



Capacity Building Seminar

Trento, 13th - 16th December

TRAJECTORIES for TOURISM

New Strategies for Tourism and Local Development in the Mediterranean Region

Training Centre for International Cooperation
OECD LEED Trento Centre for Local Development
Vicolo San Marco 1, Trento, Italia

Background

The **important contribution of tourism** to the world economy during recent decades is widely recognised by OECD member and non-member countries. Indeed, international tourism has been growing at a slightly faster pace than the world economy and this seems likely to continue in the long-term, despite the current recession.

But in order to continue this trajectory of growth and to provide employment as well as social development, tourism needs **specific policies**, which enable a city, a province, a region or a country to be competitive in the global tourism, travel and leisure market.

In order to achieve a sustainable tourism sector, there are a range of issues where policy makers and practitioners need to engage. Such issues include the innovative use and development of human capital, new forms of organisation and management, new approaches to for-profit and social entrepreneurship, community capacity building and community involvement, and new developments of intangible assets based on reputation, image-building, marketing and communication.

The to-do-list of governments is long. But the evidence shows that they are taking action on a number of fronts central to the success of the tourism industry. In 2008 27 OECD member and 12 non-member countries signed the **Riva del Garda Action Statement for Enhancing Competitiveness and Sustainability in Tourism**, which makes important recommendations for the development of tourism policies and programmes. These include:

1. Making tourism development more efficient and sustainable;
2. Improving and promoting the attractiveness of employment in tourism;
3. Enhancing and promoting the uniqueness of destinations;
4. Stimulating innovation mechanisms, productivity based growth and quality;
5. Reducing obstacles to the development of tourism; and,
6. Building up tourism knowledge.

Enhanced co-operation and further development of the sector could lead to an increased demand for tourism which will require a sustainable response from the partners involved.

Much can be learned from an international exchange on the tourism sector around themes such as the rationale behind the development of comprehensive policy frameworks, innovative mechanisms for skills development, tourism quality and sustainability, how the pitfalls and barriers encountered have been addressed, and how communities can contribute to attracting and sustaining tourism.

The OECD LEED Trento Centre for Local Development and

the Trento Centre for International Co-operation (TCIC) seek to enable such an exchange amongst policy-makers and practitioners from the Mediterranean region with a dedicated capacity building seminar on **“Trajectories for Tourism: New strategies for tourism and local development in the Mediterranean region”**. The seminar is held in partnership with the OECD Tourism Committee, a unique global forum for co-ordinating tourism policies and actions.

The Seminar

The **4-day programme** will take place from **13th to 16th December 2010** and will be structured around a mix of presentations by invited experts and OECD staff followed by discussion and group work utilising case studies and concrete experiences developed by participants prior to the seminar.

The seminar aims to build and share the knowledge and know-how of participants on:

- **How** to develop integrated strategies based on sustainable tourism.
- **How** to build new and innovative tourism policies, which reflect local characteristics and which address local needs.
- **How** to build on local strengths to valorise a locality and how to engage local communities in this process.
- **Which** mechanisms could be developed in order to ensure vertical and horizontal co-operation among all stakeholders.
- **How** to build entrepreneurial, including social entrepreneurship, tourism capacities and develop specific tourism skills.

Participants' Profile

The OECD/TCIC capacity building is addressed to participants committed to the topic and willing to contribute to build a highly interactive environment, by sharing their experiences and learning from each other. We would anticipate that participants would be: national, regional, and local policy-makers and practitioners, tourism agencies, representatives of the private sector, representatives from social economy organisations actively involved in tourism-related activities, business associations, and higher education institutions in the Mediterranean region.

Working Language

The working language of the seminar will be English and it is essential that all participants can communicate effectively in English.

Participation Costs

The following costs of participation are covered by the organisers:

- Tuition and training materials
- Accommodation
- Lunches

The organisers cannot cover travel costs between the participant's home country and Trento, or medical care and insurance during the stay in Italy.

Contact

For more information on the seminar, please contact alessandra.proto@oecd.org at the OECD LEED Trento Centre, Italy or follow the link www.trento.oecd.org.

ABOUT THE ORGANISERS

The Training Centre for International Cooperation

The Training Centre for International Co-operation is a recently established organisation for education, research, and the training of highly qualified people engaged in social, institutional, and economic co-operation, as well as the promotion of local development worldwide. A partnership driven and bottom-up oriented approach, conceived in its different social, political, and economical dimensions, is the main focus of the Centre. The Centre provides capacity development to organisations and institutions both in the public and private sector, aimed at reinforcing projects, programmes and development policies, managing skills, providing courses and training, as well as conducting research and providing opportunities to debate key issues amongst different stakeholders and in different theme-based areas.

