

FOST INNO



Action plan for fostering innovation insustainable tourism - **Molise**

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Introduction

Molise is the youngest and smallest Italian region. It is spread over 4460 km², divided into 136 municipalities (density 70 inhabitants/km²). With just 310.449 inhabitants in 2017, the density of the population is well below the national average.

Molise is a region of Southern Italy. Until 1963, it formed part of the region of Abruzzi e Molise, alongside the region of Abruzzo. The split, which did not become effective until 1970, makes Molise the youngest region in Italy. The region has a population of 313,348 (as of 1 January 2015).

Molise is bordered by Abruzzo to the north, Apulia to the east, Lazio to the west, and Campania to the south. It has 35 kilometres of sandy coastline to the northeast, lying on the Adriatic Sea looking out towards the Tremiti islands. The countryside of Molise is mostly mountainous, with 55% covered by mountains and most of the rest by hills that go down to the sea.

The region is subdivided into two Provinces: Campobasso and Isernia, which together cover 1.5% of Italy's territory and less than 1% of its population. The larger province in terms of area is Campobasso at 2,909 km², while Isernia with just 1,529 km². The Province of Campobasso is the more densely populated of the two provinces, with 79.4 inhabitants per km², while Isernia registered 58.9 inhabitants per km².

Though there is a large Fiat plant (Termoli), the industrial sector is dominated by the farming industry with small and medium-sized farms spread widely throughout the region. Another important industry is food processing: pasta, meat, milk products, oil and wine are the traditional products of the region. Agriculture, involving small and micro holdings, is currently offering high-quality products. The agricultural holdings produce wine, cereals, olive oil, vegetables, fruits and dairy products. In the services sector the most important industries are distribution, hotels and catering, followed by transport and communications, banking and insurance.

With few exceptions, in all sectors firms are small, and this explains the difficulties encountered when marketing products on a national and international scale.

Molise is a land still unspoiled and perhaps still unjustly little known. A context that is highly attractive for national and international tourism, but still not very popular and for this reason it is not widely used. It contains in itself many types of tourism: from the mountains to the sea, from the typical flavours of enogastronomic resources with DOC wines and excellent cheeses, to the traditions, passing through areas of strong historical and artistic interest. In a few kilometres distance are concentrated archaeological areas, ancient churches, many medieval villages as well as peculiar environmental resources such as national and regional parks, lakes and rivers.

This document lists which steps the Region Molise intends to carry out in order to achieve a more sustainable and competitive tourism system. The purpose is to formulate a long-term strategy that, involving all the local tourism stakeholders, is able to build a more incisive policy that retrieve the most significant peculiarities spread in this land and organize them around a more effective commercial proposal. The key concern is related to the need to for man adequate capacity both in human capital and physical infrastructure to ensure a growing visitor numbers and a memorable holiday experience in Molise in a sustainable and innovative way.

Successful destinations manage their tourism products and experiences in a systematic manner that over time ensures that the destination is continuously able to provide an unforgettable experience. All of that requires the individuation of clear and prosecutable objectives. For that reasons, this action plan is developed around three main objectives that are labelled: Skills in the Tourism and Hospitality Industry; Technology in Tourism and Hospitality; Planning for Future Growth.

Skills in the Tourism and Hospitality Industry: several sources highlight the critical importance of ensuring that there is an adequate supply of skilled staff in the tourism sector, including key roles in accommodation services, tour guides, tour operators as well as all the services connected with the core tourism business. The Region will work **to identify the future skills needs** in the tourism and hospitality sector, and then to implement their development and promotion. The action plan will focus on the training and up-skilling required for the tourism industry to meet the needs of current and new markets.

