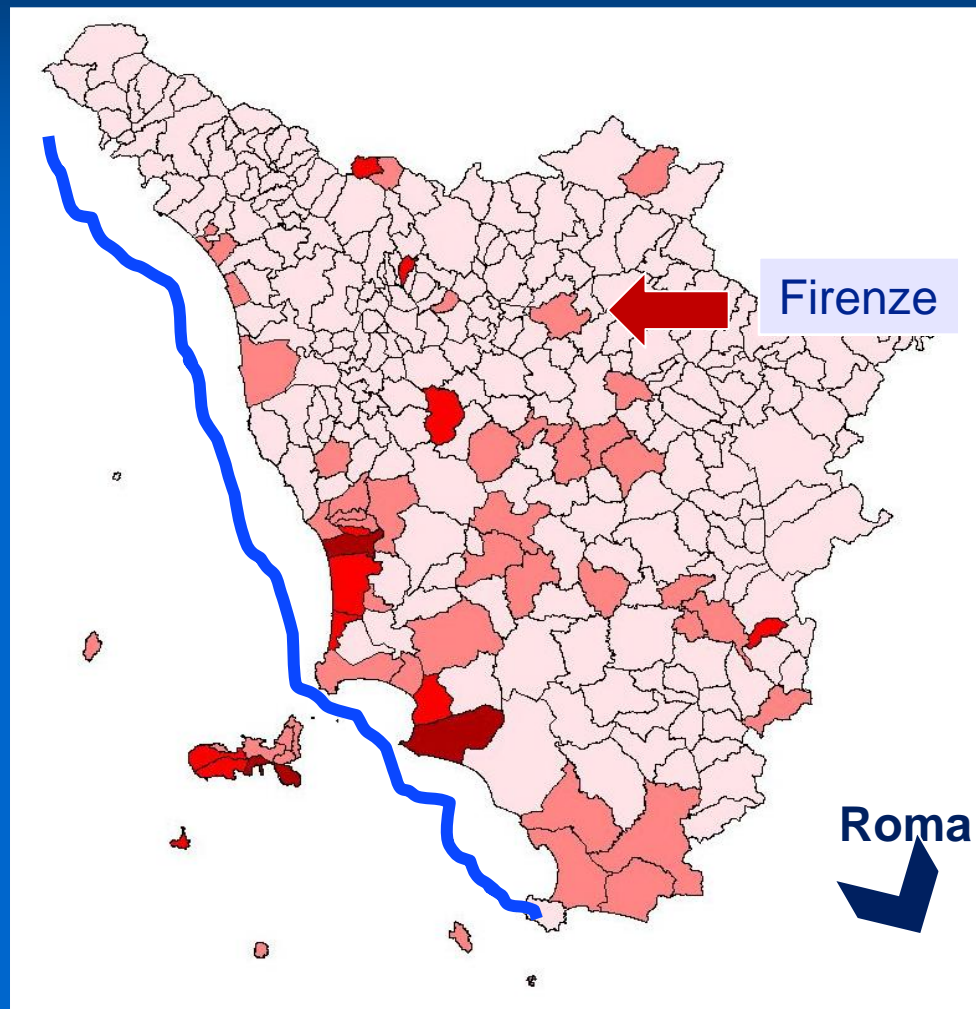
Active conservation of environmental heritage related to tourism

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



Toscana

Fiesole
Tavarnelle V. d. P.

Forte dei Marmi
S. Vincenzo

Montecatini T.
Chianciano T.

