

PIT n. 8 – jonico salentina area

69 Municipalities of which
28 in Province of Lecce



*Development and innovation of the
agricultural and rural economy through the
integration and the productive
diversification*



General Objective

Constitution of an agro-food district of quality

Lines of action

- Improving the competitiveness and efficiency of the agricultural and food system
- Integrated support of the territory and development of the rural communities
- Preservation and protection of the environment and the rural landscape

PIT n. 9 – Salento area in the Province of Lecce

69 Municipalities



Consolidation and innovation in the local production system centered on the widespread presence of manufacturing enterprises



General Objective

Create new margins of competitiveness based on innovation, human capital, on improving the effectiveness and efficiency of the PA, the expansion of the network and logistics infrastructure, research, technological innovation, training.

Lines of action

- innovation and upgrading of local social capital to support the competitiveness
- development and consolidation of the manufacturing sector and support the emergence of new business initiatives
- improving the effectiveness and efficiency of the PA
- tangible and intangible infrastructures
- territorial marketing finalized to the promotion of the territory and the attraction of productive investments

PIS 11 - Apulian baroque – area of Lecce

8 Municipalties



General Objective

To consolidate tourist vocation through an integrated program of promotion and enhancement that can make the image repositioning sea - bathing in foreign markets, to start a process of seasonal adjustment and creation of induced development, to promote and to encourage the retraining in hospitality and incoming field, to encourage the local community in activating services culture, tourism and trade.

Strategic projects (creation of integrated tourist routes)

- 1) From Sacred to Profane (historical and cultural heritage)
- 2) Gardens of Stone (typical rural heritage)
- 3) From the Ionian to the Adriatic sea (natural heritage)

PIS 12 - Norman-Swabian Angevin – Salento Brand

11 Municipalities



General Objective

Integrated territorial development centered around the cultural heritage linked mainly to the Norman-Swabian period Anjou. To attract a critical mass of demand that is needed to make affordable private participation in the implementation of interventions and services within their competence.

Strategic projects

- 1) System of Brand Salento (immaterial action)
- 2) Culture of Brand Salento (material action)
- 3) Sea and Nature of Brand Salento (sea and naturalistic resources)

PIS 14 – Tourism, Culture and environment in the southern area of Salento

62 Municipalities



General Objective

To appreciate the different resources of the region through their organization into networks and systems allowing to set a comprehensive supply able to ensure the usability, as well as the provision of information services and quality learning cultural heritage, the environment, local crafts and food.

Strategic projects

- 1) System of libraries in the southern area of Salento (SBSS)
- 2) System of museums in the southern area of Salento (SMSS)
- 3) System of archives (SASS)

Ongoing projects of regional development

- LEADER+

- > LAGs and Local Development Plans
(rural focus)

- PO 2007-13 of Apulian Region

- > SAC – Cultural and Environmental Systems

LAGs of Province of Lecce

6 LAGs

96 Municipalities
absence of the capital
(Municipality of Lecce)



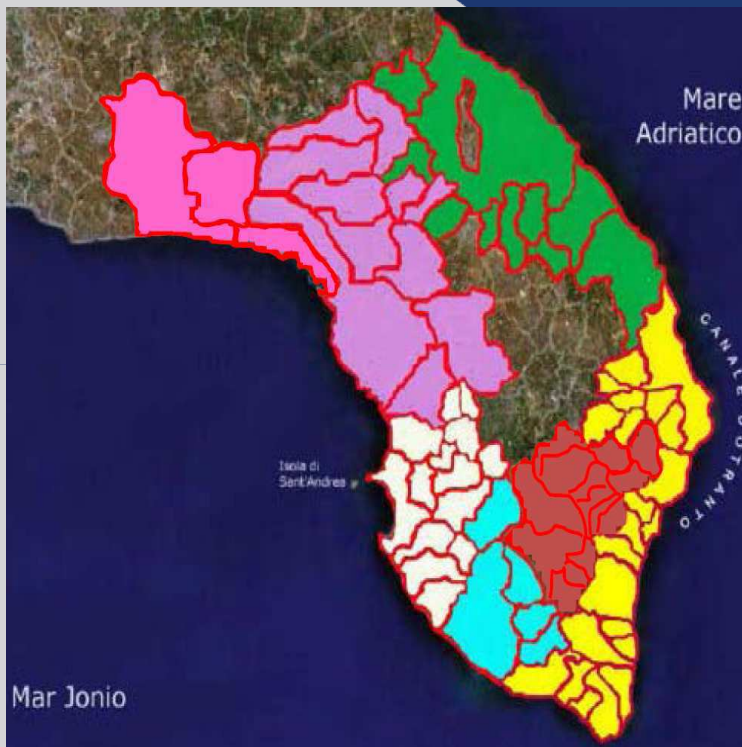
Local Development Plans:

- ✓ diversification into non-agricultural activities (holiday accommodation, promotional and marketing of handicrafts)
- ✓ business creation (local crafts)
- ✓ **encouragement of tourism activities** (creation of routes, creation of information centers and tourist accommodation, construction of paths, promotional marketing of rural tourism, creation of small-capacity accommodation)
- ✓ basic services for the economy and rural population, conservation and retraining of the rural heritage
- ✓ training and information
- ✓ development cooperation projects

SAC – Cultural and Environmental Systems (2010 ongoing)

6 SAC

76 of 97 Municipalities



System of the environmental and cultural resources for an efficient integrated management and an orderly and sustainable fruition of the patrimony to favor the creation of "environmental and cultural (SAC) systems" integrated to territorial level, in which to guarantee an unitary, qualified and sustainable fruition of the patrimony of environment and culture of the region.