Innovation in Tourism and Hospitality Industry: Both researchers and practitioners have recognized the importance of innovation for hospitality and tourism industry success. In fact, while innovation is important to ensure a sustainable competitive advantage in any sector, it is critical in industries where the markets are saturated and customers choose products or services from global providers, as occurs in tourism. Tourism enterprises need to maximise their innovation performance. It is the same for the Policy-Maker. In this sense, the Region will work for **improving both sides of the system (private and public ones)**. Due to the prominent role the **online strategies** have on the competitiveness, the Region will apply a deep effort on the development of skills related to the online engagement with potential visitors. More in general, an online platform (a mix of website and social media) will be developed and implemented.

Planning for Future Growth:In tourism governance, one of the most fundamental problems is the lack of useful data. At the destination level, there has often been a focus on driving tourism growth without considering the implications in the longer term. Destinations need to get serious about developing data sets that don't just monitor tourism numbers but provide the benchmarks for effective forecasting as well. Encouraging the many players within the sector to share data like occupancy levels, arrivals numbers, seasonal variations and more and developing the expertise to analyse it and find trends are crucial to success. The goal of the Region is **to define and then gather relevant indicators from each party**

and sharing aggregated statistics. This means to provide valuable data over time to support the tourism sector to maximize its contribution to the economy, while ensuring our visitors enjoy high-quality experiences.

The Region will develop a **physical and virtual tourism observatory** that will provide access to a broad collection of information, data and analysis on current trends in the tourism sector. Examples of data that will be managed by the Observatory are the latest available figures on the sector's trends and volumes, economic and environmental impacts, and the origin and profile of tourists. The observatory will also monitor the economic, environmental and social impact of tourism at the destination level, committed to regular monitoring of tourism in order to better understand destination-wide resource use and foster responsible tourism management.

Tourism is a sector of a mix of activities that involve multiple interrelationships among numerous types of actors and agents intervening in the production of goods and services consumed by visitors. In this framework, the government's directive functions, under current conditions, are particularly relevant in coordinating efforts to help ensure that the dynamic of permanent growth that tourism has achieved to date is economically, socially and environmentally sustainable so as to increase its contribution to development. Aware of this, the region will work for a deep intervention on the organization and management of the governance of the entire tourism system.

The **Region will reorganize the system of laws** that currently define and govern the Molise tourism system.

The valorisation of cultural heritage represents a key tool for local development if it is able to strengthen the destination identity, enhancing environmental potential in new vocations of the territory. Aware of that, the Regional Government will concentrate all the efforts in developing an effective strategy able to recognize **Culture** as the main pillar on which to build the future of the entire destination. About that, the Regional Government will continue to invest in supporting the strengthening of the region as a sustainable destination, continuing to protect the unique landscapes and the biodiversity of his environment. Sustainability and sustainable tourism are becoming more and more common words. The purpose is to definitely hook the tourist image of Molise to sustainable tourism. In particular, the idea is to continue **to invest in the tourism of routes**, known as a type of slow tourism and so as a form of sustainable tourism.

The success of destination competitiveness relies on the efforts of all the stakeholders that contribute in creating the total tourism experience. This makes their collaboration an essential part of sustainable tourism competitiveness. In this sense, Regional Government will establish an **integrated, multi-sectorial and participatory approach**. An example of that will be the Annual Local Stakeholders Meeting "Innovation and Sustainable Tourism in Molise".

The Action plan has been written by Molise Region with technical support of University of Molise as the agreement attached to the administrative act n. 46 of 11-04-2018.

1 Tourism in Molise

According to the Italian National Institute of Statistics (ISTAT), Molise is the Italian region with the lowest percentage of tourism and the last for arrivals. Compared to the large flows of cultural tourism that affect some regions of central-northern Italy, the Molise territory has a peripheral position just as it is marginal for southern Italian tourism that relies on the climate and the beauty of the sea and the coasts. Focusing on specific data related to tourism in Molise, several highlights emerge. In the following, statistical information will be presented. In the first part there are information related to the structure of accommodation facilities while in the second statistical information related to the tourist flows are reported and discussed.

Table 1 shows the structure of the accommodation facilities (year: 2017) in Molise. It highlights how there are less hotels than other types of lodging establishment even if looking at the number of rooms (and so the number of beds) it emerges how hotels absorb the greater part of the hospitality capacity.

