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> Lake Vyrnwy

I-SPEED Political Steering Group Meeting

The I-SPEED Political Steering Group (PSG) was held on February 9th 2011 at Lake Vyrnwy (Powys County).

In the morning session, 2 representatives of the European Commission explained the "New consolidated framework for the EU Tourism Policy". Krisztina Boros and Krista De Spiegeleer explained in details the Communication « Europe, the world's No 1 tourist destination -

a new political framework for tourism in Europe », already analysed in the 2nd I-SPEED newsletter. In particular Ms Boros emphasized the importance of the new political framework for Tourism in Europe in line with the Lisbon Treaty and the

Europe 2020 Strategy for growth and employment.

4 experts from Spain, Norway and Unit-

I-SPEED


Wynne Jones about Political Steering Group meeting in Powys



It was with great pleasure that we hosted the first Political Steering Group at Lake Vyrnwy, Powys in February, where even though the sun did not shine,

the peace and tranquillity of the area provided a magnificent backdrop and environment to work within.

We greatly appreciated the opportunity to showcase Powys to our European Partners, it also gave a great insight into the challenges faced by the tourism industry in Powys in relation to travelling from overseas, information provision, availability of 2g and 3g coverage etc. This added another dimension to the discussion and the ability to receive firsthand professional feedback in relation to Powys as a destination is continuing to prove invaluable.

The conference proved to be an excellent networking opportunity both internationally and also from within Powys. The good work already achieved within



Project co-financed by the European Regional Development Fund and the Norwegian Funds

ed Kingdom gave an overview of some relevant projects in the fields of: tourism innovation, social media, cluster organization and destination management.

I-SPEED PSG participants:

- **Carla Rey**, Deputy Mayor for Commerce and Urban Quality, City of Venice
- **Christian Haugen**, County Commissioner Hedmark County Council
- City of Warsaw representative
- Region of Crete representative
- **Wynne Jones** - Councillor, Portfolio Holder for Regeneration and Development, Powys County
- **José Paz**, Director of the Tourist Research Institute, Galicia Region
- **Gian Paolo Manzella**, President Delegate for Innovation and Economic Development, Province of Rome
- **Valérie Demangeau**, Vice President Nantes Municipality

Extract from PSG report made by COSES (Giovanni Santoro) :

The PSG meeting went on in two sections. During the first one, political representatives from 8 partner countries presented their answers to the 2 questions prepared by the research centre COSES, and anticipated via mail. In the second interactive section of PSG meeting, Professor Fabrizio Panozzo of University of Venice ran a scoring procedure on 3 themes and 15 items, set by COSES, to survey in a synthetic way the evaluation of political representatives about the project aims and its strategic priorities.

The strategic priorities set by the PSG



➤ PSG members in Powys

It's very important to stress that political representatives (many of them will end their commitment before 2015) put **at the first place, in 2015, their community well being and the quality of living** for all the populations in their region or city. This is not so banal in a project that has the SMEs in tourism sector as a main target. We dare say that a new sensibility is coming on in EU to the core of tourism sustainability: the best reciprocal effects between visitors and inhabitants, and vice versa. In other words **I-SPEED partners do not seem hard-tourism fans, but quality of place caretakers.**

To resume actual situation in a slogan, we are facing an ultimate passage from the era of ICT totem in tourism (and travel) hubs to the era of one visitor-one hub, where personal mobile applications empower the traveller with a mess of information he/she would be able to manage, with the same device, toward a deeply individual and satisfying way. The customer do the customization of the supply by him/her self, becoming the ultimate **step on guide** of each site,

PSG Meeting - Interactive Section Conclusion

- Despite different conditions there seems to be common understanding of both current challenges and future priorities
- More important in the present are "booking platform" / "education and knowledge management" / "digital branding"
- Of greater importance for the vision 2015 are "quality of life" / "destinations management" / "social networking" / "mobile apps"
- In the transition to the future what becomes more relevant is: social networking" / "destinations management companies" and mobile applications
- What is perceived as becoming less important are "informations and booking platforms" / "project development funds" / "certifications labels and audit schemes"

for the 2015 vision involves:

- quality of life;
- destination management;
- mobile applications;
- social networking.

just in time. I-SPEED partners confirm the awareness of this forthcoming future.

A better rating position for **destination management**, in 2015, is greatly reassuring tourism experts: I-SPEED partners show a good awareness that, once developed, a tourism place needs to be

I-SPEED proved to be motivational and a catalyst for the joining up of other existing initiatives across Powys that could benefit from the priorities identified through ISPEED.

From the perspective of Powys, it was encouraging to hear the Chief Executive express his thoughts that Tourism has a place within Powys and the acknowledgement that ICT can and must be the driving force to increase economic growth that is very much needed at this unstable time.