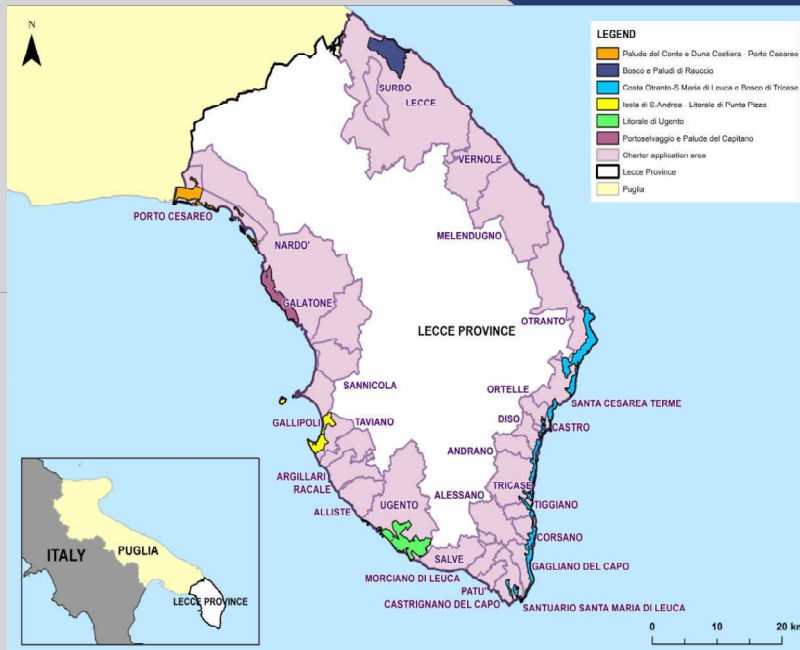
Through

- public-private coalitions
- a strategic plan and several managerial operational programs (integrated multi-project)
- a managing authority
- economic-financial sustainability

Practice of sustainable tourism (ongoing)

ECTS
European Charter for
Sustainable Tourism
(6 Natural Parks)

'Terra d'Arneo' EMAS Project
(Environmental Management
System)

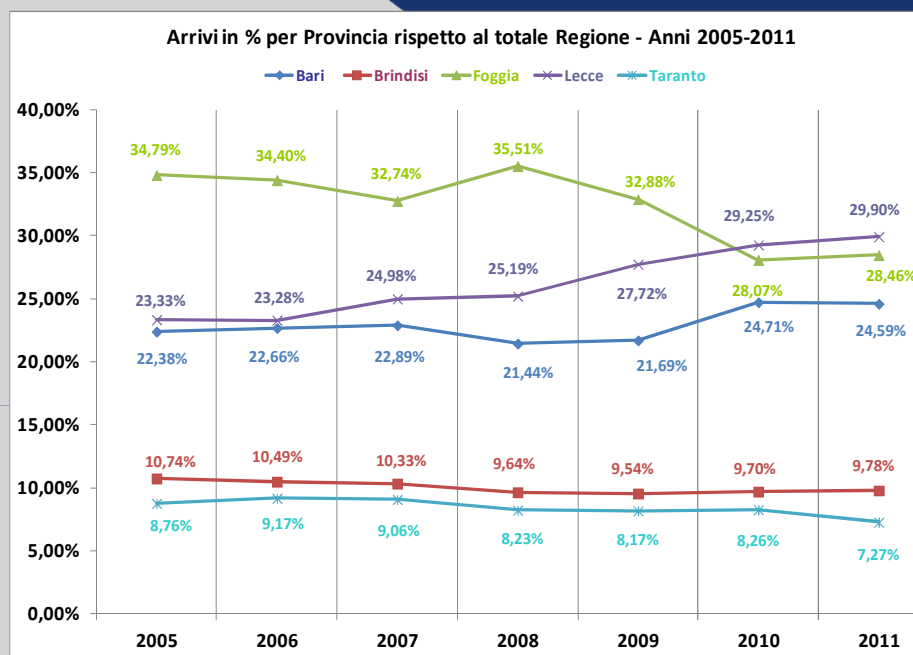


In addition, for the accommodation and camping enterprises
In Province of Lecce: 11 Ecolabel in 2011
(source Apulian ARPA)

