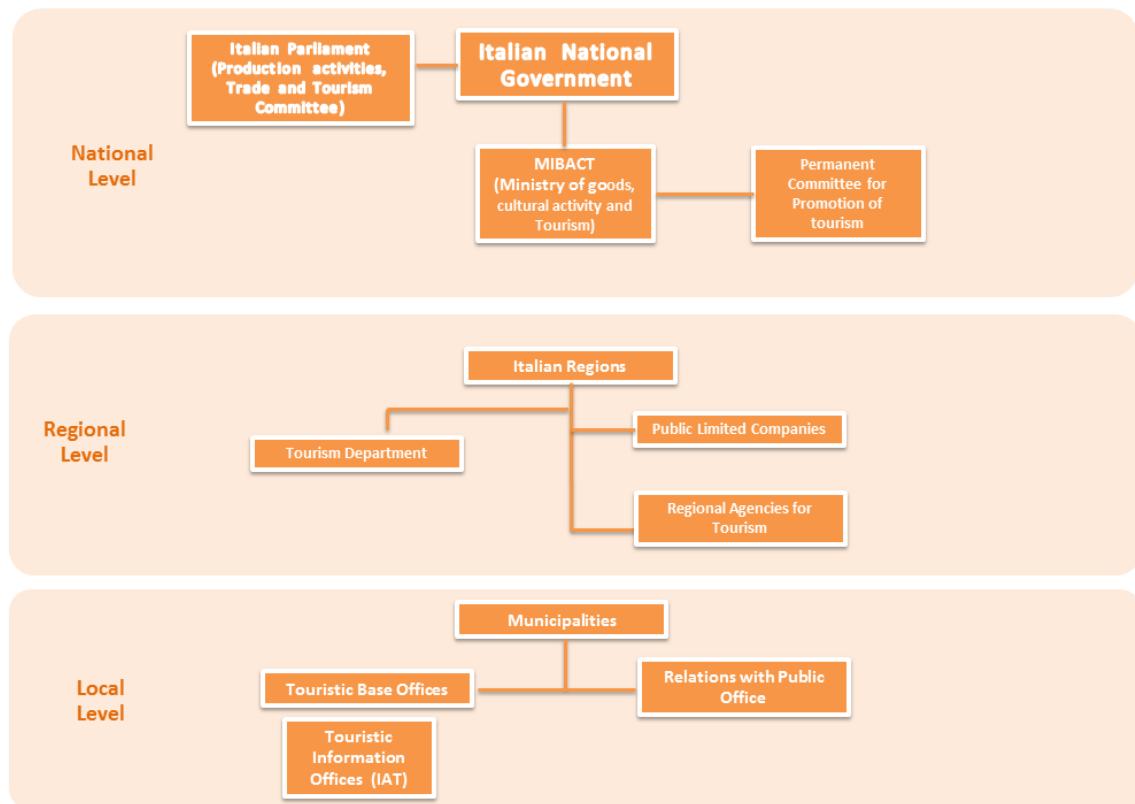


1. THE ORGANIZATIONAL STRUCTURE OF THE TOURISM IN YOUR COUNTRY SEPARATELY FOR PUBLIC SECTOR, PRIVATE SECTOR AND CIVIL SOCIETY ON NATIONAL, REGIONAL AND LOCAL LEVEL.



At National level, the management of tourism is carried out by the **Italian Parliament** within the Production activity, Trade and Tourism Committee and by the Italian Government within **MIBACT (Ministry of Culture and Tourism)**, which uses the **Permanent Committee for the Promotion of Tourism** to draw up an effective strategy for tourism development in the Country. This strategy is reflected to the elaboration of the Strategic Plan for Tourism Development (2017-2022).

At Regional level, Regions carries out three principal type of functions in this sector:

- **Programming**, through the adoption of triennial plans of touristic development and the relative annual programs;
- **Promotion** of the unitary images of the Region in Italy and abroad;
- **Financing** of projects for the development of the territory and their selection.