The political debate highlighted that even though as partners, we represent areas of differing terrain and economic wealth; the issues faced had a commonality such as interaction with trade, destination management and governance.

The debate has highlighted core areas for development. Current priorities were acknowledged as booking platforms and digital branding. Medium term visions for 2010 included quality of life, destination management, social networking, mobile applications.

This is very relevant to the aim that we strive towards as cited within the Corporate Improvement Plan of Powys County Council: "to improve the quality of life for every Powys resident and all those who visit our county"

I-SPEED could potentially provide a "tool" to achieve this great aim and it was interesting to learn that Venice also strive towards treating all visitors as temporary citizens for the time that they are in Venice which they hope will promote a sense of respect between members of the community and visitors to create a much more pleasant environment within which both can live and visit.

It is the intention that we at Powys will learn at both a political and ground level to create a tourism product that is beneficial to all. Discussions had at the conference will be in the forefront of our minds during development of future policies, strategies, and decision making on the ground.

Wynne Jones, Councillor, Portfolio Holder for Regeneration and Development, Powys County

managed and not let run by itself, to avoid congestion or bad quality supply and visitor experience. Destination management is a deep rooted concept among tourism researchers and there is a growing number of best practices about it (i.e. //venice>connected), not yet satisfying if compared to some dramatic management lacks. It absolutely remains an important strategic purpose for local administrators.

Last but not least the % upgrading for the issue **social networking** does confirm an high sensibility for local communities, since the use of these practices is growing as far as people become ICT literate and generations turn over, and the virtual places become more and more a new space for exchange: sociality and marketing as well. In 2015, surely, the social network communities will work as the main global square to inform and to **exchange valuation on holiday destinations**. Not to be there will be equal to not be at all.

The experience of tourism providers, collecting their customer valuation, will be overcome by social networking as main source for knowing the reality of



› I-SPEED team at Lake Vyrnwy

any place, from the storytelling of real experiences, by real people. COSES suggests that, in a short time, the users of //venice>connected will become the best promoter of the booking system, if they had been satisfied of the experience, telling the story on whatever social network, at a zero cost for //venice>connected itself (and the City as well).

Politicians seem to have the awareness that **the ICT development is a very fast one**. The device can change abruptly, and one goal that is today the

first should be not so tomorrow. UE has to be satisfied with the sensibility that I-SPEED project has collaborated to generate among partners and with the readiness of Cities, Counties and Regions to afford the challenge of a never ending changing.

It's not so banal among politicians and European Community has to support this new style, will and capability.

*Giuseppe Mella, City of Venice
Giovanni Santoro, COSES*

Third I-SPEED Workshop in Rome



› Bracciano Castle

The third I-SPEED workshop will be held in the Province of Rome from May 25th to May 27th 2011 and it will be dedicated to analyse I-SPEED good practices identified and described in the Good Practice Guideline.

The result from the work shop will give valuable input for the next I-SPEED proj-

ect phase, which is the process of actual transfer of Good Practices into I-SPEED regions / cities and the final version of the Good Practice Guide.

The work shop will give participants opportunity to discuss, exchange experiences and analyse the practices further in detail, aiming at:



› Domus mosaic

- a) giving partners and its staff members deeper understanding and knowledge about the selected practices
- b) providing analysis to the good practice guideline

The first 2 days the meeting will be hosted in Bracciano, known mostly for its castle and the lake of Bracciano. The castle "Orsini-Odescalchi" is one of the most noteworthy examples of Renaissance military architecture in Italy. Three towns encircled the lake: Bracciano, Trevignano Romano and Anguillara Sabazia.

The last day Province of Rome has planned a visit in the centre of Rome in Palazzo Valentini where the "Domus Romanae" are located. It will be possible to take a tour of the 3D journey through a patrician "Domus" from ancient Rome.

In fact two patrician villas unearthed under Palazzo Valentini (headquarter of the Provicne of Rome) here recently have been brought to life through an on-site multimedia reconstruction. Palazzo Valentini was built at the end of the sixteenth century on the initiative of Cardinal Michele Bonelli, who promoted a large reclamation scheme of the area surrounding

the imperial Forums (Fori imperiali). During these last years, an important work of recovery and improvement of the building has taken place; the antique statues that had been restored have been placed back to their original position, from the court of the Palace under the arcade. Besides, the important activity of archaeological excavations in the underground area, started

on 2005 and still going on, has recently brought two large sculptures and at least two Patrician domuses dating back to the middle and late imperial period have been brought to light.