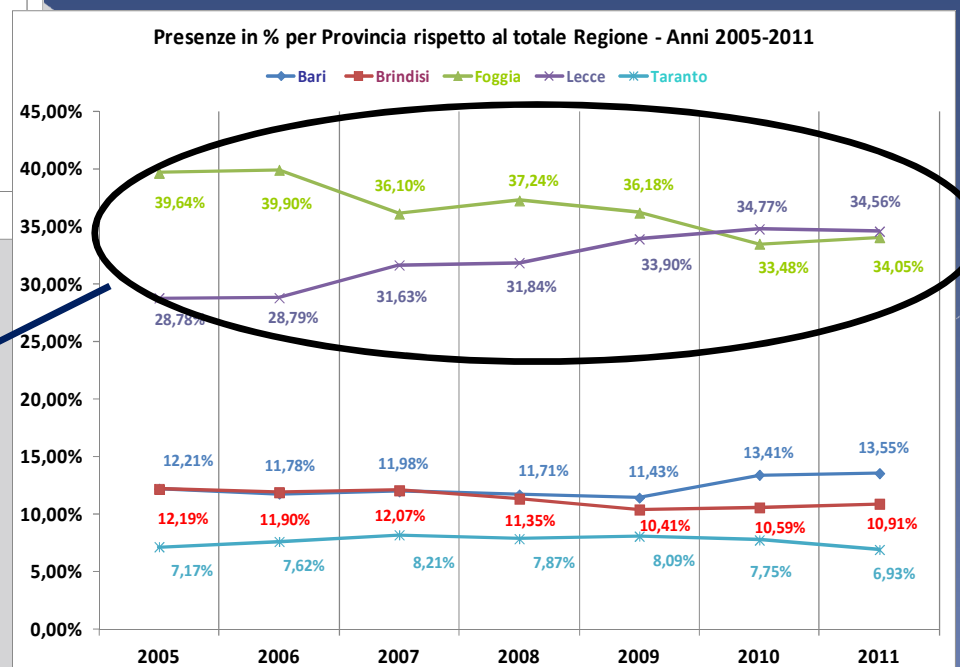


Salento and Tourism: Apulian context

The comparison with the other Apulian provinces: 2005-2011

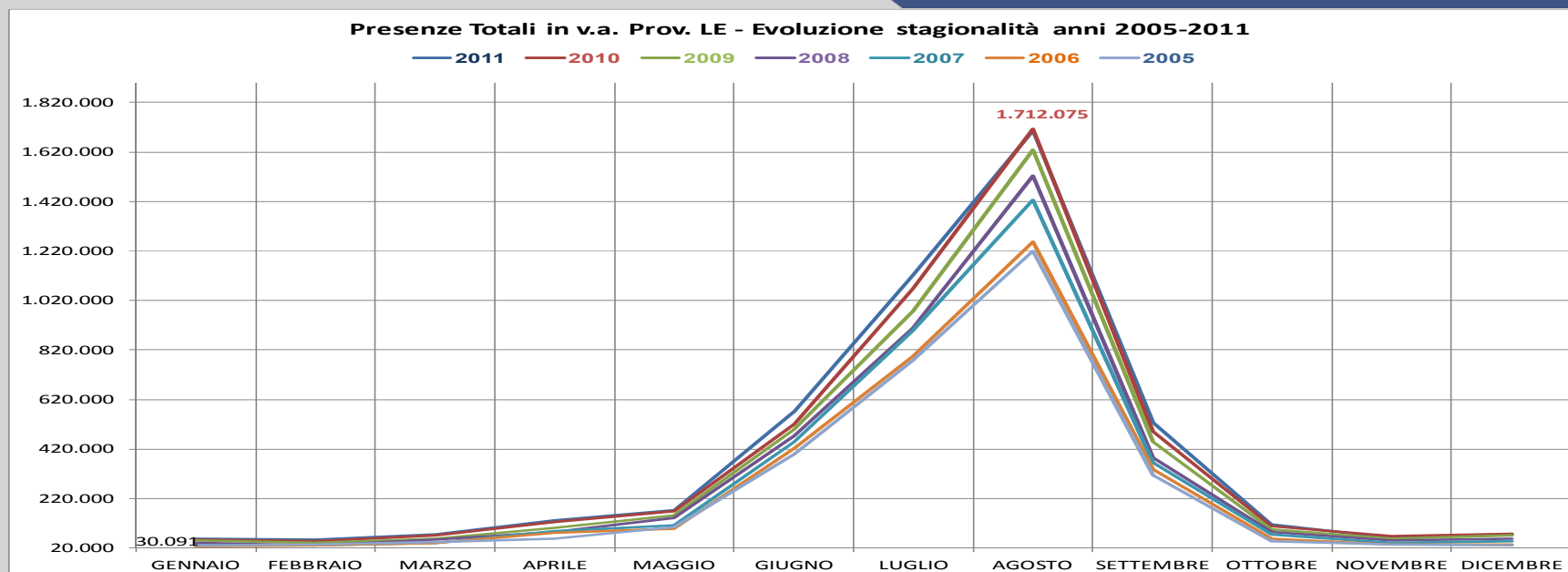
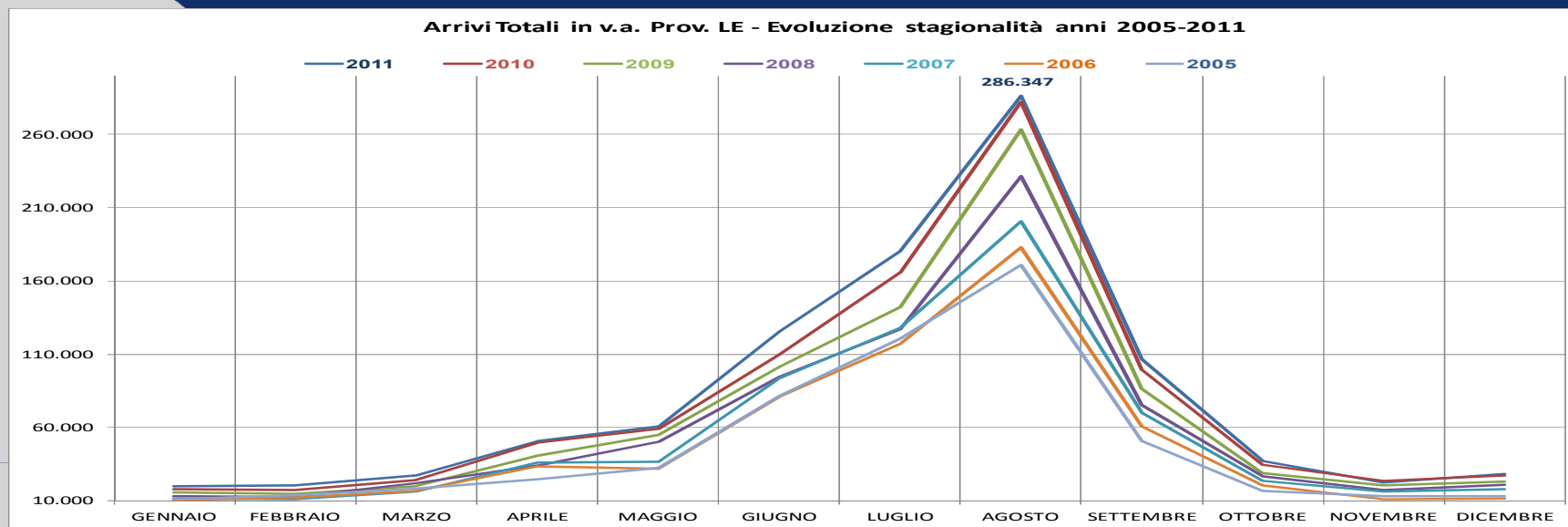