Table 1. Structure of accommodation facilities (year: 2017) in Molise

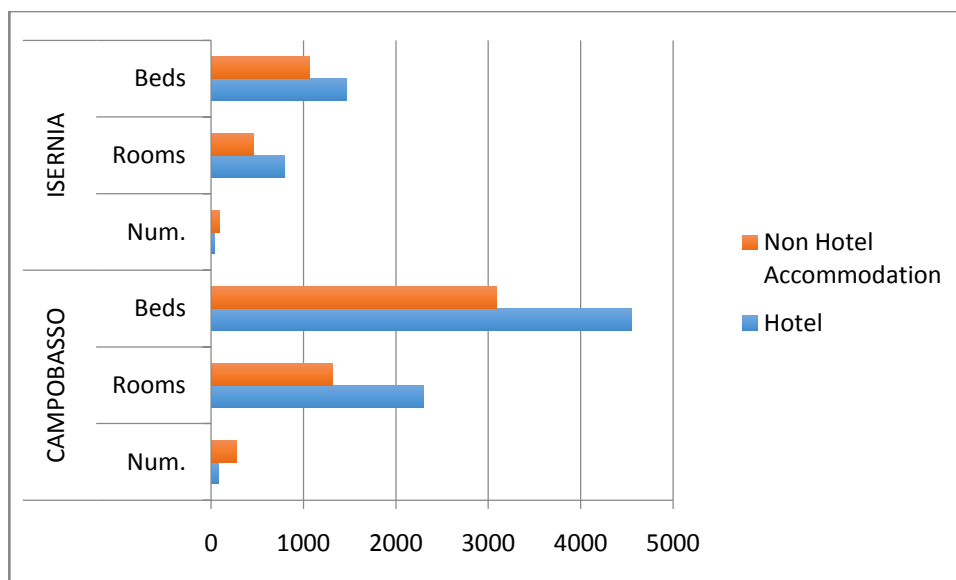
| | Num. | Rooms | Beds |
|---------------------|------|-------|-------|
| Hotel | 109 | 3.098 | 6.025 |
| Other accommodation | 369 | 1.779 | 4.152 |

Source: Molise Region

Molise is administrative divided in two Province (Prov. of Campobasso and Prov. of Isernia). In figure 1 the histograms underline how the accommodation facilities are mainly concentrated in Prov. of Campobasso (and in particular in the Adriatic coast).

It is important to underline that the Molise tourism and hospitality business system is mainly composed by Small Medium Enterprises (SMEs) if not even from micro firms while big company are almost absent. The SME sector is regarded as fundamental to the competitive development even though SMEs also face a number of challenges, such as a shortage of financial resources, lack of management and marketing skills, lack of industry expertise and strategic vision.

Figure 1. Structure of accommodation facilities (year: 2017) organized by Province.



Source: Molise Region

In Molise tourism is mainly composed of domestic flows and in particular tourists coming from neighbouring regions.

Table 2 shows the data related to the regional tourist flows recorded in all the accommodation typologies in Molise. The data underline how the tourism sector continued to record a reduction in overnight stays. According to the official statistics, arrivals fell by 5.0 percent and overnights by 9.5 percent. The unfavourable dynamics concerned mainly the province of Campobasso.

Table 2. Tourist flows in Molise. Percentage variations

| | Arrivals | | | Overnights | | |
|------|----------|------------|-------|------------|------------|-------|
| | Italian | Foreigners | Total | Italian | Foreigners | Total |
| 2015 | 3 | 3,1 | 3 | 15,8 | 11,4 | 15,4 |
| 2016 | -9,3 | -17,8 | -10,2 | -5,8 | -2,5 | -5,5 |
| 2017 | -5,9 | 4,6 | -5 | -9,2 | -12,5 | -9,5 |





















Source: Bank of Italy on Regional Tourism Statistics Offices

Tourist flows are largely focused on summer and so beach tourism is the main market followed by sport tourism (manly sky tourism) and cultural tourism.