To perform these functions Regions use, as well as their **direct administration (Tourism Department)**, also bodies falling into the so called “**regional indirect administration**”, like:

- **Public limited companies**, of which Regions keep the majority of capital and some control powers;
- **Regional Agencies** for the elaboration and the concertation of the strategic and programming measures for the development of the promotion activities and tourism commercialization.

At local level, finally, the **Municipalities** represent the primary entities of the territorial touristic policies. These Institutions shall:

- Carry out activities comprises in the **Touristic base Services**, like information, reception, animation and entertainment through **Touristic Information Offices (IAT)** to get close to the tourist needed.
- Take part in the promotion of local territory in reliance on **implementing bodies**, in order to affirm typical products or traditions.
- Address to tourists through the creation, inside the **Relations with Public Office**, a specific **Service s.o.s.** dedicated to the management of local tourism.

Entities not related to the public sector, which contribute to the management of the tourism in our Country, are above all category associations and trade companies. Just to name but a few we can refer to **National and Regional Chambers of Commerce, Confindustria, Coldiretti, Federalberghi**. These subjects can collect data on the base of polls and surveys between their associated in order to bring out relevant aspects of the local tourism.

2. PLEASE PROVIDE US WITH THE NATIONAL STRATEGY (IN ENGLISH) OF SUSTAINABLE TOURISM AND PERHAPS SOME OTHER AVAILABLE LINKED STRATEGIES SUCH AS MARITIME, SPA, CULTURAL, SPORT, ETC. TOURISM. AT THIS POINT WE NEED THE DOCUMENT (PLEASE SEND IT TO US) ONLY FOR METHODOLOGICAL GUIDELINES PREPARATION. AT THE NEXT STAGE YOU WILL BE ASKED TO REVIEW IT ACCORDING TO THESE GUIDELINES.

The Italian national strategy of sustainable tourism can be recovered in the **Strategic Plan for tourism development (PST)** which is elaborated by the Permanent Committee for the Promotion of Tourism. This plan is intended to diversify the tourism attractions of our Country, to improve sustainable tourism, increase the competitiveness, develop an innovative and effective territorial marketing and enhance the governance of this fundamental area. The Constitutional Reform of Title V (Constitutional law n. 3/2001) turned tourism into exclusive competence for Regions. However, due to the importance that this sector enrolled for the entire Country, is required the unitary intervention of national legislation to enhance tourism at national and international level and to leading back to Unit the large variety of Italian tourist attraction.

http://www.beniculturali.it/mibac/multimedia/MiBAC/documents/1481892223634_PST_2017_IT.pdf

3. PLEASE DESCRIBE REGIONAL ORGANIZATIONAL STRUCTURE OF THE TOURISM AND ITS RELATION TO THE NATIONAL ONE. AT THIS STAGE WE NEED THE DOCUMENT (PLEASE SEND IT TO US) ONLY FOR METHODOLOGICAL GUIDELINES PREPARATION.

The regional organizational structure of the tourism was described within the preview point. Here we can dwell on the regional legislation in the field on tourism, so to the Regional Law 10 July 2017, n. 8, which disciplines the exploitation and the regional organization of tourism, the receptive structures, the activity of enterprises and the professions of tourism in respect of the Regional Statute. For the Umbria Region, the Region of Municipality of Perugia, you can refer to the following link: http://atti.crumbria.it/mostra_atto.php?id=183168.