Gargano e Salento
> 70 % on total regional tourist
nights



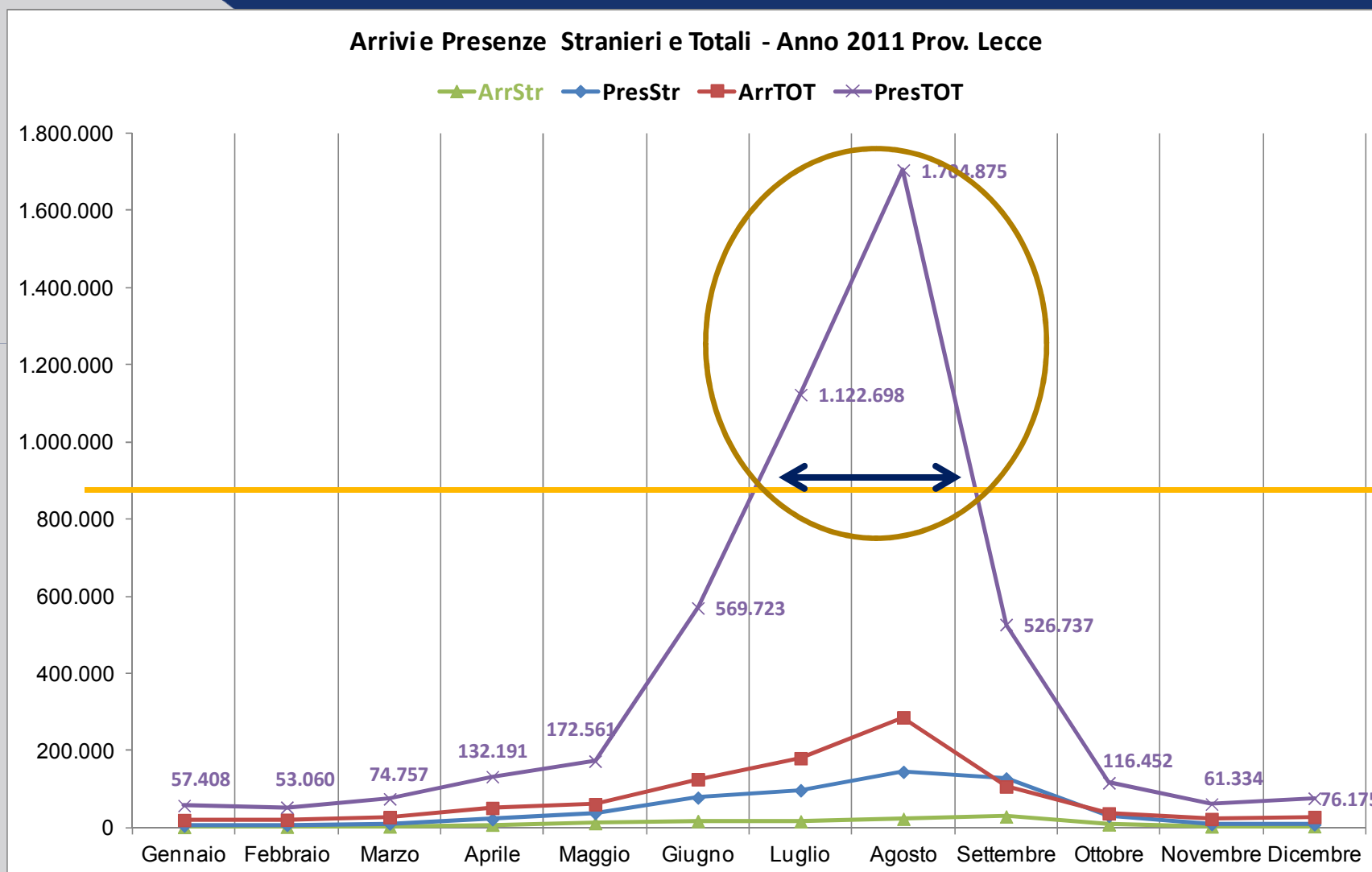
Salento and Tourism: provincial context