Abetone

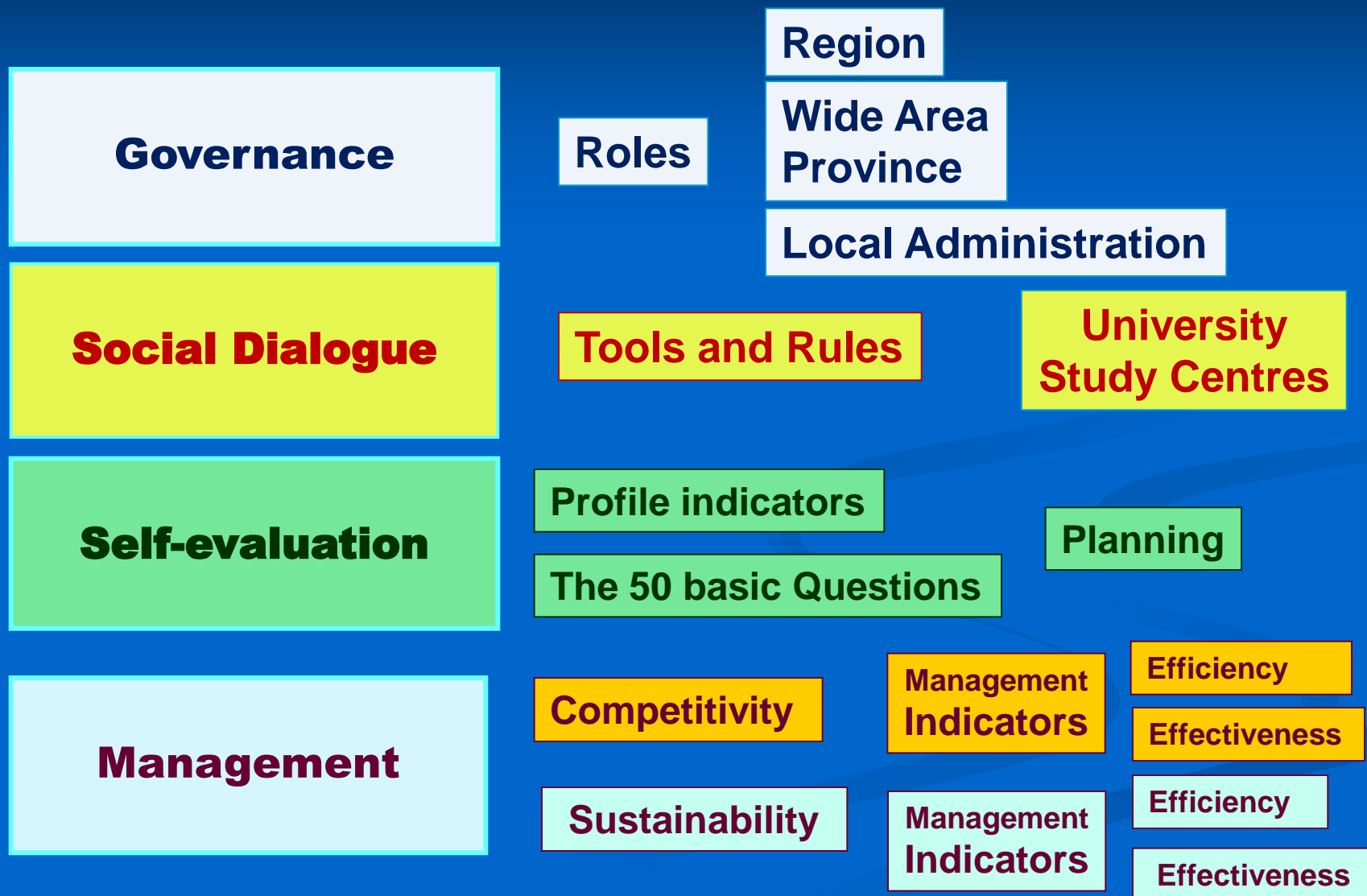
Barberino M.
Siena
S. Gimignano

Anghiari
Barga
Vinci
Greve C.
Massa M.ma
Cortona
Pontedera
Isola Giglio
Castiglion d.P.

Roccastrada
S. Fiora
Monsummano
T.
Monterotondo
M.
Montaione
Montignoso
Portoferraio
Capannori
Scarperia
Borgo a M.

50

Arezzo
Campi B.
Carrara
Cascina
Colle V.E.
Firenze
Follonica
Grosseto
Livorno
Lucca
Massa
Montevarchi
Piombino
Pisa
Pistoia
Prato
Poggibonsi
Quarrata
Scandicci
Viareggio
Livorno



Social Dialogue

The Model for the employment of the social Dialogue and of the Concertation

procedures and tools to guarantee a productive dialogue and an appropriate gathering of the positions/opinions of the different representatives, towards:

- the activities of collecting/analysing the know how
- the activities of planning the interventions for the sustainable development of tourism
- the strategic phases of the management of the services at the destination

Universities, Study Centres, National Observatories for Tourism

Self- evaluation

The 50 basic Questions for the *SWOT Analysis*

1. Impact of transportation

- 1.1 Are there critical issues with regard to the road network and the transportation means for the accessibility of the destination with regard to the important national and international infrastructures (highways, major routes, high speed railroad, airport, major national/international harbour)?
Or to the road network and the transportation means for the accessibility within the tourist-hospitality areas (where is the concentration of the sleeping accommodations in the hotels, in holiday homes and flats, room rentals/historic homes, campings)?
- 1.2. Are there critical points with regard to the road network and the transportation means to access the areas where the tourist attractions are located (beaches, historic centres, monuments and archeological areas, trekking tours, biking and horsesback riding itineraries; ski slopes and ski lifts, sport facilities, trade shows facilities and conference centres)?
- 1.3. Are there exchange parking lots and connecting services that can limit the access to cars to the tourist-hospitality areas and to the areas where the tourist attractions are located?
- 1.4 Is there an optimal offer of bike paths and bike rentals that allows the connection and the accessibility between the tourist-hospitality areas and the areas where tourist attractions are located?
- 1.5 Is there an optimal offer of extra-urban tour itineraries (to do by walking, biking, horseback riding) and connected services to enjoy the environmental, naturalistic and historic heritage?
- 1.6. Is there an appropriate network of locations for the supply of methane gas and electricity used for mobility?

Self-evaluation

The 50 basic Questions for the *SWOT Analysis*

5. Active Protection of the Cultural Heritage

5.1. How many room nights and arrivals it is estimated that are brought by the presence in the destination of monuments, archeological areas, museums, churches, documentation centres and theme parks inspired by the history of the territory?