About Molise, the Region is one of the Italian regions with the most dated and fragmented legislation in tourist matters. Indeed, the main body of tourism legislation dates back even at the end of the 70s. One of the most important law is the Regional Law (R.L.) 29 September 1999 n. 34 regarding the institution of a Regional Tourism Observatory with monitoring and information functions. About the tourist accommodation service, Molise Region has regulations that deviate from the traditional ones. With the Regional Law 12 July 2002 n. 13, "Norms in matter of accommodation activities - bed and breakfast" - these types of activities specifically have been regulated, while with the R. L. March 21, 2001 n. 5, "Rules for the regulation and classification of campsites, tourist villages and areas of parking" has been arranged to regulate the receptive activities in the open air. The R. L. 25 October 1996 n. 32, provides for the "Discipline of the management of the professional activities of travel agencies and tourism". In the area of the organization of tourism promotion, reference is still made to the old R. L. 9 June 1978 n. 13 which considers among the various subjects which can make promotional activities in the tourism sector the Region, the Bodies of Provincial tourist promotion and the Autonomous Tourist Office (peripheral organization of tourism). Finally, with the R. L. 19 April 1985 n. 9 the Regional Register of tourist associations was established.

4. FOR FUTURE DATA GATHERING PLEASE FILL IN THE STAKEHOLDERS DATABASE (PP TIVAT). PLEASE PROVIDE CONTACTS OF PRIVATE TOURISTIC ASSOCIATIONS (SUCH AS CHAMBER OF COMMERCE, CHAMBER OF CRAFTS, EMPLOYERS' ASSOCIATION, ETC.), NGO (REGIONAL TOURISTIC ASSOCIATIONS) AS WELL AS TRADE UNIONS REPRESENTING THE INTERESTS OF WORKERS IN TOURISM, WHICH WILL BE NEEDED FOR THE RESEARCH.

We have already sent you a stakeholders database.

5. PLEASE PROVIDE US WITH A BRIEF OVERVIEW OF THE LEGISLATION IN THE FIELD OF TOURISM. IT SHOULD INCLUDE THE SPECIFIC LAW (EX. LOW OF TOURISM, ETC.), THE DATE OF ADOPTION AND A BRIEF DESCRIPTION OF REGULATIVES IN RELATION TO SUSTAINABLE TOURISM AND INNOVATION.

In Italy the first important law, which tried to harmonize the field of tourism was the **Framework Law 17 May 1983 n. 217** (<http://www.comune.jesi.an.it/MV/leggi/l217-83.htm>) . This field was of type concurrent between State and Regions, so the central Government had to make a framework law which established all the general principles that had to be respected on tourism. This Law contained also a proxy with which the single Regions could issue their law to face the local needs, remaining into the indications established by the central law. However this first attempt to rule this sector failed because of several problems such as the compatibility between State and Region.

Then the **Constitutional Reform of Title V** (Constitutional law n. 3/2001), with the entire modification of Article 117, turned tourism into exclusive competence for Regions. Tourism, therefore, fall within the residual areas, so Regions are not submitted to the limits of the general principles laid down by the national Law. However, we must underline the recurrent affirmation, in the jurisprudence of the Constitutional Court, of the necessity of an unitary intervention of the government legislator in subject of tourism in consideration of the demands to valorize such sector (fundamental economic resource of the Country) to inside and international level and to bring back to unity the great variety of the Italian tourist offer (sent. n. 76/2009, n. 88/2007, n. 214/2006).

The following **Law 135/2001** (<http://www.camera.it/parlam/leggi/011351.htm>) reformed the national legislation of the tourism have repealed and replaced the **Framework Law (L. 217/1983)**, proposing a set of general principles and tools of coordination on which Regions should build the proper

regulation on tourism subject. With this law was recognized, by the economic point of view, the strategic role of tourism: it is a resource, a wealth that must be maintained and valorized. Tourism is also seen as a tool of cultural development, such as a source of peace among the people because it helps them to know themselves and to reciprocally have self-respect. With this Law was born, therefore, the concept of echo-sustainable tourism, a kind of tourism that protects the environmental resources, cultural goods and local traditions.

With regards to the Umbria Region, as we reported previously, we can refer to the Regional Law 10 July 2017, n. 8. According to Article 2 of this Law, Region recognizes to tourism a strategic role for the economic and occupational development and for cultural and social growth of Umbria; it promotes and sustains tourism in respect of the quality and environmental compatibility.

