

## Session V

### Measuring the Economic Contribution of Tourism: from the TSA to alternative Modelling Techniques

Tuesday, 31 March 2009

Mara Manente, director  
CISET- University of Venice, Italy

## Contents

- Comments on the central paper
- Economic analysis and destination management/planning. The Italian experience
- The role of monitoring systems for local tourism destinations. The Italian experience

### Comments on the central paper

1. Extending the TSA brand to sub-national areas is a key step to reinforce the role of effective and credible tourism economic analysis for destination management

2. The initiatives to protect the TSA brand will act as a powerful instrument to disseminate information on the benefits among the destination stakeholders (establish a bridge between TSA producers and TSA users)

3. The use of certified TSAs will give an answer to the overall request for co-ordination, homogenisation and control of economic tourism statistics: **QUALITY OF INFORMATION**

### Reflexions:

#### Key words of the sub-national perspective

- **C**omplexity/diversity of the context
- **U**niqueness of each specific case
- **F**lexibility of the approach (within reliability)
- **F**inalisation of the tool (specific and crucial policy needs and strategies)

## Objectives of the destination management approach

### The challenge:

to manage the various components of the destination in a way that ensures its economic profitability while avoiding degradation of the factors that have created its competitive position



**The destination is a fuzzy concept, that cannot be defined a priori once and for all**

because of

#### ↳ THE MULTIPLICITY OF ACTORS

- actual and potential tourism demand
- public administration
- local private tourism activities
- external tourism activities (e.g. intermediaries)
- the host community

#### ↳ THE MULTIPLICITY OF PERCEPTIONS AND PERSPECTIVES

→ demand side vs. supply side



→ geographical vs economic vs psychographical

---

## **The need for an operative definition of local tourist destination (LTD):**

- **the uncertainty cannot be accepted: destinations which want to reach, maintain, defend their competitive position on the global market place, need information, methods and tools functional to the evaluation of their current competitive position, the competitive environment, future development scenarios and strategic options.**
  - **Distinctive definition of “LTD” as compared to “region”, where administrative boundaries determine the dimension and the characteristics**
- 



---

## **Defining a local tourist destination (LTD):**

- **within the framework of TSAs and economic analysis at sub-national level**
  - **in order to reach consensus around an operative definition**
  - **which is right for the objective to strengthen the relationship between economic analysis and destination management/planning**
-

## What are the basic factors to be thought over for the definition?

- a) Resources, actors, activities: integrated set of resources (natural, cultural, artificial) which can be translated into tourist products by the action of local /non local stakeholders
- b) Territory: municipality or sum of municipalities sharing contiguity or homogeneity of resources/attractions or functional interactions where the integrated set of resources is located
- c) Observation and analytical unit: the territory as the unit of reference to measure the two sides of the same medal (tourism consumption vs. tourism production); borders subjected to journey's characteristics and models
- d) Capacity of attraction: territory perceived to be of interest by potential visitors so that they decide to visit it for any main purpose
- e) Relevance of the tourism consumption for the overall economic activity: meaningful amount spent as a result of the visitors' consumption experience: local production system significantly affected in the absence of it

## Towards Monitoring Systems for Local Tourist Destinations

### Relevant Conditions:

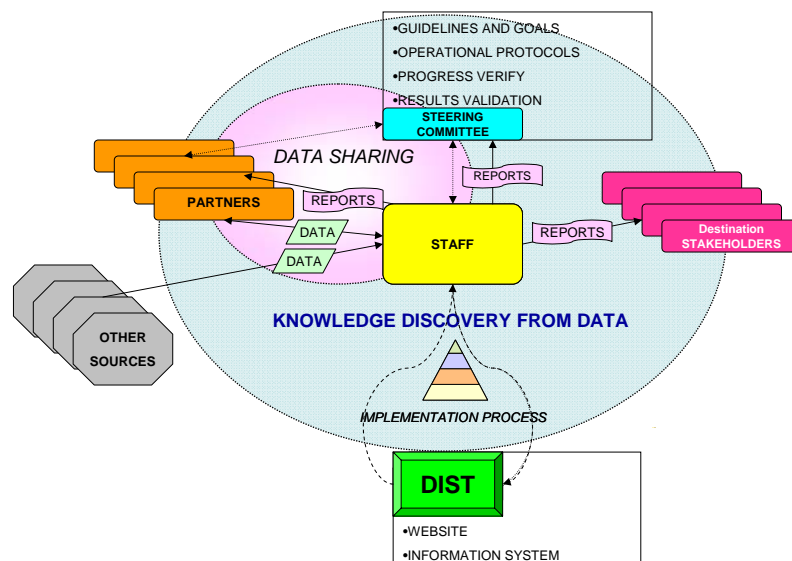
- ☐ Increasingly closer relationship between planning, management and control
- ☐ Flexible structure able to be relevant to any development or management plans
- ☐ To be used
  - from a diagnostic point of view: giving a photograph of the "here and now"
  - As a support for tourism planning and management

- Stakeholders choice between collaborative or competitive approach
  - *Willingness to share information, solutions, best practices*
- Identification of the relevant stakeholders/businesses questions
  - *The reason why (effectiveness of the monitoring activity)*
- ECTL (Extract+Cleanse+Transform+Load)process: it costs more than 60% of the whole project
  - *What to do in the meanwhile? (proof-of-concept and/or pilot project to prove to stakeholders the value)*
- Optimal equilibrium between detail/complexity (of the analysis and evaluation process) and effectiveness of the presentation to the stakeholders/decision makers
  - *Visual data mining (with huge amount of data, reasoning with graphs is faster)*
  - *Information dashboard (availability for decision makers of main information at a glance)*



Relevant information to help identifying strategic routes

- strengths and weaknesses of the destination
- opportunities and threats posed by the environment
- challenges posed by the competition
- relationship between destination and benchmark area
- possible gaps to be filled and how and where to invest in order to achieve predetermined objectives.



---

**Thank you for your attention!**

**Mara Manente, director**

CISET-University Ca' Foscari of Venice

[ciset@unive.it](mailto:ciset@unive.it)

---