The main characteristics: stagionalità 2005-2011



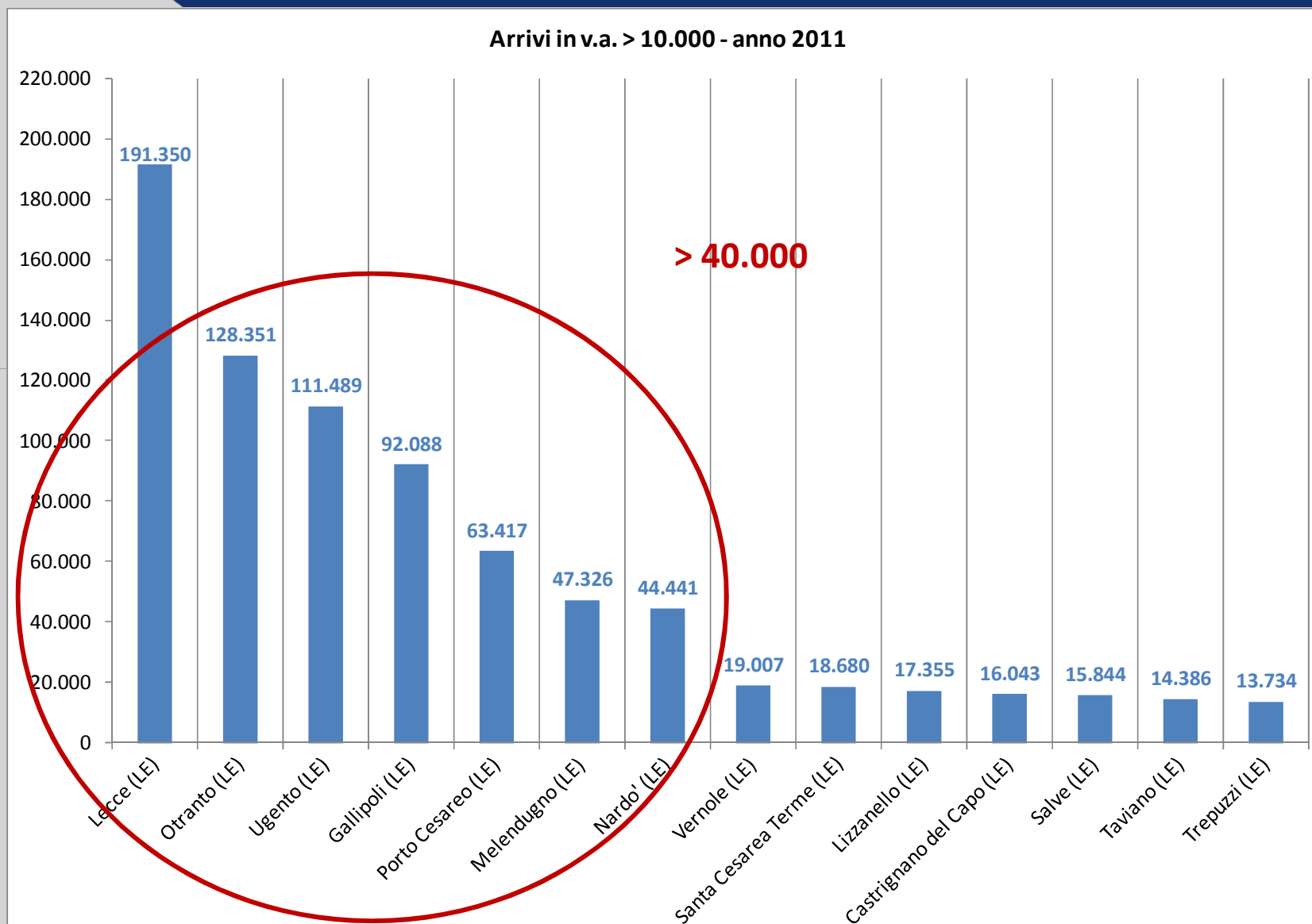
Salento and Tourism: stagionalità and internationality