For most commentators, Molise is an absent territory, a blank of definitions (<https://www.ilfattoquotidiano.it/2015/10/05/il-molise-non-esiste/2095667/>).

Therefore, tourism in Molise, instead of needing encouragement, has still in many ways to be invented (Minguzzi et al., 2006). Of course, starting from the valorization and promotion of its typical and authentic resources. This is in fact highlighted also by a recent research (Destinazione Italia, 2018) that ranks Molise at the top among the Italian regions in relation to the reputation based on typical and authentic resources.

Figure 2. The reputation of the Italian regions based on typical and authentic resources

| | | |
|-----------------------|------------|--|
| Lombardia | 4.6 |  |
| Emilia-Romagna | 4.5 |  |
| Toscana | 4.3 |  |
| Puglia | 4.1 |  |
| Friuli-Venezia Giulia | 4 |  |
| Molise | 3.9 |  |
| Lazio | 3.6 |  |
| Marche | 3.6 |  |
| Veneto | 3.6 |  |
| Sicilia | 3.4 |  |
| Campania | 3.3 |  |
| Umbria | 3.2 |  |
| Liguria | 2.8 |  |
| Sardegna | 2.6 |  |
| Calabria | 2.5 |  |
| Piemonte | 2.3 |  |
| Trentino A.A. | 2.2 |  |
| Basilicata | 2.1 |  |
| Abruzzo | 1.7 |  |
| Valle d'Aosta | 1.3 |  |

Source: Destinazione Italia, 2018

A recent research (Presenza et al., 2018) pointed out the need to implement specialized marketing strategies based on the needs of homogeneous groups of tourists. The results confirm previous research on the tourist destination images formed by non-residents (Stylidis et al. 2017) suggesting that the selection of Molise appears to be principally driven by its natural and genuine appeal as opposed to its physical attractions (i.e. hotels and facilities). As a consequence, the promotion strategy of Molise as a tourist destination should correctly identify the proper components to mix. The authors suggest how tourism offer should focus on the natural and clean environment of the region, on its local cultural and historical places, as well as emphasizing its genuine, quiet and safe atmosphere. A further suggestion regards the need to emphasize the central role of the image in stimulating non-residents to consider Molise as a future tourist destination.

2 Activities in the function of fostering innovation in tourism

In this chapter seven objectives are listed. For each objective specific activities are described as helpful in the function of fostering innovation in tourism.

1. Development of innovation taxonomy, its popularization and advocacy

Looking at the specific context of tourism and hospitality sector in Molise it looks like that there is not a rigorous empirical research on how innovation occurs.

Innovation can be defined in a multiplicity of ways. The leading theoretician of innovation, Joseph Schumpeter (1883-1950), already had a broad vision of the concept, encompassing new products, new production processes, new markets, new raw materials and new forms of organisation. He also made a distinction between radical and incremental innovations. Radical innovations are in most cases linked with technology. This type of innovation means that the previously followed pattern is disrupted. Furthermore, radical innovations can lead to various smaller innovations. They can also surface as technological revolutions, which consist of a group of innovations that together have a greater impact. However, the impact of radical innovations can only be measured after they have been implemented. Some examples of radical innovation in the tourism sector can be identified, such as the creation of a specific quality management system for tourism organizations. Furthermore, incremental innovations are made step by step and involve cumulative changes during a continuous process. The cumulative impact of incremental innovations can be as great as the impact of radical innovations. The profitability of radical innovations sometimes depends on several incremental improvements. Cases of incremental innovations in tourism can be isolated actions, such as quality improvement, energy saving, recycling products and cost reductions associated with equipment performance.

Starting from this premise, the goal will be **to develop an empirical analysis devoted to map innovations that have been introduced so far in the regional tourism business ecosystem**. In order to contribute to the objective realization, the main activities that will be carried out are: review of the most recent scientific literature on tourism innovation management that will help to develop a specific research methodology; empirical research gaining knowledge by means of direct and indirect observations or experiences.