6. Prepare a brief description of the national regulation in the field of innovation and how it is reflected in relation to tourism (ex. <http://www.wipo.int/wipolex/en/>)

The Ministry of Economic Development (MISE) is the dicastery of the Italian government which includes the four major areas of the Italian economy: industrial policy, international trade, communications and energy. Among the others, the Ministry, in the area of the industrial policy has competences related to competitiveness, industrial research and innovation, technology transfer, patents and trademarks.

About the Italian Smart Specialisation Strategy, Italy is a Moderate Innovator and the Smart specialisation priority areas:

1. Key Enabling Technologies
2. Manufacturing & industry
3. Sustainable innovation
4. Agriculture, forestry & fishing
5. Information & communication technologies

At national level, the National Smart Specialization Strategy (SNSI) was adopted, approved by the European Commission in April 2016. All the Regions had to approve a regional RIS3, "compliant with the characteristics of national and regional research and innovation systems" (as indicated in Annex XI to Regulation (EU) No. 1303/2013), ensuring that all the Italian Regional Managing Authorities pursue an appropriate thematic concentration of financial resources on those "scientific-technological domains" of each region with the highest added value and/or that are more distinctive than the regional productive fabric.

The Strategic Tourism Plan (STP) 2017 – 2022 elaborated by the Permanent Committee of Tourism Promotion, coordinated by the General Tourism Directorate of the Ministry of Cultural Heritage and Activities and Tourism – (MiBACT), represents the opportunity to give full operation to the strategic address of providing one unified vision of Italy of tourism and culture, responding to the need for place the tourism sector at the center of the country's development policies.

<https://ec.europa.eu/growth/tools-databases/regional-innovation-monitor/organisation/centro-i/ministry-economic-development-italy>

http://s3platform.jrc.ec.europa.eu/documents/20182/223684/IT_RIS3_201604_Final.pdf/085a6bc5-3d13-4bda-8c53-a0beae3da59a

http://www.agenziacoesione.gov.it/opencms/export/sites/dps/it/documentazione/S3/S3nazionale/all_2_Strategia_Nazionale_di_Specializzazione_Intelligente_Italia.pdf
http://www.beniculturali.it/mibac/multimedia/MiBAC/documents/1481892223634_PST_2017_IT.pdf
<http://www.wipo.int/wipolex/en/profile.jsp?code=IT>

- 7.** Prepare a brief description of the Labor Market Law and Collective Agreements for Economic Activities and Tourism (insofar as it exists). It should include the specific law, the date of adoption and in what relation is it with innovations (collection, rewarding proposals).

The term *Jobs Act* refers to a reform of Labor Law in Italy, promoted and implemented through the enactment of various legislative measures passed between 2014 and 2015. The reform has delegated the Italian government to issue various legislative measures regarding permanent contract with increasing protection, new rules on layoffs, creation of the National Agency for Active Labor Policies, the creation of social safety net in a constant relationship of work. They are: Law 10 December 2014, n. 183; Legislative Decree 4 March 2015, n. 22; Legislative Decree 4 March 2015, n. 23; Legislative Decree 15 June 2015, n. 80; Legislative Decree 15 June 2015, n. 81; Legislative Decree 14 September 2015, n. 148; Legislative Decree 14 September 2015, n. 149; Legislative Decree 14 September 2015, n. 150; Legislative Decree 14 September 2015, n. 151.

For the period 01/10/2016 to 31/12/2019 in Italy is valid the “*National Collective Labor Contract for the Tourism and Hotel Industry*” which regulates the working relationships for employees in the hotel companies, open air tourist-receptive complexes, public establishments, bathing establishments, day hotels, travel and tourism companies, ports, alpine shelters.