5.2. Are there historical, architectural and artistic finds or cultural itineraries that might have an attraction potential not yet expressed towards the different tourist targets of reference (classic cultural tourism for groups or individuals, school tours, study tourism, hiking tourism)?

5.3. Are there professional subjects (tourist guides, also specialized ones) or cultural associations that are active and interested in promoting the knowledge of the historic and cultural heritage of the destination?



Management

Competitività

1. Impact of transport

Efficiency:

- *Number of exchange parking lots and car/bus spaces*
- *Number of electric rental cars*
- *Number of rental bikes*
- *kms of public transportation lines mainly devoted to tourism*
- *Number of new public transport means mainly devoted to tourism*
- *sq. kms of pedestrian areas*
- *Activation of connections with public transport from and to the Station, Airport, Harbour*
- *Implementation of structures for the supply of methane gas used as motor fuel*
- *Kms of urban bike paths*
- *kms of extra-urban bike paths*
- *Kms of extra-urban trekking trails*
- *Kms of horseback riding trails*
- *Targeted campaigns of information/awareness directed to tourists*
- *Application of limitations/penalty tariffs to access tourist areas*
- *Application of fare advantages for using public transportations*

Management

Competitività 1. Impact of transport

Effectiveness:

- n. of users of the exchange parking lots*
- n. of users of rental cars*
- n. of users of rental bikes*
- n. tourists/users of public transportations*
- n. structures for the supply of methane gas used as motor fuel /tourist and residential room nights*
- n. Users of bike paths*
- n. trekkers*
- n. Horseback riding tourists using horseriding trails*
- n. Contacts achieved with targeted campaigns of information/awareness directed to tourists*
- n. Potential users interested by the application of penalty tariffs for the access to tourist areas*
- n. Potential users interested by the application of fare advantages for using public transportation*

Management

Competitivity

5. Active conservation of cultural heritage

Efficiency

n. of museums/centres of documentation

n. Actions of qualification museums/documentation centres archeological sites/monuments

Kms of equipped cultural itineraries (sign-postings)

n. Specialized tourist guides

Activation ICT interactive tools

Effectiveness

n. visitors museums/centres of documentation/archeological sites monuments

n. Users of cultural itineraries

n. Users CT tools

n. arrivals attracted by the historic - artistic – cultural offer

n. Overnight stays attracted by the historic - artistic – cultural offer

Management

Sustainability 1. Impact of transport

Efficiency:

- ☐ *n. air quality detection units*
- ☐ *System of data collection on road safety*

Effectiveness:

- ☐ *data relating to air quality (CO₂, PM₁₀, fine particulate matters, etc.) in relation to the tourist overnight stays*
- ☐ *n. traffic accidents in relations to the tourist overnight stays*
- ☐ *n. of driving offences/number of tourists and of residents*

Management

Sustainability

5. Active conservation of cultural heritage

Efficiency:

- ☐ *Detection system of the tolerance threshold in museums, monuments, archeological sites, historic centres*
- ☐ *Detection system of the intensity of flows along tourist urban itineraries*

Effectiveness:

- ☐ *Relation area/visitors in museums, monuments, archeological sites, historic centres..*
- ☐ *Relation ml visitors*



X[^] Edition
Florence, 19th May 2012



Euromeeeting 2012

**Memorandum for a concrete contribution by European Regions for
Sustainable and competitive cultural Tourism.**

**A challenge to improve sustainability indicators for Tourist Destinations
by 10%, based on the experience of the *NECSTouR* network.**

Agree

- on the need, each in relation to its own institutional role and responsibilities, to reinforce the commitment to create a network of tourist Destinations that are both competitive and willing to adopt *sustainable management Models* based on specific **sustainability indicators** that also bear in mind the innovative contribution made by the NECSTouR network;
- on the need to highlight a set of indicators related to the sustainability objectives, to be determined and shared through the practices of **Social Dialogue**, with particular reference to the ten themes set out in the Florence Charter, and then trialled by the NECSTouR network:

commit themselves to:

being ready for methodical and constant research into the forms of collaboration required between: Regions, Provinces, Chambers of Commerce, Universities, Study Centres, National Tourist Boards, the European Commission and the Council of Europe, to create a set of tools that can easily be made available at a local level for tourist Destinations and their Regulatory Bodies, in order to manage the sustainable development of tourist destinations.

commit themselves to:

selecting and choosing sustainability indicators related to the ten themes set out in the Florence Charter, as well as utilising the support of the best practices employed by the *NECSTouR* network:

1. Impact of transport,
2. quality of life of residents,
3. quality of work,
4. widening the relations between supply and demand for the objective to reduce the seasonal concentration of tourism,
5. active conservation of Cultural Heritage,
6. active conservation of Environmental Heritage,
7. active conservation of the destinations' distinctive Identities,
8. reduction and optimisation of the use of natural resources, with particular reference to Water,
9. reduction and optimisation of Energy consumption,
10. reduction of Waste and better Waste management;

commit themselves to:

improving the results obtained for the ten themes' indicators, setting the target of improving the result of one indicator within each of the themes by ten percent;

10%

using official communication channels to announce the results of the initiatives in progress.

Florence, 19th May 2012

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