The OECD LEED Trento Centre

The mission of the OECD LEED Trento Centre is to build capacity for local development among national and local stakeholders in OECD member and non-member countries. The Trento Centre provides assistance in the design, implementation and assessment of local development strategies in the field of entrepreneurship, innovation and small business development, tourism, employment and skills, local governance, social inclusion and evaluation. The Trento Centre supports exchanges between member and non-member countries, between national and local organisations, and between the OECD and sub-national bodies. The Trento Centre provides capacity-building seminars, issues pedagogical materials, delivers country reviews and organises seminars and conferences.

Monday, 13 December 2010 (venue: TCIC and OECD, vicolo San Marco 1, Trento)

9.00 - 13.00

TOURISM AS A DRIVER OF LOCAL DEVELOPMENT: THE EXPERIENCE OF TRENTO PROVINCE AND DEVELOPMENT PERSPECTIVES IN THE MEDITERRANEAN AREA

Sometimes tourism is incorrectly considered to be an easy tool for local development. But this is to significantly misunderstand the role and potential of tourism, and what it needs to be successful. Tourism is a sophisticated and, more importantly, highly integrated development tool. It is not enough to develop and apply tourism-specific policies in order to be successful. Attention has to be paid not only to the economic horizontal and vertical linkages, but also to the way in which local communities, and their social and economic development, are an integral part of enhancing the tourism experience. The Italian region Trentino is an interesting case to be discussed and analysed. Only 50 years ago Trentino was one of the most underdeveloped regions in Italy, with high unemployment rates and with huge proportion of the population who emigrated in order to afford a better life. Trentino now is one of the most developed and performing region in Europe and whose economy is mainly driven by services, where tourism plays a fundamental role.

From 9.30 to 13.00: Open conference to the wide public. Simultaneous translation Italian – English provided

9.00 - 9.30

Registration of Participants

9.30 – 10.00

Welcome addresses

Jenny Capuano, Director, Training Centre for International Co-operation (TCIC), Trento, Italy

Stefano Barbieri, Director, LEED Trento Centre for local development, OECD

10.00 – 11.00

Tourism trends and policies, **Peter Haxton**, Analyst, OECD Tourism Unit, OECD

Trentino Province experience in sustainable tourism development, **Paolo Nicoletti**, General Director, Department for tourism, commerce, promotion and internationalisation of the Autonomous Province of Trento, Italy

11.00 - 11.30

Coffee break *During the coffee break a **Press Conference** will be held in the same premises of the opening Conference*

11.30 - 12.45

Round Table discussion moderated by **Alberto Faustini**, Director, Il Trentino daily, Italy

Panelists (in alphabetic order)

Andrea Billi, Special Advisor, Italian Government and Professor, University La Sapienza - Rome, Italy

Charilaos Kalpidis, Directorate of Tourism Policy and Co-ordination, Ministry of culture and tourism, Greece

Paolo Nicoletti, General Director, Department for tourism, commerce, promotion and internationalisation of the Autonomous Province of Trento, Italy

Alper Özkan, Project Co-ordinator, Ministry of Culture and Tourism, Turkish Republic

Francesco Palumbo, General Director, Policies for the promotion of the territory, knowledge and talents of the Puglia Region, Italy

Stefano Romagnoli, Head, Department for development policies and tourism promotion, Tuscany Region

Nada Roudies, Director of regulation, development and quality, Department of tourism, Morocco

12.45 - 13.00

Conclusions, **Paolo Grigolli**, Director, Tourism School of Management, TSM, Italy

13.00 - 14.15

Buffet lunch

From 14.15 Capacity building sessions only for registered delegates

14.15 - 18.00

GOVERNANCE OF TOURISM POLICIES

Tourism is considered being a prime engine for achieving local development in all local contexts where there are valuable assets (cultural heritage, nature, historical cities, etc.). In fact an effective sustainable and durable tourism development requires a strong governance structure supporting a clearly define policy: the challenge is to enable various actors and stakeholders, at governmental as well as at local level, public as well as private ones, to work under a coordinate effective, multilevel and partnership-based scheme. The module is bringing a general perspective on how to consider governance as a basic prerequisite for any long lasting local development based on tourism.