About the Italian legislation in support of innovative SMEs, it is not present in Italy a specific legislation for the tourist sector but The Decree-Law 3/2015, (known as “*Investment Compact*”), converted into Law 33/2015, has extended most of the benefits envisaged for innovative startups with the Decree Law 179/2012 (“*Decree Growth 2.0*”, *Italy’s Startup Act*), which introduced a vast legislative corpus in support of innovative enterprises with high technological content, innovative startups, to a broader range of companies defined ”Innovative SMEs”. For the small and medium Enterprises operating in the field of technological innovation, regardless of their date of incorporation, the economic sector in which they operate or their stage of maturity, this regulatory intervention acknowledges established principles of the contemporary economic doctrine, which unanimously ascribes to technological innovation a decisive impact on the levels of competitiveness and growth and on the processes of job creation. The aim of the legislator was thus to foster with greater effort and reach the propagation of technological innovation within the domestic productive fabric.

http://www.sviluppoeconomico.gov.it/images/stories/documenti/Executive_Summary_of%20Italy_Startup_Act%2026_05_2015.pdf
http://www.federimpreseitalia.org/media/CCNL%20ALBERGHI%20E%20TURISMO%20IN%20GENERE%20_FEDERIMPRESEITALIA%20firmato.pdf
<http://www.fipe.it/media-pubblicazioni/pubblicazioni-ed-editoriali/item/4989-osservatorio-sul-mercato-del-lavoro-nel-turismo.html>
<http://www.portolano.it/2015/05/the-regulation-on-innovative-startups-in-italy/>

- 8. PREPARE A BRIEF OVERVIEW OF SCHOOL PROGRAMS/CURRICULUM AT UNDERGRADUATE AND POSTGRADUATE LEVELS. IN PARTICULAR, GIVE THE IDEA THAT THE EDUCATION PROGRAM INCLUDES THE FIELD OF INNOVATION IN TOURISM (OR THERE IS SOME SPECIFIC SUBJECT ON THE TOPIC OF INNOVATION AND IF THAT IS THE MAIN SUBJECT). PLEASE PROVIDE AS WITH AT LEAST TWO SUCH CURRICULA (PREFERABLY IN ENGLISH).**

In Italy there are lot of programmes and curriculum at undergraduate and postgraduate level which concern the field of tourism, economy and innovation of this sector. Within the following tab are reported some of the most important ones. All the courses are oriented to innovation and development of tourism, which is considered an important opportunity for local growth.

Institution	Course	Study Level	Syllabus (in Croatian)
Università degli Studi di Milano - Bicocca	Tourism Economy	Bachelor	http://www.economia.unimib.it/default.asp?idPagine=555&funzione=corso&corso=25
Università degli Studi di Milano - Bicocca	Tourism and Local Community	Bachelor	http://www.sociologia.unimib.it/default.asp?idPagine=2734
Università degli Studi di Roma “La Sapienza”	Tourism Science	Bachelor	https://web.uniroma1.it/seai/?q=it/didattica/scienze-del-turismo
Università degli Studi di Perugia	Tourism Economics	Bachelor	http://www.econ.unipg.it/didattica/assisi/laurea-triennale-in-economia-del-turismo
Università degli Studi di Bologna – Campus di Rimini	Tourism Economics and Management	Master Degree	http://corsi.unibo.it/2cycle/team/Pages/default.aspx
IULM - Milano	Hospitality and Tourism Management	Master	http://www.iulm.it/wps/wcm/connet/iulmit/iulm-it/studiare-allaiulm/corsi-di-laurea-magistrale/hospitality-and-tourism-management
Università degli Studi di Firenze	Design of Sustainable Tourism Systems	Master	https://www.dsts.unifi.it/
Università degli Studi del Molise	Tourism Science/	Bachelor	http://dipbioter.unimol.it/didattica/corsi-di-laurea-triennali/scienze-turistiche/

These are only few Educational Institution which concerned with tourism economy and innovation. To learn more Universities and Organizations please refer to the site <https://www.laureaturismo.it/lauree/>.

9. Do you have any available free platform where proposals are being hindered - an example of good practice? Please provide short description and links.

In Italy **doesn't exist** such or similar platform.