Google map: <http://tinyurl.com/3ftc4lu>
 Bracciano wiki: <http://en.wikipedia.org/wiki/Bracciano>

Laura Latini, Province of Rome

New I-SPEED partner: National Association of Municipalities of Bulgaria (NAMRB)

The "National Association of Municipalities in the Republic of Bulgaria" (NAMRB) replaced the City of Plovdiv as I-SPEED partner. NAMRB was founded in 1996 and its members are 264 municipalities in Bulgaria. NAMRB signed an agreement for cooperation with the Government of Bulgaria. The Association provides support to Bulgarian municipalities and its representatives participate in the various committees in the different fields: tourism, regional policy, social policy, SMEs.

NAMRB website: www.namrb.org

Giuseppe Mella, City of Venice

How can tourism affect the economy greening?



United Nations Environment Programme has recently elaborated report entitled *Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication*, where by analysing particular sectors of economy, their potential in terms of reaching goals of green and sustainable development is taken under consideration. The chapter dedicated to tourism was developed in partnership with the World Tourism Organization. The main conclusions are:

- tourism sector has a great potential as a

driver for world economy growth (tourism creates 5% of world GDP and employs 6-7% of workers);

- rapid growth of tourism sector contributes 5% to global green house gases emission as its connections with transport, energy sectors are very strong, tourism relations with water consumption and wastes generation are also environmentally challenging;
- as tourism indirectly influences and is linked with other economy sectors it has a great potential to create green jobs and combat unemployment and poverty on the local level;
- investing in the greening of tourism can reduce the cost of energy, water and waste and enhance the value of biodiversity, ecosystems and cultural heritage;
- greening of tourism is welcomed by travellers, who have admitted that they are able to cover higher costs of tourism environmentally-friendly offer and services as their interest in nature-based tourism is constantly raising;
- small and medium enterprises have the biggest potential in reaching green economy goals;
- destination planning and development strategies are the first steps towards the greening of tourism;
- cooperation between public and private sector is crucial.

Full version of the report is available on the UNEP website: <http://www.unep.org/greeneconomy/GreenEconomyReport/tabid/29846/Default.aspx>

Elaborated on the basis of *Towards a Green Economy: Pathways to Sustainable Development and Poverty Eradication*

Karolina Iwinska, City of Warsaw

B2N - Business to Nature

Powys County Council is partner of the INTERREG IV project "B2N" ("Business to Nature"), together with 10 other public sector organisations from countries across Europe: Bulgaria, France, Italy, Poland, Portugal, Slovenia, Spain, and Sweden.

We are glad to host on the I-SPEED newsletter some information about their activities, specifically focusing on sustainable growth.

The B2N project is a new initiative co-financed under the INTERREG IVC programme, which aims to contribute to the economic and sustainable development of European regions by demonstrating and promoting best practices in entrepreneurship development in natural areas.

- How to balance the need of stimulating economic development against the need to preserve outstanding natural areas?
- How different European regions are dealing with entrepreneurship in natural areas?
- What lessons can be learnt? What mistakes should be avoided?



These are the main questions which the B2N project is addressing. Partners of the B2N project believe that economic development can become the victim of its own success if it does not develop in a sustainable way. This is particularly visible in vulnerable natural areas, where some regions already face problems connected with an unbalanced development. However, the central emphasis of B2N strategy lies in understanding that economic development can also contribute to the creation and strengthening of protected areas. This can be achieved by building on local skills, the attractiveness of the natural environment and best practices in entrepreneurial initiatives in natural areas that have already proved to be successful.

The project's website: www.business2nature.eu
 Elaborated on the basis of www.business2nature.eu

Giuseppe Mella, City of Venice

Itineraries for cultural routes

I-SPEED and The European Institute of Cultural Routes have started a cooperation in exchanging good practices and in promoting activities and initiatives. The European Institute of Cultural Routes (EICR) was established as a European public service and technical body as part of a political agreement between the Council of Europe and the Grand Duchy of Luxembourg (Ministry of Culture, Further Education and Research). Since 1988 the Institute has worked in close collaboration with the Council of Europe in carrying out its responsibilities, namely to ensure the continuity and development of the programme of the Cultural Routes in the 50 signatory countries of the European Cultural Convention and, depending on the geographical and

historical requirements of the themes, in those countries which have had and continue to have close relations with Europe. The EICR resides in the Centre Culturel de Rencontre – Abbaye de Neumünster, in Luxembourg.

It retains all relevant documentation and maintains a specialist library on the routes. The EICR is also charged with participating in European training, research and analysis programmes concerning cultural tourism, for the European Commission and various governments and project managers. The Institute organises themed symposiums and specialist training, collaborates in the setting up and running of the Routes, and participates in specialist exhibitions while promoting a greater awareness of the links between culture, tourism and the environment.