University of Molise will be responsible for this objective and for carrying out the related activities.

The indicator that will be used for monitoring the realisation of this activity will be a scientific report. It will be a document that describes the process, progress, and results of the scientific research. Examples of information included in the report are: list of innovations found, their explanation, strengths and weaknesses.

The activities related to this objective will be carried out from 01/01/2019 to 30/06/2019 (the period is indicative).

2. Lobbying (nationally) for the simplification and improvement of legislative acts dealing with innovations

The Regional Government want to offer a more certain legal environment and better focused on common goals. The objective is to simplify the legislation by rigorously applying the principles of necessity and proportionality.

In order to contribute to the objective realization, the activities that will be carried out are related **to the simplification, codification, recasting and consolidation of legal texts, as well as repealing obsolete provisions.**

Regional Councillor for tourism will be responsible for this objective and for carrying out the related activities.

The indicator that will be used for monitoring the realisation of those activities will be: screening of the current legislation (regional and national) about innovation and about innovation in tourism; benchmark with the other regional legislations; realization of a report that synthetizes the current context and proposes specific highlights.

The activities related to this objective will be carried out from 01/01/2019 to 30/06/2019 (the period is indicative).

3. Education of stakeholders about innovations, sustainable tourism and about the importance of monitoring of innovations (innovations indicators)

The increasing attention now placed on tourism as a driving sector of the European economy has led to a greater need for training and professionalism, intended as all-important incentives to maintain and increase its competitiveness, also as a labour-intensive industry. The scenario outlined by new technologies calls for substantial changes in the entrepreneurial strategy, aimed at introducing businesses into the network economy; and finally, the maturity of the tourist demand, increasingly knowledgeable and demanding, requires an enhanced customer-orientated supply offering more enticing and high-quality products. This results in greater demand for strategic skills such as planning, management, marketing and information system management.

The Regional Government want to offer a more effective support to the sector helping it with training activities able to promptly respond to the rapidly changes that are occurring.

The objective is **to develop and maintain an effective learning destination in which information and knowledge move easily and effective around.** The general idea is to provide an aligned and relevant skill set for the Molise region for it to grow as a coherent tourism destination.

In order to contribute to the objective realization, the activities that will be carried out are related to the development of professional competence both in the process of student education and staff professional activities.

University of Molise will be responsible for this objective and for carrying out the related activities.

The indicators that will be used will be mainly two: identification of the skills in International tourism business development; organization of onsite and online training activities based on the results of the previous activity. Most of those activities will be carried out through the contacts points of the Adriatic-Ionian tourism innovation centre, i.e. webinars, e-consultations, e-course.

The activities related to this objective will be carried out from 01/01/2019 to 30/06/2019 (the period is indicative).

4. Creating an Open Innovation Platform

How to involve destination stakeholders and coordinate them remains an open question. Recently, the tourism literature has highlighted the important role that ICT and social media have on the destination governance processes and in the processes of stakeholders involvement. Within the wide range of smart applications, exploiting Web 2.0 for e democracy as a way to support stakeholders' involvement has several implications for destination governance such as the fact that the use of social media fore-democracy permits to exploit ICT for empowering people to actively participate in bottom-up decision-making processes, to (collaboratively) make informed decisions, and to develop social and political responsibility for both the formulation and implementation of public policies.

The use of ICT tools in the tourism industry has entailed many changes due to more efficient use of available resources and opportunities associated with faster transfer of information, key factors that have facilitated the implementation of differentiation strategies. That said, ICTs and Web 2.0 currently offer interactive communication, networking, and coordinated capabilities to make tourism destination governance more participatory and collaborative.

The main goal of the Regional Government is to maximize the usage of these innovative technologies and so to offer more and more suitable solutions for citizens, visitors and tourists in the form of dynamic packaging that provide a wide range of experiential products. In particular, the purpose **is to develop a space where stakeholders, through the modern ICT infrastructure, are engaged in continuous interactions to produce and share knowledge and promote the creation of innovative products and services.** It will be operationalized through the implementation of collective intelligence applications able to manage, understand, and respond to massive amounts of user-generated data in real time.

