Contributors

In support of

With the cooperation of:

Venue

Room Mario Baratto, Palazzo di Ca´Foscari
Università Ca´Foscari, Venice

Courtesy of Università Ca´Foscari Venezia - CISET

INRouTe
1st Seminar on Regional Tourism: setting the focus
Venice, Italy, 5-6th July, 2012

Provisional Programme

INRouTe
International Network on Regional Economics, Mobility and Tourism
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**Programme**

**Thursday, July 5th, 2012**

9am Welcome address by Veneto Region Government Representatives, Mr. Marcio Favia, Executive Director for Competitiveness, External Relations and Partnerships at the World Tourism Organization (UNWTO), Ms. Mara Manente, Director of CISET, and Mr. Antonio Massieu, Chair of INRouTe.

9.30am **Session 1:** aims to discuss about the focus and suggested actions presented in the key document in order to take Regional Tourism seriously. For such a discussion to be relevant, a selected group of qualified professionals representing some European regions and agencies or entities will be participating with their own views and insights regarding specific chapters and sections of the document prepared by INRouTe for this Seminar.

Chair: Ms. Mara Manente, Director of CISET International Center of Studies on the Tourist Economy, University of Venice, Italy.

Key document: Measuring and Analyzing Regional Tourism: towards a set of general guidelines, presented by Mr. Antonio Massieu, Chair of INRouTe.

**Speakers:**

*Sustainable and competitive Tourism in Tuscany region: an integrated network of destination observatories* by Ms. Teresa Caldarola, Tuscany Region.

*Pitfalls in the measurement of tourism sustainability at the local and regional level. The EDEN destinations case study,* by Mr. Francesc Romagosa, Geography Department and School of Tourism and Hotel Management, Universitat Autònoma de Barcelona, Spain.


11am Short Break

11.20am **Session 1 (continued):**

*Extending the Measurement of the Economic Impact of Tourism beyond the Regional Tourism Satellite Account and Proposed Standards for the Regional Tourism Satellite Account* by Mr. Douglas Frechtling, Professor of Tourism Studies, International Institute of Tourism Studies, George Washington University, USA.

*Adirstorical Lands* presented by Mr. Guido Pizzamano Project manager of Adirstorical Lands and Mr. Nicola Panarello, Veneto Region Government Representative.

**1.00–2.30pm** Lunch Break by Veneto Region as partner of the “Adirstorical Lands” Project

2.30pm **Session 2:** focuses on Ireland’s contribution to the seminar illustrating the potential for. Tourism analysis of geo-referenced databases, general statistical surveys and business registers as well as present possibilities to articulate a national/regional/local set of basic data conceived as the foundation for a Regional Tourism Information System. Complementary contributions will be presented and a general discussion will follow.

Chair: Ms. Aukrene Alzua, Executive Director of CICtourGUNE, Cooperative Research Centre in Tourism of the Basque Country, Spain.
### Program

**Key documents:**
- *Ireland Case Study: Measuring & Analysing Regional Tourism*, by Mr. Caeman Wall (Fáilte Ireland) and Mr. Steve MacFeely (Central Statistics Office, Ireland)

**Speakers:**
- *Measuring employment in the tourism industries in Brazil: from national to regional and local level*, by Ms. Patricia Sakowski, Planning and Research Analyst at the Department of Regional, Urban and Environmental Policies and Studies in IPEA, Brazil.

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<td>3.45–4.15pm</td>
<td>Discussion</td>
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<td>4.15–6.30pm</td>
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**Speakers:**
- *An approach to the use of GPS in tourism surveys to define itineraries* by Ms. Eva Aranda and Mr. Vicente Castellanos, TNS Demoscopia Political & Social, Madrid, Spain.
- *Measuring special events from the regional point of view* by Mr. Joaquin Aurioles, University of Malaga, Ms. Inmaculada Gallego and Ms. Ana Moniche, Department of Statistics and Market Research. Public company for the Management of Tourism and Sport in Andalusia. Department of Tourism, Commerce and Sport. Regional Government of Andalusia, Spain.
- *Exploring the feasibility of a Local Tourism Information System: Experience from the UK presented* by Mr. Sean White, Tourism Intelligence Unit, Office for National Statistics, United Kingdom.

**Friday, July 6th, 2012**

**9am** Session 3: Presentation of the answers to the questionnaire prepared by NECSTouR and INRouTe, presented by Ms. Alice Jude, coordinator, NECSTouR Network. Chairs: Mr. Marcio Favilla Executive Director for Competitiveness, External Relations and Partnerships at the UNWTO, and Mr. Antonio Massieu, Chair of INRouTe.

**Speakers:**
- *Designing and analyzing tourism micro Destinations: A pilot study in the Canary Islands, Spain*, by Mr. Raúl Hernández, Department of Applied Economics, University of La Laguna, Canary Islands, Spain, and Mr. Alberto González Yanes, Chief of Service at Economic Statistics, Canary Islands Statistics Institute (ISTAC), Spain.
- *Indicators of Destination Structure and Performance*, by Mr. Salvador Antón, Director of GRATET and of Scientific Park, Tarragona, Spain, and Mr. Antonio Paolo Russo, Scool of Tourism and Leisure (EUTO), University Rovira i Virgili, Vila-seca, Spain.

**Speakers:**
- *Heterogeneity and scope of regional tourism statistics - experiences in developing a European city tourism benchmarking system* by Mr. Karl Wöber, Founding President of MODUL University, Vienna, Austria.
- *Denmark’s experiences on the regional TSA and tourism economic impact analysis*, by Ms. Jie Zhang, Senior researcher, Center for Regional and Tourism Research (CRT) and Mr. Paul Lubson, consultant, VisitDenmark.
Program

Speakers:
Leadership in Cultivating Tourism Metrics: An Exploratory Study among Local Government Tourism Organizations, by Mr. Frank Go, Professor of Tourism Marketing, Rotterdam School of Management, Erasmus University, Rotterdam, The Netherlands and Mr. Adee Athiyaman, Professor of Marketing, Illinois Institute for Rural Affairs, Western Illinois University, USA.

11.00am  Short Break
11.20am  Session 3 (continued)
1–2.15pm  Lunch Break
2.15–7pm  Visit* to Torcello and Mazzorbo islands of the Venice Lagoon - points of interests of “Adristolical Lands” cultural routes - by Veneto Region as partner of the “Adristolical Lands” Project

2.15pm  Meeting point: wharf of Ca’ Foscari University
2.30pm  Water taxi for Torcello and Mazzorbo
3.30pm  Arrival to the island of “Torcello” and visit (about 40 minutes).
4.10pm  Departure to Mazzorbo
4.30pm  Arrival to the island of “Mazzorbo”, visit and Welcome drink (Venissa Restaurant) (about 1 hour).
5.30pm  Departure from Mazzorbo to Piazzale Roma
6.30pm  Arrival to Piazzale Roma

* A taxi could be available, upon request in advance, for people who have to return earlier to Venice to catch their flights or have commitments

Venue location

The map highlights on the bottom right the location of the venue, and on the left upper corner it highlights Santa Lucia’s train station and Piazzale Roma.

There is a 7 to 10minutes walking distance from Piazzale Roma to the venue. From Santa Lucia train station to the venue it takes around 15minutes (walking).