

T-lab: Possibilità di collegamento transfrontaliera nel settore turistico

T-lab : Priložnosti čezmejnega povezovanja v turističnem sektorju

Opportunities between Slovenia and Italy: a proposal

Bando 02/2009: T-lab - Laboratorio delle opportunità turistiche

SIPRO - Silvia Pulvirenti

Ljubljana, 10/04/2013



2007-2013 cooperazione territoriale europea
programma per la cooperazione
transfrontaliera

Italia-Slovenia

evropsko teritorialno sodelovanje
program čezmejnega sodelovanja

Slovenija-Italija



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SIPRO: a short profile

SIPRO is the development agency of Ferrara province, set up in 1975.

Shareholders:

Province of Ferrara, all municipalities, Chamber of Commerce, banks.

Activities:

- realization of industrial sites and management of brownfields
- project management of industrial development activities led by private companies
- local development activities // EU projects

www.siproferrara.com

TOURIST

tourists are people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"

ARRIVALS (Arrivi)

Number of customers registered in a hotel or similar structures

TOURISM - TYPOLOGIES

- Domestic tourism involves people visiting destinations within their own country's boundaries.
- inbound (or incoming) tourism as that which involves non-residents of a country travelling to that destination. Inbound tour operators (also referred to as ground operators and handling agents) make arrangements and operate tours within their country or region on behalf of organisers in foreign countries who send them their clients.
- Outbound (or outgoing) tourism is defined as tourism involving residents of a country travelling to another country. Outbound tour operators offer package tours abroad. They either operate the tours themselves, or they commission the services of an inbound operator to handle local arrangements at the destination. The country from which the tourists originate is known as the generating market or country.

Programme SLO-IT 2007-2013. Eligible area



Ferrara province



Total number of arrivals: 676.936

	Ferrara	Comacchio e Lidi	Altri comuni	TOT
Veneto	10.507	68.861	269	79.637
Friuli Venezia Giulia	4.006	1.490	34	5.530
Slovenia	577	378	4	959
				86.126

Market with a wide potential
Need of promotion

Objective:

support local companies in tourism sector

Activity:

Tender for companies located in Ferrara:

1.Grants for incoming (15Euro per each night sold with an incoming activity).

Beneficiaries: travel agencies

2.Grants for small investments. Beneficiaries: companies

3.Vouchers for consultancies. Beneficiaries: companies

Resources:

1. Province of Ferrara: 30.000 Euro

2. Chamber of Commerce. 20.000 Euro

3. SIPRO via T-lab project: 20.000 Euro

1. Public notice for consultants

Public notice addressed to create a short list of consultants (companies and professionals) working in the field of tourism services.

Some issues:

- marketing;
- development of the tourism product or service and pricing;
- web, social, mobile in tourism field;
- development of group or network of companies and operators in tourism sector
- etc

Public notice in IT e in SLO

Programma per la Cooperazione
Transfrontaliera
Italia - Slovenia 2007-2013

Progetto CB136-T-lab
CUP D62I11000230003

AVVISO PUBBLICO
PER LA RACCOLTA DI
MANIFESTAZIONI DI INTERESSE



Prot. 187/2013

Publicato il 11/03/2013
Scadenza il 10/04/2013



Partners:

- Univerza na Primorskem, Fakulteta za turistične študije -TURISTICA
- Primorski tehnološki park d.o.o. - PTP
- Consorzio AREA di ricerca scientifica e tecnologia di Trieste
- Slovensko deželno gospodarsko združenje - SDGZ
- Fondazione Ca' Foscari Venezia
- S.I.PRO. Agenzia Provinciale per lo sviluppo



Projetit sofinanciran v okviru Programa čezmejnega sodelovanja Slovenija-Italija 2007-2013 in sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev. Progetto finanziato nell'ambito del Programma per la Cooperazione Transfrontaliera Italia-Slovenia 2007-2013, del Fondo europeo di sviluppo regionale e dei fondi nazionali.