Sviluppo Italia Molise¹ will be responsible for this objective and for carrying out the related activities.

The main indicators that will be used for monitoring the realisation of the activities related to the development of an online Open Innovation Platform will be: numerosity and

¹Sviluppo Italia Molise provides assistance to the Regione Molise as a technical body to improve the effectiveness of regional development policies.

relevance of the members; awareness of members and existence of a shared vision; level of engagement/interactivity; clarity of participation rules; suitability of ICT available/used. The activities related to this objective will be carried out from 01/01/2019 to 30/06/2019 (the period is indicative).

5. Promoting changes of HEI curricula – introducing courses dealing with innovations and innovations in tourism

According to the European Commission (2016), higher education institutions need to ensure that they equip graduates with relevant and up-to-date skills, because relevant skills are a pathway to employability and prosperity. High quality and relevant higher education is able to provide students with the knowledge, skills and core transferable competences they need to succeed after graduation. While higher education graduates are more likely to find employment than people with lower level qualifications, higher education curricula are often slow to respond to the changing needs in the overall economy and fail to anticipate or help shape the careers of tomorrow (European Commission, 2011). The purpose is to have a more business-oriented education and closer exchanges between the educational institutions and the tourism industry.

The Regional Government want to contribute to overcome this weakness collaborating with the local University in creating a new **One-Year Master Programme in Tourism Management**. Building on recent developments in sustainable development and new media technology, the MSc in Tourism Management will challenge students to discuss the impact of technology on tourism and tourism on destinations and societies.

Regional Council or for tourism, University of Molise and **Sviluppo Italia Molise** will be responsible for this objective and for carrying out the related activities.

The indicators that will be used for monitoring the realisation of this activity will be: number of stakeholders involved in the organization and launch of the master; number of students interested in the master.

The activities related to this objective will be carried out from 01/01/2019 to 30/06/2019 (the period is indicative).

6. Development and support of cooperation and networking between crucial stakeholders

Broadly speaking, tourism sustainability requires a collaborative policymaking between local authorities, government agencies, businesses and host communities, who must all work together to plan and regulate tourism. When studying the sustainability of a tourism destination, it is important to understand the degree to which the views of stakeholders who most influence local tourism development converge with each other and whether they are compatible with those of local residents.

The Regional Government want to reinforce the cohesion of the Tourism Regional Business Ecosystem. The purpose is to improve the capacity to create and so transfer knowledge and

innovations inside the tourism businesses and between them and the other related sectors (i.e.: cultural industries; enogastronomy).

In addition of using the online platform as explained previously, there will be also offline events such as the Annual Local Stakeholders Meeting “Innovation and Sustainable Tourism in Molise”. It is an event where all the regional public and private stakeholders will be invited to participate in a proactive collaboration.

Regional Councillor for tourism and **Sviluppo Italia Molise** will be responsible for this objective and for carrying out the related activities.

The indicator that will be used for monitoring the realisation of those activities will be: number of attendees; number of proposals; etc.

The activities related to this objective will be carried out from 01/01/2019 to 30/06/2019 (the period is indicative).

7. Development of research activities related to innovations and tourism

The importance of tourism research cannot be underestimated. Such research is required to understand how to harness the benefits while avoiding the disadvantages associated with tourism.

Greater emphasis will be given to the collaboration between the Region and the local university with the aim to better allow insight into what aspects of tourism should be most intensely promoted, as well as the types of regulations needed to curb unwanted developments.

The collaboration with the local University will help the Region to develop **a physical and virtual tourism observatory** that will provide access to a broad collection of information, data and analysis on current trends in the tourism sector.

University of Molise will be responsible for this objective and for carrying out the related activities.

