



FOST INNO



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*Fostering tourism innovation system in Adriatic – Ionian Region*

**National sustainable tourism strategy review**

## National sustainable tourism strategy review

**Responsible: all partners (in case of two partners per country responsibilities should be divided in advance)**

**Support: SASS**

**Deadline: 10.4.2018**

Every partner (for Italy and Slovenia common agreement) need to analyze their national tourism strategy.

### Protocol for the qualitative analysis of the document (Instructions)

When preparing or analyzing strategies, there are several aspects that you need to consider:

- Strategy priorities
- Measures to be taken
- Activities that will implement the strategy (action plan)
- Expected effects
- Expected results
- Impact on sustainable tourism
- Impact on innovation in tourism
- How regional, national and transnational integration will take place.

In this section please fill in the relevant information that applies to your national sustainable tourism strategy. In the appendix, please find the form filled with data for Slovenia as an example. If you want to add any section feel free to do so. If any of this sections is not applicable to your case or you do not have a relevant information, just leave it empty.

Country:

Italy

Year:

2015

Period:

2017-2022

## Strategic VISION of tourism

To relaunch the leadership of Italy in the tourist market and to increase the contribution of the tourism to the economic, social and sustainable welfare of its own territories.

## MISSION

To make Italy - through radical innovations, coherent with the digital revolution and the transformation of the market- a point of reference for the Italian and foreigners travelers looking for beauty and quality, thanks to a unique natural and cultural patrimony, to a style of hospitality recognized all over the world and also to a pleasant, inclusive and well organized tourist system, focused on the tourist on his desires and necessities. The intention is to reach a deep renewal of the tourist offer's models, in direction of the sustainability, of the digital innovation, of the intelligent adaptation to the new tendencies of the demand and the quality of the reception.

## Objective

A) To innovate, to specialize and to integrate the national offer;  
B) To increase the competitiveness of the tourist system  
C) To develop an effective and innovative marketing;  
D) To realize an efficient governance which shall participate in the process of elaboration and definition of the Plan and the tourist Politics.

## Specific objectives till 2021:

A.1 Promote the integrated exploitation of the strategic areas of tourist attraction and the relative products; A.2 Promote the integrated exploitation of the emergent tourist destinations; A.3 Widen, innovate and diversify the offer.

B.1 Digitize the Italian tourist system; B.2 Adjust the infrastructure network to improve the mobility and the inter-modality; B.3 Increase the culture of hospitality and develop competences suitable to the evolution of the market; B.4 Develop and qualify the enterprises of the tourism; B.5 Define a normative, regulation and organizational framework functional to the development.

C.1 Strengthen the positioning and the attractiveness of the brand Italy and facilitate promotion actions on the internal market; C.2 Widen and diversify the demand and the markets; C.3 Strengthen the digitization of the promotion services and marketing.

D.1 Promote the integrated and participated management, the continuous updating of the Plan and the choices of the operators in direction of sustainability and innovation; D.2 Widen the information and the availability of data on tourism in Italy; D.3 Assure the overseeing of the politics and the plans of development and tourist exploitation.

### Key policies defined by the national strategy:

The Strategic Plan of Tourism identifies three transversal principles, conclusive to identify the lines of intervention and the actions according to which develop themselves: sustainability, innovation and accessibility/permeability (physical and cultural).

The Plan highlights the sustainability, declining it not only in environmental terms but also with reference to the economic development, intermodal mobility, to the economic and territorial sustainability, to the fruition of the patrimony, to the creation and the innovation of tourist products, to the use of financial resources, to the authenticity and identity.

According to the meaning of UNWTO, the term innovation referred to the introduction of new factors that involve tangible and intangible benefits, for all stakeholders of the tourist sector and which compete to increase the value of the tourist experience and the competences "core" of the sector, with the purpose to strengthen competitiveness. In this sense, innovation relates to a vast area of circles that of fields: from tourist destinations, to products, technologies, trials, models of business and organizational, to professional profiles till marketing and communication.

In a Country as Italy, in which the experience of trip and vacation is characterized by the rich cultural offer, landscapes, art and traditions, the theme of the physical accessibility must be considered as natural and transversal element, characteristic of a hospitable territory where the receptive structures and the travelers' services are capable of answer to different needs.

### Carrier national tourism products:

1. Land and Nature
  - 1.1 The Sea
  - 1.2 The Mountains
  - 1.3 Lakes
  - 1.4 Nature and Wildlife
2. Culture, Art and History
  - 2.1 Art and History
  - 2.2 Culture and Entertainment
  - 2.3 Art Cities
  - 2.4 UNESCO World Heritage Sites
3. Health and Activity
  - 3.1 Sports
  - 3.2 Wellness
  - 3.3 Medical
  - 3.4 Ways to Travel (Whether in car, train, camper, bus, boat, scooter or bike, travelers can leave the typical touristic routes and visit the less-frequented towns and villages to find the true heart of the Italian lifestyle).
4. Extras
  - 4.1 Gastronomy

4.2 Religion and Spirituality  
4.3 Made in Italy

Potentials

Global quality  
Sustainable and green context  
New markets

Personas

1. Mature destinations: mass tourism; international market; domestic market
2. Destinations in development: experience tourism; international market; domestic market
3. New destinations: explorers; International market; domestic market

SWOT analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Made in Italy</li> <li>- Italian culture</li> <li>- Historically defined integrated image</li> <li>- Strong and developed tourism products</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Bureaucracy</li> <li>- Low International opening</li> <li>- Delay in the adoption of smart technologies</li> <li>- Not effective public tourism organization at national and regional level</li> <li>- high competitiveness differential between the north and south of Italy</li> <li>- Fragmented tourist system characterized mainly by non-networked SMEs</li> <li>- tourism education system low effective</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- Increasing demand and the development of market segments on a global scale (a middle-class social group in emerging markets).</li> <li>- Technological and communication development on a global scale.</li> <li>- Development of national and international transports (i.e.: low costs, high-speed trains)</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- New emerging destinations</li> <li>- Confused political situation at the Italian and European level</li> <li>- Terrorism</li> <li>- Management of migratory flows</li> </ul>