

# Tourist destinations between sustainability and competitiveness: Round table on the OTD project





**Regione Toscana**

Diritti Valori Innovazione Sostenibilità



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**



**ernest**

European Research Network  
on Sustainable Tourism

**Tuscany Regional administration has chosen to capitalize the work done and experience shared within the NECSTouR and ERNEST network implementing**

**NEW REGIONAL STRATEGIES** supporting sustainable and competitive tourism



**Regional funds OTD Project,**  
*sustainable Tourist Observatories  
in the Destinations*

**Measures for the local PA**

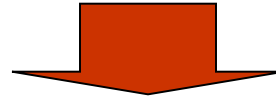


**European funds : POR CReO, 5.5.b**  
*sustainable Tourist Observatories  
in the Destinations*



## Regional model

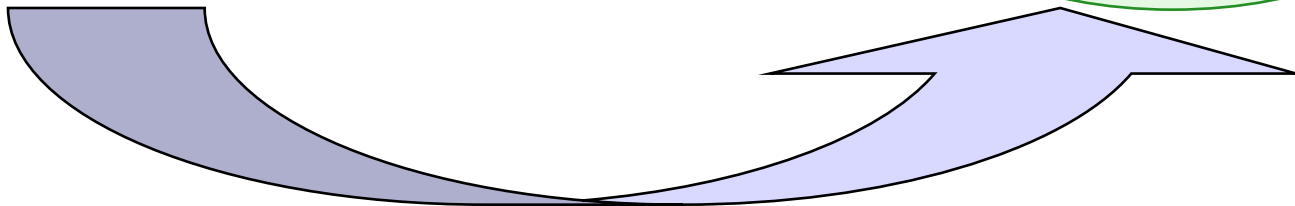
# Social Dialogue + Measurement of phenomena



**Competitiveness**

**Sustainability**

**Programming  
the Future**

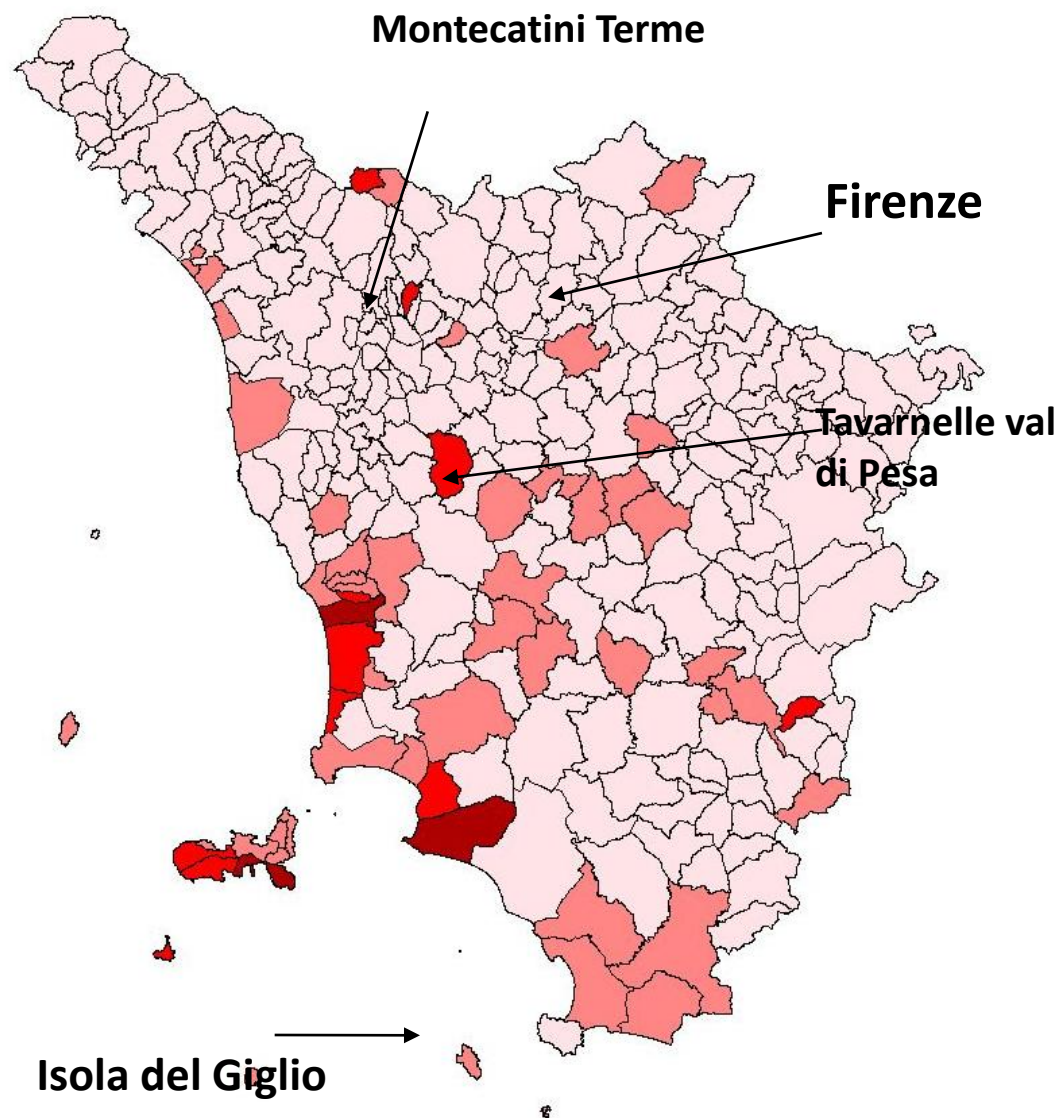


# Working themes

- Impact of transport
- Quality of life
- Quality of jobs
- De-seasonalisation
- Active conservation of cultural heritage
- Active conservation of environmental heritage
- Active conservation of destination identity
- Reduction and optimisation of natural resource consumption, water in particular
- Reduction and optimisation of energy consumption
- Reduction and optimisation of waste consumption