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA GOSPODARSKI
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Ministero dell'Economia
e delle Finanze

Program čezmejnega
sodelovanja
Slovenija - Italija 2007-2013

Projekt CB136-T-lab
CUP D62I11000230003

JAVNI POZIV ZA
PRIJAVO INTERESA



Prot.št. 187/2013

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Rok za prijavo dne 10. 04. 2013



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2. Development of a common tourism product // contents and promotion

Area:

Northern adriatic and its sorrounds

Target:

Weekend tourist - new profile: a tourists that has to be involved with products that face all his passions (involving is better than convincing)

Reasons:

- distance between two utmosts - about 4 hours by car
- economic situation (no more long holidays...)
- chance to mix many different types of offers

Objective:

To promote Northern adriatic and its sorrounds as a tourist destination

2. Development of a common tourism product // contents and promotion

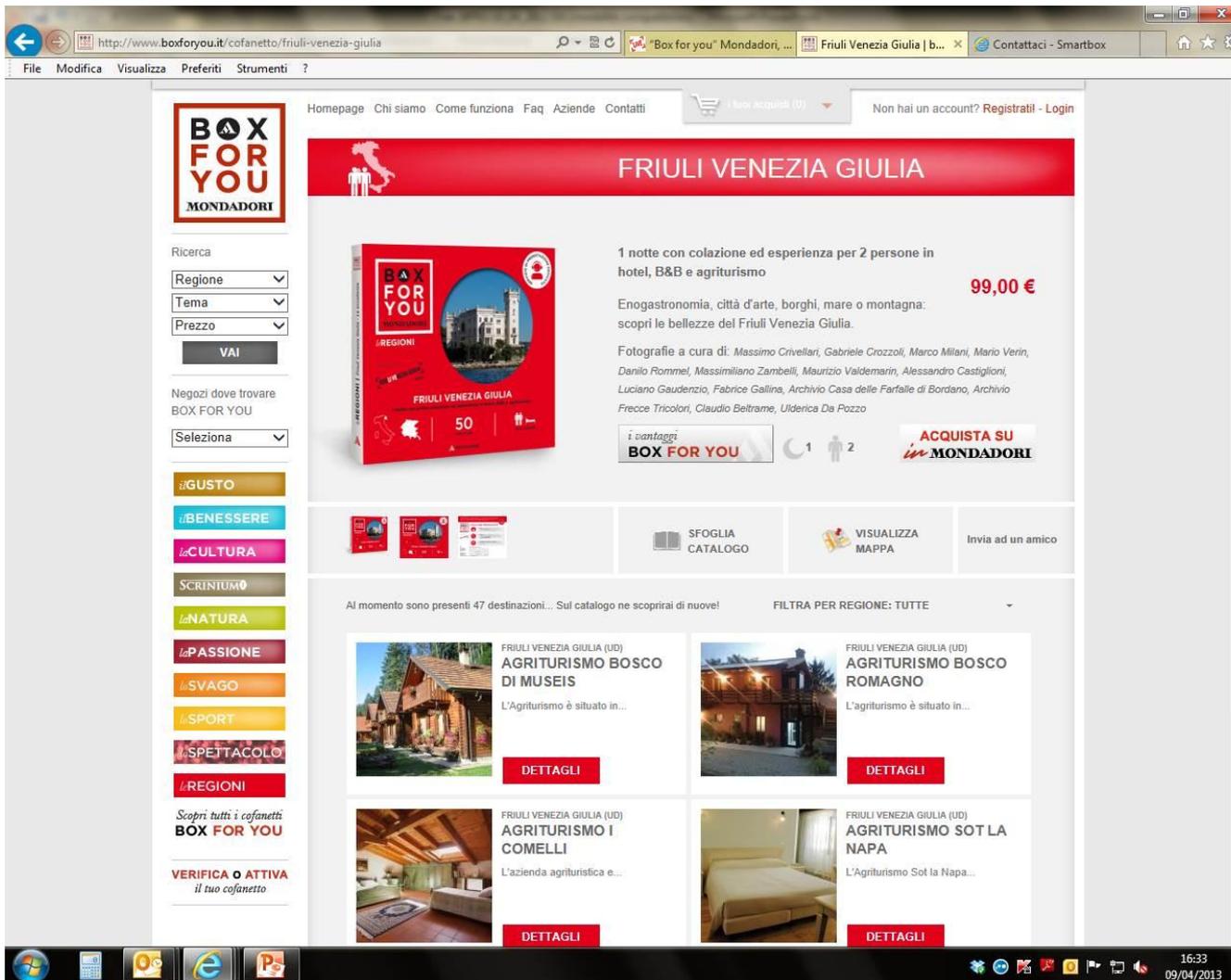
Some proposals:

- harbors of Northern adriatic, ride on the sea
- lighthouses
- golf courses
- active tourism: cycletourism, kayak, canoe...
- parks & natural resources
- festival and events
- food & wine and typical products

To be evaluated within the project // partners //stakeholders

The tool:

A «casket», as the «smartbox» experience?



Already existing...

For the future, a smartbox SLO-IT could be possible!?

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Ljubljana, 10/04/2013

Grazie per l'attenzione!
Hvala za vašo pozornost!

Silvia Pulvirenti
silvia.pulvirenti@siproferrara.com
www.siproferrara.com



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