



UNIVERSITÀ
DEGLI STUDI
DI PALERMO



Panel Discussion : Tourism - Services

Strategic planning for Island economies

Prof. Giovanni Ruggieri

Department SEAS - University of PALERMO

Observatory on Tourism in the European Islands - OTIE President

Conference

Strategic Development Challenges in Chania

Chania

Oct. 13th, 2017



UNIVERSITÀ
DEGLI STUDI
DI PALERMO

Framework

- Introduction
- What is a Local Development Plan?
- Why to implement a Local Development Plan?
- Elements of a Local Development Plan
- Remarks and Conclusions

Introduction

- Tourism as a tool for local development
- Fragile contexts: islands and internal, rural territories
- Promoting the destination as an integrated system of actors and resources, to reduce the socio-economic imbalances and improve the quality of life for residents, as well as the tourist experience for visitors
- Supporting sustainable tourism
- Valorizing local resources and traditions

What is a Local Development Plan?

It is a tool to address tourism and territorial development through:

- definition of the starting conditions concerning local resources, potentialities and existing results;
- definition of goals to reach in terms of valorisation, preservation and tourist fruition;
- definition of long term development strategies shared by local operators (public and private) and of indicators for the evaluation;
- planning activities to implement the selected strategies;
- round tables and meeting to share and evaluate the results;
- cooperation between private operators for example implementing network strategies.

Why to implement a Local Development Plan?

The Local Development Plan

- ensures the sustainable management of land and sea resources together with the protection of the environment;
- guides the development and use of land and sea space;
- its plans, policies and programs are spatial, holistic and comprehensive, so that:
 - all factors in relation to land and sea resources and related environment conservation are addressed and included
 - it is possible to balance demands for development with socio-economic consideration and the need to protect the environment

Why to implement a Local Development Plan?

The Local Development Plan

- sectoral policies, activities and inputs are interpreted and coordinated with each other combining the inputs of all disciplines and groups;
- all actions are based on clear understanding of the natural and legitimate objectives and needs of individual land users;
- it follows other national policies and plans.

Elements of a Local Development Plan

A successful Local Development Plan should include:

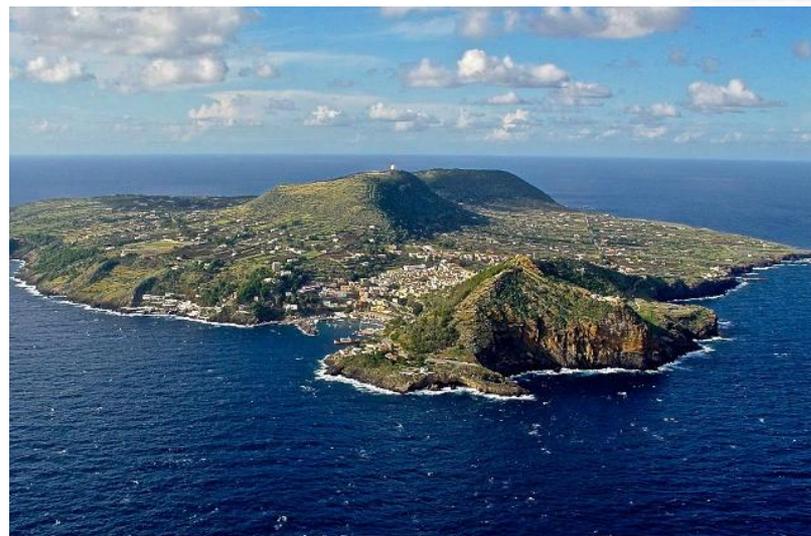
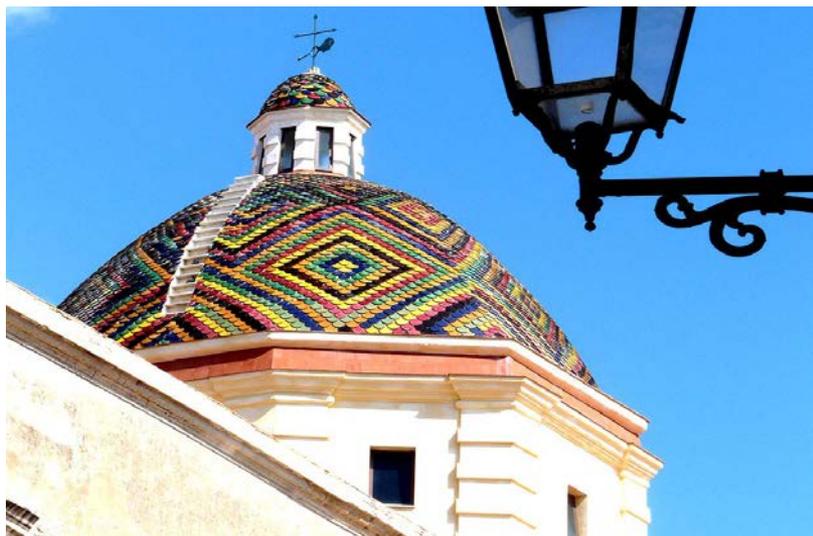
- a set of clear and shared goals
- a set of indicators to evaluate the partial and final performances
- a list of activities and actions to reach the defined aims
- a set of indicators to evaluate the reaching of the goals
- an effective and efficient marketing and promoting plan to spread the new image of the destination

Some examples of existing plans

- Italian context
 - National Development Plan
 - Regional Development Plan – Sicily
 - Provincial Development Plan – Palermo (Sicily)
 - Local Development Plan for defined area: Madonie, Golfo di Castellammare and so on.
- European context:
 - Strategic Plan for the Environment and Development – SPED (Malta);
 - Balearic Islands Strategic Cruise Development Plan (Spain)
 - Strategic Tourism Marketing, Experience&Destination Development Plan (Tipperary, Ireland)
- International context:
 - Tourism development plan for the State of Veracruz (Mexico)
 - Sri Lanka Tourism Strategic Plan
 - National Tourism Development Plan (Ghana)

Conclusions and Remarks

- need to promote destinations through the stimulation of networks and cooperational agreements between local operators (private and public);
- networks and clusters are two of the most important concepts to emerge in contemporary society, with the potential for development;
- need to redefine the Tourism Destination Management;
- need to consider the destination as a unique integrated system including actors (operators) and objects (resources);
- need to define a specific and efficient marketing strategy and a consistent communication strategy;
- need to monitor the partial and final results, to compare with the goals and evaluate the effects.



Giovanni Ruggieri
Assistant Professor Tourism Economics
University of Palermo
Department SEAS – Building 13
Viale delle Scienze
90128 – Palermo, Italy
ph. +3909123895214
giovanni.ruggieri@unipa.it



**Observatory on Tourism in the European Islands –
OTIE**

38, Via Emerico Amari, 90139 Palermo (Italy)

Phone-Fax: +39 091 6117527

Email: info@otie.org – WEB: www.otie.org

President: ruggieri@otie.org



UNIVERSITÀ
DEGLI STUDI
DI PALERMO