14.15 - 14.30

Introduction of the seminar structure, organisation and contents

14.30 - 15.15

Presentation of participants

15.15 - 16.15

Introduction of the theme “Governance of tourism policies”, **Andrea Billi, Special Advisor, Italian Government and Professor, University La Sapienza - Rome, Italy**

Debate

16.15-16.45

Coffee break

16.45 - 17.15

Building on natural and historical resources, but not only. Case Study: one local experience from France, **Michel Schiler, Head of Sustainable tourism initiative at Parc régional des Vosges du Nord, France**

17.15 - 17.45

Questions and answers – Discussion

18.00 – 20.00

Visit to the exhibition *Historically ABC – the invention of a territory*: Gallerie di Piedicastello, Piazza di Piedicastello, 38122 Trento

After the visit to the exhibition you are invited to an informal dinner at the local restaurant "Il Libertino"



THE LOCATION. Black and white. Two abandoned tunnels, which are dark and empty (useless) because the traffic has been routed elsewhere. This tunnels are about 300 m long and bore through the rock from South to North and North to South, parallel to each other and the River Adige. The town centre is a stone's throw away. Many, perhaps too many metaphors come to mind: to do with speed and traffic and flows. But the oxygen of this urban project comes from just a few clearly defined assumptions. The straightforward reuse of a defunct urban structure; the reinvention of a well-established typology; the team work (Trento-Stanford-NYC-Bolzano) which

networking makes possible in today's world; and close collaboration between local institutions (the Trento Province's governing council and the Fondazione Museo Storico del Trentino) which decide the themes for this space but allow them to be interpreted freely. The tunnels reopened in 2008 for exhibitions.

THE EXIBITION. A panoramic history of the Trentino region sectioned into an alphabet, much like a Munarian children's book. The itinerary is contained within the black tunnel, which is divided into a large passage where enormous sculptural letters extend into hieroglyphics which unfold, in turn, both macro- and micro-histories made of filmed sequences; and into a narrow gallery, in which the human topography of the region is represented by means of talking heads. For the white tunnel, a new modular system of exhibition spaces and open rooms is developed. A set of teaching gardens will frame the entrance and the exit of the tunnels, accompanied by detailed horticultural signage, so as to reinforce the perception of the tunnels as allegorical passages from one limit to the other of the Trento region.



Tuesday, 14 December 2010 (venue: TCIC and OECD, vicolo San Marco 1, Trento)

9.00 - 17.30

SUSTAINABILITY IN TOURISM

Sustainability is one of the outstanding Millennium issues when dealing with economic development. That principle has usually a twofold implication: safeguarding and preserving the natural environment and ensuring favourable conditions for future generations' wellness. In recent years the concept of sustainability has been further widened adding financial, institutional and political sustainability aspects. In the case of tourism the concept is highly relevant, in particular when considering direct impact of tourism on local environment – both natural and human - on one hand and the capability to assure long term local attractiveness and permanence over time of the tourism as development asset at local level on the other.

9.00 - 10.00

Sustainability and attractiveness: tourism and integrated local development, **Thierry Baert**, Head of department, Lille Métropole development and urban planning Agency, France

Debate

10.00 - 10.30

Case study presentation (Tunisia)

10.30 - 11.00

Case study presentation: Cultural religious tourism project in Lebanon, **Roula Ajouz Sidani**, Director, Cultural religious tourism project

11.00 - 11.30

Coffee break

11.30 - 12.30

Workshop and testimonials

12.30 - 14.00

Lunch break

14.00 - 15.00

Eco-responsible tourism and economic local development, **Stefano Marani**, Environmental Analyst and Senior Expert Advisor to OECD

Debate

15.00 - 15.30

Case study presentation: Protected areas and sustainable tourism: policy integration and social acceptance, two case studies in Italy, **Massimo De Marchi**, Professor, University of Padua, Italy

15.30 - 16.00

Case study presentation (Morocco)

16.00-16.30

Coffee break

16.30 - 17.30

Workshop and Conclusions of the working day

17.30

End of the working day

Wednesday, 15 December 2010 (venue: Federazione Trentina delle Cooperative, via Segantini, 10)

simultaneous translation Italian-English provided

9.00 - 17.30

POLICY INTEGRATION

One of the challenges, in pursuing local development assuming tourism as one of its key drivers, is the need of coordinating various policies under a consolidated framework. Tourism is a cross cutting theme that calls for an integration of different policies, in particular financial engineering (conceiving and activating effective schemes for supporting tourism in a context of scarce resources), business development (in particular considering SMEs) and regional/local development policies (establishing the local framework conditions favourable for sustainable and durable tourism development). The most remarkable issue for such integration of policies to happen is multidisciplinary and inter-institutional effective cooperation.