In 2008 the European Commission (Directorate-General Education and Cul-

ture) named the EICR as a body active on a European level in the field of Culture, in recognition for its essential role in creating a coherent programme of sustainable cultural tourism initiatives promoting the "Destination Europe" and encouraging Europeans to discover their common roots and history through travel and the exploration of material and immaterial heritage.

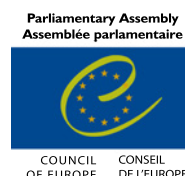
The Institute is a member of NECSTOUR and it is currently working with the Council of Europe and the Tourism Unit of the European Commission on a study into the impact of the cultural routes on small and medium businesses.

In 2011 the Institute should welcome a Partial Agreement aimed at combining the voluntary contributions of those member countries of the Council of Europe who wish to increase the funds available to the cultural routes.

Since the opening up of Europe to the East, the Cultural Routes have enabled, and continue to enable (particularly by expanding to include the Southern Caucasus), the creation of a real dialogue between Eastern and Western Europeans. The opening of a resource centre for the Cultural Routes in Sibiu, in the Casa Luxembourg, in liaison with the European Institute of Cultural Routes in Luxembourg and the Mioritics Association is testament to this.

More info:
www.culture-routes.lu

Eleonora Berti,
 Council of Europe



Nordic countries continue ranking high in the Global Information Technology Report

Information Communications Technology (ICT) is a key enabler of a more economically, environmentally and socially sustainable world in the aftermath of one of the most serious economic crises in decades. The Global Information Technology Report 2010-2011 highlights the key role of ICT as an enabler of a more economically, environmentally and socially sustainable world. The 10th anni-

versary edition of the report covers 138 economies worldwide and focuses on ICT's power to transform society in the next decade through modernization and innovation.

Nordic countries are again ranked high in the Global Information Technology Report. With Sweden in 1st place, Finland in 3rd, Denmark in 7th and Norway in 9th place, the report confirms the leadership

| Networked Readiness Index 2011-2012 (top 10) | | | | |
|--|-----------------|----------------|--------|--|
| Economy | Rank 2010- 2011 | Rank 2009-2010 | Change | |
| Sweden | 1 | 1 | 0 | |
| Singapore | 2 | 2 | 0 | |
| Finland | 3 | 6 | 3 | |
| Switzerland | 4 | 4 | 0 | |
| United States | 5 | 5 | 0 | |
| Taiwan, China | 6 | 11 | 5 | |
| Denmark | 7 | 3 | -4 | |
| Canada | 8 | 7 | -1 | |
| Norway | 9 | 10 | 1 | |
| Korea, Rep | 10 | 15 | 5 | |

The Networked Readiness Index (NRI) featured in the report examines how prepared countries are to use ICT effectively on three dimensions: the general business, regulatory and infrastructure environment for ICT; the readiness of the three key societal actors - individuals, businesses and governments - to use and benefit from ICT; and their actual usage of available ICT.

For the second year in a row, Sweden tops the NRI thanks to an outstanding performance across the board. The country ranks 1st in 12 of the 71 indicators composing the NRI and within the top 10 in a further 35. Sweden offers one

of the best climates for technological adoption and innovation. Penetration of new technologies is among the densest in the world, with over 90 percent of the population using the Internet on a regular basis.

Finland moves up three positions and is in 3rd place with a consistently outstanding performance, featuring in the top 10 of eight pillars.

Besides the Nordics and Switzerland, the Netherlands (11th), Germany (13th), Luxembourg (14th), the United Kingdom (15th), and France (20th) rank among the most networked economies worldwide. Out of the new member states, first in

the table are Estonia (26), Malta (27) and Cyprus (31).

The full report is available at the World Economic Forum website.

Source:<http://www.weforum.org/issues/global-information-technology>
Elaborated on the basis of <http://i4c.eu>

Giuseppe Mella, City of Venice

Events

➤ **Future Network & Mobile summit 2011 Warsaw, Poland, 15-17.06.11**

<http://www.futurenetworksummit.eu/2011/default.asp?page=c4p>

➤ **Context based services in tourism workshop Bournemouth, UK, 7-8.07.11**

<http://www.ifitt.org/home/view/context-based-services>

➤ **1st International conference on tourism management and tourism related issues Rimini, Italy, 15-16.09.11**

http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=789

➤ **Conference on Social Media and Tourism Verona, Italy, 21-22.10.11**

<http://www.cpe.vt.edu/mpd.htm/socialmedia/index.html>

➤ **eChallenges conference Florence, Italy, 26-28.10.11**

<http://www.echallenges.org/e2011/default.asp?page=themes>

Link

International Conference on Tourism (ICOT 2011) <http://www.cut.ac.cy/icot/>

Eris@ annual conference: <http://www.erisa.be/annual-conference-2011/default.aspx>

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