The importance of organized and systematic research can be demonstrated on research activities of many subjects. In line with the above-mentioned characteristic and with emphasis on the use of systems approach, the object will be to reinforce the collaboration among the public administration, tourism businesses and the University with the aim of drawing up statistical surveys and producing research documents on tourism management in the region Molise.

The activities of the Observatory are focused on updating the Databank on Tourism in Molise, creating a Documentation Centre, conducting studies and research work, organizing forums and seminars. It will offer its support in devising strategies and marketing plans on tourism.

The indicator that will be used for monitoring the realisation of those activities will be: number of publications, number of seminars.

The activities related to this objective will be carried out from 01/01/2019 to 30/06/2019 (the period is indicative).

Table 1. Summarised action plan for fostering innovation in sustainable tourism -**Molise**

| Objectives | Activities | Responsible actor/s | Indicator/s | Timeframe (from mm/yy to mm/yy) |
|--|---|---------------------------------|---|---------------------------------|
| Development of innovation taxonomy, its popularization and advocacy | <ul style="list-style-type: none"> – review of the most recent scientific literature on tourism innovation management; – empirical research gaining knowledge by means of direct and indirect observations or experiences | University of Molise | <ul style="list-style-type: none"> – International innovation taxonomy and popularization – number of innovations introduced in the last three years in the tourism and hospitality sector in Molise, grouped by typology | |
| Lobbying for the simplification and improvement of legislative acts dealing with innovations | <ul style="list-style-type: none"> – simplification and repealing obsolete laws – development of new laws | Regional Councillor for tourism | <ul style="list-style-type: none"> – number of obsolete laws delated – number of new low implemented | |
| Education of stakeholders about innovations, sustainable tourism and about the importance of monitoring of innovations | <ul style="list-style-type: none"> – identification of the skills in International tourism business development – online training activities – onsite training activities | University of Molise | <ul style="list-style-type: none"> – number of onsite hours of teaching – number of online hours of teaching | |
| Creating an Open Innovation Platform | <ul style="list-style-type: none"> – implementation of a Smart Online Platform able to manage, understand, and respond to massive amounts of user- | SviluppoItalia Molise | <ul style="list-style-type: none"> – numerosity and relevance of the members – awareness of members and existence of a shared vision | |

| | | | | |
|--|---|--|--|--|
| | generated data | | <ul style="list-style-type: none"> – level of engagement/interactivity – clarity of participation rules – suitability of ICT available/used | |
| Promoting changes of HEI curricula | – one-Year Master Programme in Tourism Management | Regional Councillor for tourism, University of Molise, SviluppoItalia Molise | <ul style="list-style-type: none"> – number of stakeholders involved in the organization and launch of the master – number of students interested in the master | |
| Development and support of cooperation and networking between crucial stakeholders | <ul style="list-style-type: none"> – online platform – Annual Local Stakeholders Meeting “Innovation and Sustainable Tourism in Molise” | Regional Councillor for tourism and SviluppoItalia Molise | <ul style="list-style-type: none"> – number of stakeholders engaged in the online platform – number of proposals discussed on the online platform – number of stakeholders engaged in the Annual meeting – number of proposals discussed at the Annual Meeting | |
| Development of research activities related to innovations and tourism | – Regional Tourism Observatory of Molise | Regional Councillor for tourism, University of Molise | <ul style="list-style-type: none"> – number of publications – number of seminars | |

Concluding remarks

In the context of sustainable development, tourism can be regarded as a complex system with many diverse elements (diversity of organizations and variety of operating styles) and interactions (interactions of a system with its surrounding, interactions within the system). As a consequence, there may be a conflict of interests between individual components of the system. It becomes apparent that the diversity of components and mutual interactions requires interaction and coordination of the whole tourism system.

This Action Plan will support the Regional Government in the implementation of a new and more effective strategy, however with the belief that stakeholders consultation plays a pivotal role in making Molise a desirable leisure destination. The vision is promoting Molise as an affordable, vibrant destination close to nature and to the authentic Italian life style.