9.00 - 9.30

Engaging the community in the development of tourism: the role of cooperatives. Testimonials from Cooperatives in Trentino, **Paolo Tonelli**, Chief Assistant to the President's Office, Trento

9.30 - 10.30

Private sector development policies and tourism local initiatives, **Ellen Bermann**, Independent Consultant, Italy

Debate

10.30 - 11.00

Coffee break

11.00 - 11.30

Case study presentation: Festival and public events: what impact on local development? The case of the Festival of economics, **Lucia Maestri**, City Councillor for culture, tourism and youth services, Municipality of Trento, Italy

11.30 - 12.30

Workshop and testimonials

12.30 - 14.00

Lunch break

14.00 - 15.00

Financial policies and instruments for tourism development, **Neil MacCallum**, Economist and Senior Expert Advisor to the OECD, United Kingdom

Debate

15.00 - 15.30

Case study presentation: Tourism development in Turkey with special emphasis on public private co-operation and sustainability: the Belek case, **Alper Özkan**, Project Co-ordinator, Ministry of Culture and Tourism, Turkish Republic

15.30 - 16.00

Local banks as a main driver for local development: the case of Casse Rurali of Trentino, **Paolo Defrancesco**, Director, Cassa Rurale di Fiemme, Italy

16.00 - 17.00

Workshop and Conclusions of the working day

17.00 - 17.30

Coffee break

17.30

End of the working day

Thursday, 16 December 2010 (venue: TCIC and OECD, vicolo San Marco 1, Trento)

9.00 - 13.00

POLICY INTEGRATION (continued)

The thematic area of policy integration includes as well the critical topic of national – regional co-ordination. Regional Development Policies are – by definition – cross cutting policies, in the sense that they must, or should, be coordinated with other policies so to define a common strategic platform. In principle such a concept is particularly relevant if the approach to tourism development is oriented to sustainability and to be conducive to sound local development.

9.00 - 10.00

Regional development policies and tourism sector. The case of Emilia-Romagna Region, Caterina Brancaleoni, Head of Public Investment Evaluation Unit, Emilia-Romagna Region, Italy

10.00 - 10.30

Case study presentation

10.30 - 11.00

Coffee break

11.00 - 11.30

Case study presentation: A common interregional effort basis for obtaining the UNESCO Natural World Heritage accreditation. The case of the Dolomites, Cesare Micheletti, Consultant, Italy

11.30 - 13.00

Closing session: Conclusions and seminar final evaluation

13.00-14.00

Farewell lunch

14.30 - 18.00

FIELD VISIT

Trento Town tourist tour

FACILITATORS' BIO NOTES



Paolo Rosso is a senior expert advisor to OECD. He holds a degree in engineering from the University of Trieste. Since 1990, he has been working on economic and territorial development projects, and policies and programmes for integrated economic development and SME support. Paolo Rosso has professional experience in Italy, other European countries (Bulgaria, Bosnia and Herzegovina, Czech Republic, Slovak Republic, Croatia, Slovenia, Hungary, Romania, Russia, and Turkey), and Latin America (Argentina, Uruguay, Brazil, Venezuela, and Mexico). He currently works as a consultant for international corporations, governmental and international institutions (ministries, local administrations, the European commission, governmental and development agencies in Italy and abroad).

Further collaborations include those with the IADB (Inter-American Development Bank of Washington-DC), OECD (Organisation for Economic Co-operation and Development) and ERVET (Regional Development Agency of Emilia-Romagna Region of Bologna, Italy), where he worked in the early '90s within the Regional Planning Unit.

Between 1994 and 1995, he was director of CHEMIO SRL, an enterprise specialising in environmental and energy services for SMEs in North East Italy. Since 1996, he has been

working as an independent consultant.

Paolo Rosso's main expertise lies in the following areas: Regional and local economic development projects and public investment programmes in Italy, Europe and Latin America; planning, monitoring and evaluation of European Structural Funds for Cohesion and Development Policies of the European Commission; design and implementation of services to SMEs and development of productive districts; management of projects for modernisation and innovation of development policies and public administration at regional and local level; and, socio-economic analysis and urban/territorial planning.



Massimo De Marchi is an expert on policies for territorial local development. He is researcher at Department of Geography, University of Padua (<http://www.netvibes.com/massimodemarchi>) and scientific advisor of Agenda 21 Consulting (www.agenda21.it). PhD in Human and Environment (University of Padua), he taught from 2000 to 2010: social geography, geography of environment and landscape (Faculty of education, University of Padua); methods of environmental evaluation, participatory methodology and conflict management (Faculty of engineering, University of Trento); geography of tourism (Faculty of economics, University of Bozen). Main research and consultancy areas are: territorial planning and evaluation, EIA&SEA, territorial sustainable tourism, participatory approaches and environmental conflict management, in Europe, Latin America and Africa.

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