Project title “**Sustainable & competitive Tuscany for tourism**”, towards an integrated network of local tourism observatories.  
**50 pilot destinations**





# Firenze

•Pop	373.454
•Arrivals	3.071.306
•Nights spent	7.534.596
•Accommodations	1.003



***Pilot Destination for the **European Tourism Indicator System** project***



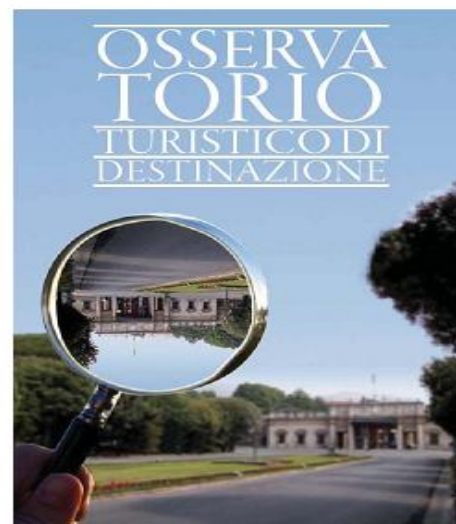
# Montecatini Terme

•Pop	21.374
•Arrivals	580.905
•Nights spent	1.690.198
•Accommodations	207

## COME RILANCIARE IL TURISMO A MONTECATINI?



INSTANT REPORT



**GIOVEDÌ 23 FEBBRAIO 2012**  
SALA STORICA DELLO  
STABILIMENTO TERMALE "EXCELSIOR"  
VIALE VERDI N. 61 - MONTECATINI TERME



in collaborazione con



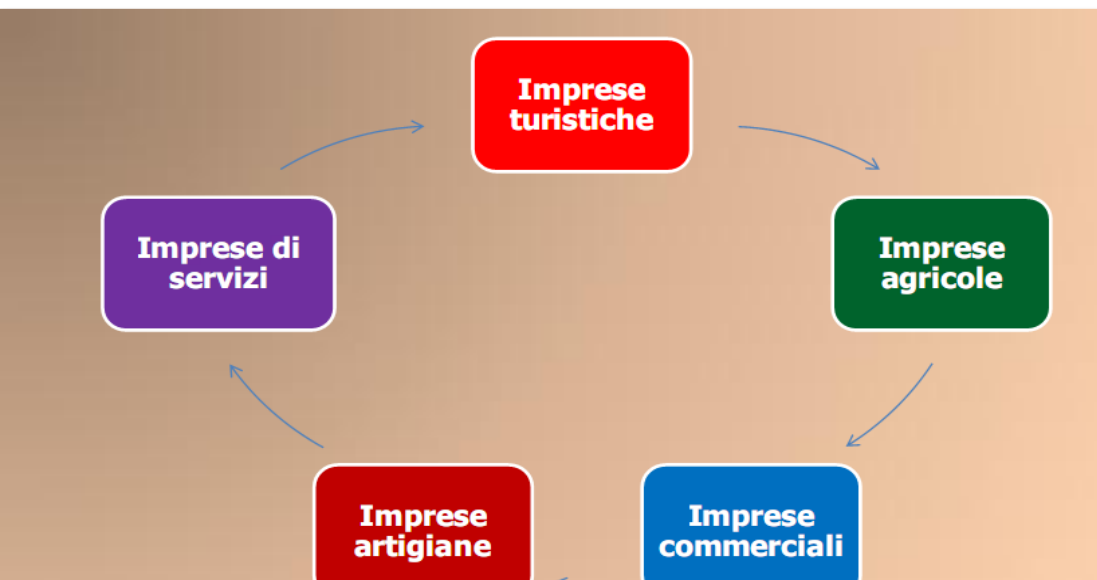


# Tavarnelle Val di Pesa

- Pop 7.755
- Arrivals 30.365
- Nights spent 129.458
- Accomodations 79



*Una rete per spalmare sul territorio  
i benefici del turismo*





# **WP3 – Good Practice Transfer**

**OTD GP transfer from Tuscany Region to SE RDA/INCDT stakeholder**

**Bucharest, 27<sup>th</sup> of May 2011,**

**Study visit in [Tavernelle Val di Pesa](#), 5th of December 2011**

**Intervention from the Tuscan representative-exporter of the OTD good practice:**

....\_ As a result, a SWOT analysis was developed and 20-25 indicators

# Isola del Giglio

Pop	1.466
Arrivals	24.101
Nights spent	93.119
Accommodations	22



**ARPAT**

Agenzia regionale  
per la protezione ambientale  
della Toscana

## MONITORAGGIO AMBIENTALE



PROTEZIONE CIVILE

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