The main characteristics : tourist foreign flows 2005-2011



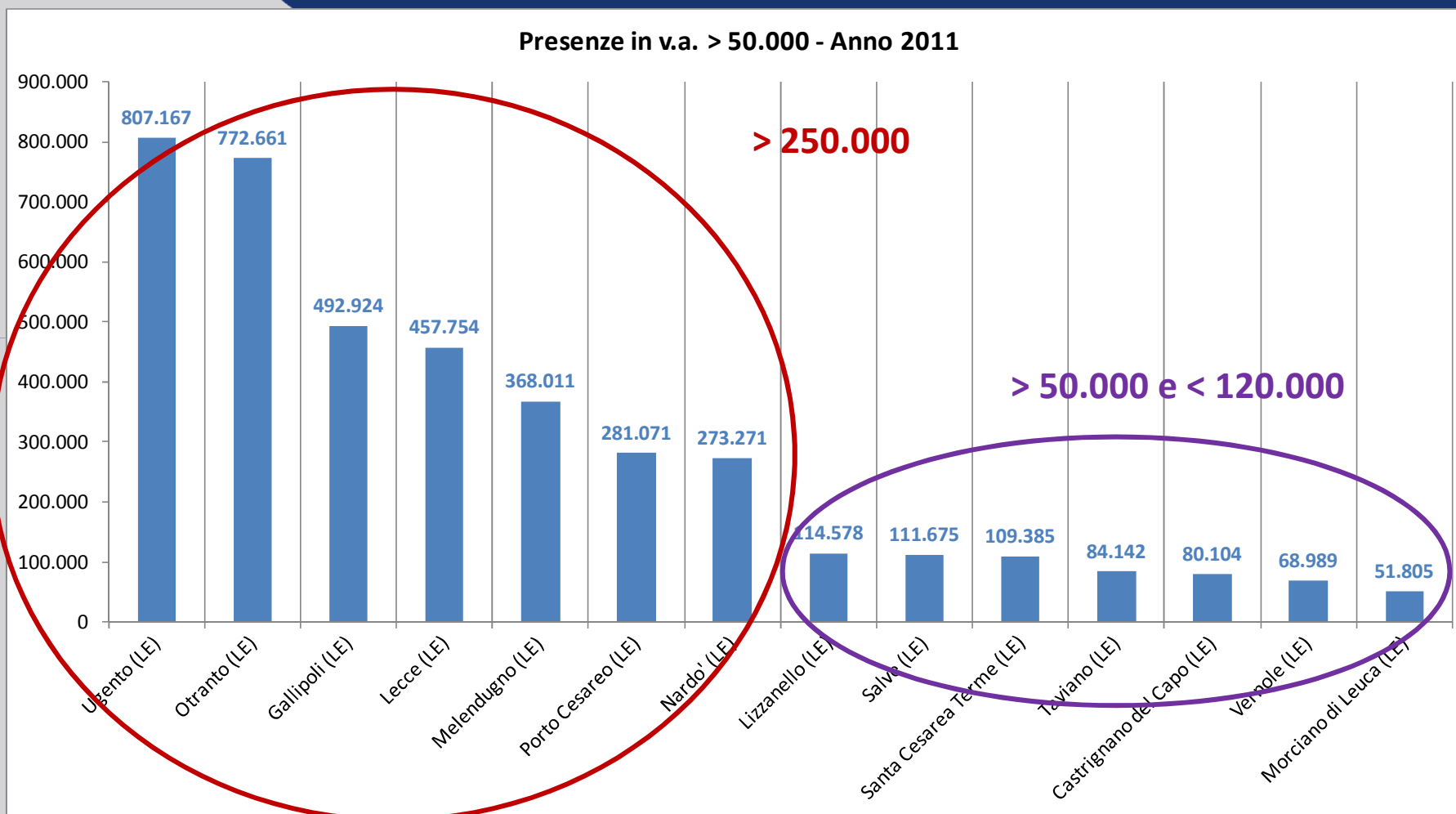
Salento and tourist development

The main characteristics: tourist hubs



Salento and tourist development

The main characteristics: tourist hubs



Salento and tourist development: distribution tourist nights around the 7 hubs



Salento and integrated tourist development

There are **two main actions**, that have in common:

- ❑ the territorial scope within the province ➡ Salento Destination;
- ❑ they found him, in different measure, on the tourism e/o on the territorial marketing as driver of development of the territory
- ❑ they involve, in different measure, private and public actors

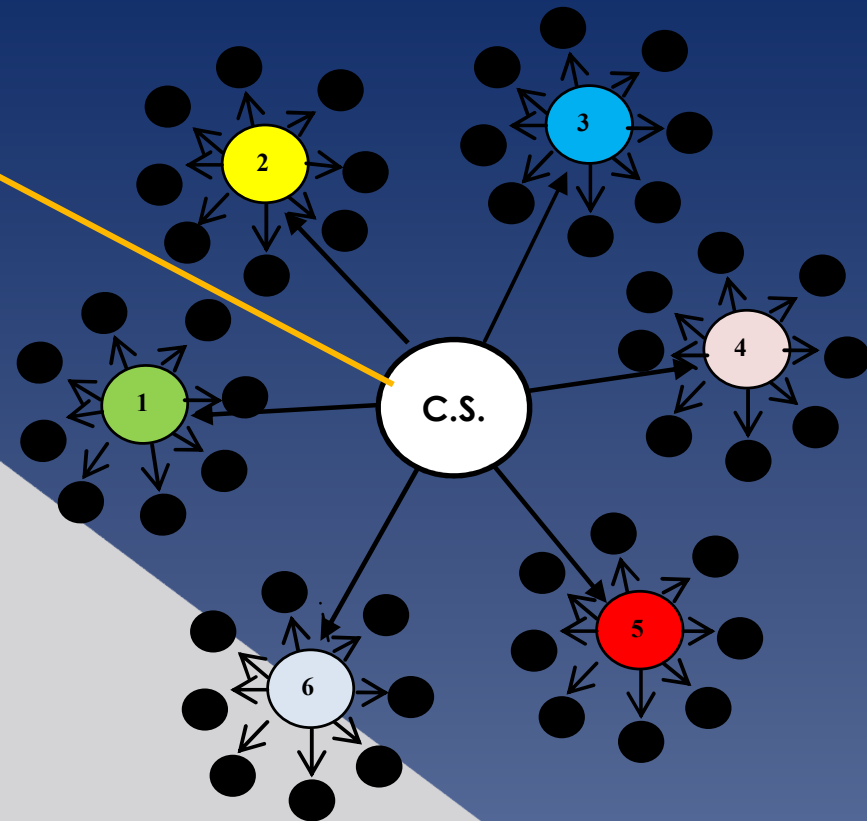
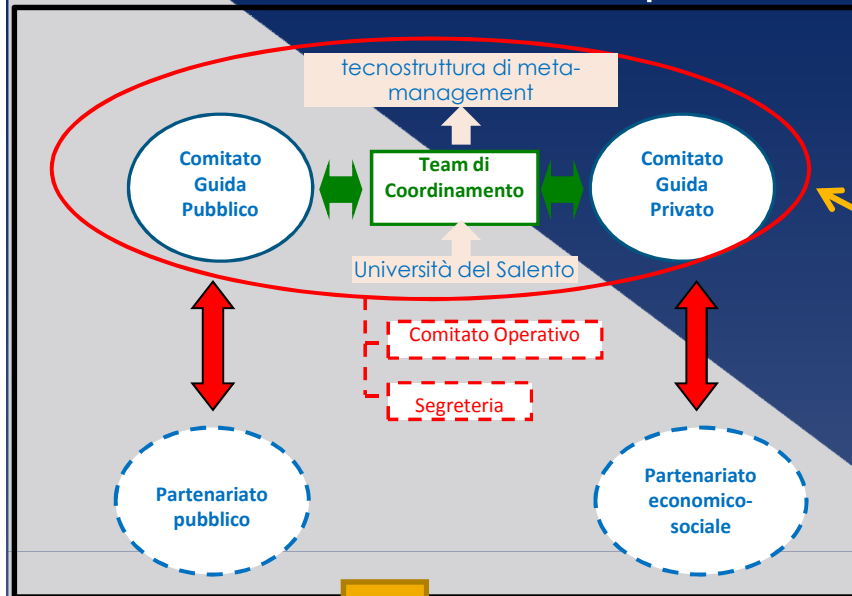


“Salento d’Amare”
Brand of Salento Area



Public-private network for
the integrated tourist
development of the
territory (Re.S.T.I.)

Public-private network for the integrated tourist development of the territory (Re.S.T.I.)



Provincia di Lecce; CCIAA Lecce; Università del Salento; Confartigianato Lecce; Confcommercio Lecce; Confesercenti Lecce; Confindustria Lecce; UNPLI Lecce; 80 su 97 Comuni della provincia di Lecce

Salento and tourist development

- ❖ the tourist flows toward the Salento area have been in constant growth since 2005, both in the total arrivals and the tourist nights
- ❖ in 2012 the Apulian tourism industry had a turnover of € 2.2 billion, but net losses recorded by the sector amounted to EUR 27.5 million
- ❖ the average annual turnover of the sector has been declining since 2006, with only a slight recovery in 2010, with 8% of income of and -2.5% of net income

some critical issues:

- Low foreign tourist flows
- flows affected by climate (prevalence seaside product) and concentrated in summer → low profitability for tourism businesses and strong environmental impact on coastal areas
- absence of a suitable tourist organization in the province
- enterprises do not adopt appropriate management tools for planning, organization and development of local tourist supply

Causes of lack of competitiveness

1) insufficient attention to the "limit of the development"

Problems of human pressure and reduction of attractiveness in the middle and long term

2) insufficient attention to the consistency between service quality and price of the holiday

The monopolist's behavior. Level of the prices and uncontrollable variability. Today's tourist has the means to choose an alternative or a destination with a good relationship quality/price.

3) lack of innovation in services and the organization of tourism and poor approach to evolved tourism marketing

Level of services anchored to the past, many tourist spots have not developed tourist-territorial marketing actions but have focused on advertising and organizing events. Lack of a strategic vision and planning tourism. Less attention to monitoring of results and impacts

4) attitudes free-riders from the enterprises and low wish to the loyal collaboration/cooperation

Incentive at the competition in the inside market

Trends for local economy

«The economy is being transformed from a giant factory to a grand theatre» (*Rifkin, 2000*)



Experience, Sharing, Access

- Ability to arouse: memory, personal involvement and emotion
- Information and sharing (*stakeholders engagement and empowerment*)
- Sustainability



«Local cultural resources become the new commodity»
“product-identity”

An example: Tourism&Culture (art, traditions, popular culture, diffused rurality, handicraft, food and wine)
A combination of opportunities

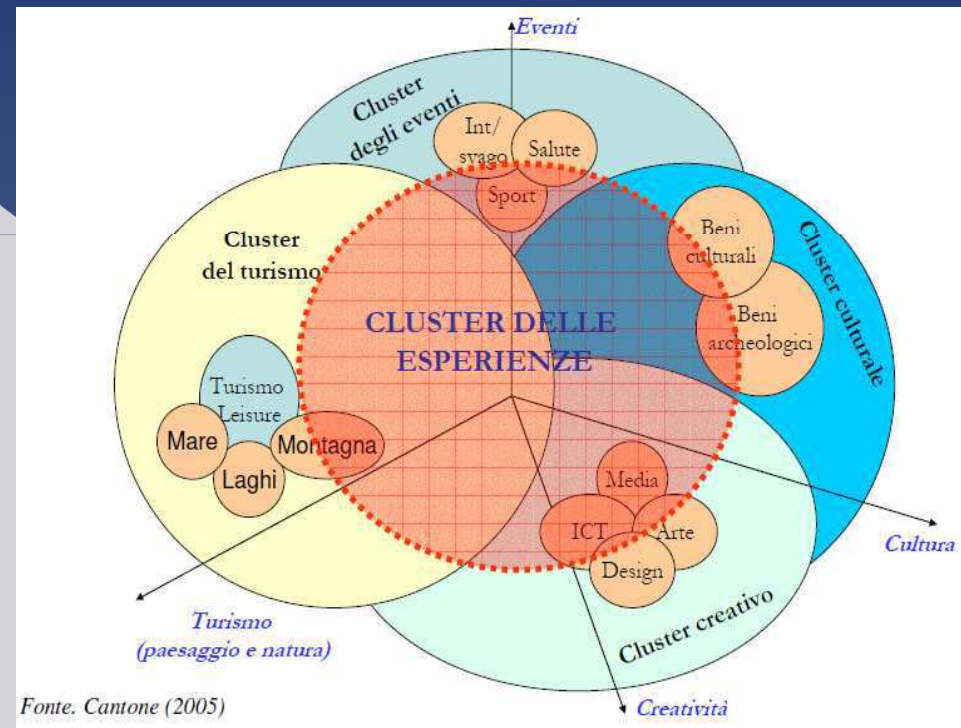
Competitiveness of the territories

Human resources
(creativity, functionality, identity)

CLUSTERING

Attractiveness

Diversification



The competitive product: strategic needs

Transversal considerations:

- ❑ in the tourism market today, it is to aim at a certain competitiveness only if we think in terms of **product and territory**, that is destination and possible **motivations (distinctive identities)**;
- ❑ so that **the local development is not ephemeral**, it must be driven from **strategies of total sustainability** (environmental, social and economic, in a holistic approach)

It depends on 3 basic elements:

1. **Type and intensity of attraction over time** (capacity for innovation, conservation and sustainability, communication and marketing, brand policies – DESTINATION BRANDING)
2. **Accessibility and mobility in the destination** (infrastructure, amenities and transport systems)
3. **Quality of the supply must persist in the time and ability to organize and to manage the relationships** among the "tourist" and the enterprises, the residents and the environment.

Tourist Success = *to strive for superiority in providing a high standard of living for a community (prosperity)*



Thanks for your attention!

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