Italy

Tourism in the economy

In 2007 tourism contributed 4.8% of Italian GDP, and domestic tourism accounted for 7% of final consumption in the country. Some 9.7% of Italians workers are employed in the tourism industry which employed 1.246 million people in 2008 (3rd quarter), according to national figures. This represents a small fall in total tourism sector employment on 2007 (of 1.6%), although it was 11.9% greater than the total in 2004.

Tourism organisation

The Italian government authority responsible for tourism is the Presidency of the Council of Ministers which includes the Department for Development and Competitiveness of Tourism (Dipartimento per lo Sviluppo e la Competitività del Turismo), which has a Minister without portfolio with specific responsibility for tourism (Figure 4.15).

The Department of Tourism carries out the following tasks:
- in co-ordination with regions and autonomous provinces, elaborates and defines national tourism policies;
- adopts measures for the tourism sector, as well as for the planning and management of structural funds;
- supervises the national tourist office – ENIT – (Figure 4.15), ACI (Automobil Club Italia) and CAI (Club Alpino Italiano);
- provides aids and incentives to develop tourism demand;
- promotes investment both in Italy and abroad;
- delivers certifications and authorisations to foreign professionals; and
- manages relations with international organisations and participates in the elaboration and adoption of EU legislation.

The Italian State Tourism Agency (ENIT – Ente Nazionale Italiano per il Turismo) is under the supervision of the Department for Tourism. Regions and other stakeholders are represented on the executive board. It pursues the objective of promoting Italy as a destination and its natural and cultural heritage. It also carries out studies and publications and develops marketing and promotion strategies aimed at supporting the Italian tourist sector, in co-ordination with local authorities and other stakeholders.

The Constitution empowers Italy’s regions to play an essential role in the field of the tourism through several key activities such as:
- managing European Structural Funds;
- programming and developing tourism activities at regional and local levels;
promoting strategic marketing activities;
performing tasks related to the regional tourism structures; and
performing tasks related to enterprises and tourism professions.

Provinces and municipalities contribute to the improvement of the quality of tourism supply. Their national organisations are: UPI (Unione delle Province Italiane) and ANCI (Associazione Nazionale dei Comuni Italiani).

The Tourism Policy Committee is a co-ordinating body whose main task is to identify, in a common vision, the areas of intervention for drafting guidelines, both at national and regional level, and to promote initiatives in the framework of shared strategies, aimed at the development of the tourism sector. It is chaired by the Minister without portfolio. Represented on the Committee are the Ministries of Foreign Affairs, Economy and Finance, Economic Development, Innovation in the Public Administration, Environment, Transport, Regional Affairs, as well as the representatives of the regions, the provinces, the municipalities and of the relevant associations at national level in the field of the tourism.

Figure 4.15. **Italy: Organisational chart of tourism bodies**

Tourism budget

In 2009 the budget for the National Tourism Administration was EUR 76.5 million of which EUR 33.5 million was earmarked for the operations of the National Tourism Organisation (ENIT). Regions are also fully responsible for the financial resources they allocate to the sector. Latest data provided by monitoring centres refer to 2006, when the 20 Italian regions in aggregate spent EUR 1.81 billion on promoting their respective territories.
Tourism-related policies and programmes

National strategy for tourism

Upon taking office in May 2008, the Secretary of State for Tourism announced the guidelines for a National Strategy to Enhance the Development of Tourism in Italy. This comprises:

- setting up a task-force to promote Italy as a destination, through strong marketing and communication;
- enhancing the interaction between national and regional/local administrations so as to face the challenges of logistics, infrastructure and service and transport networks;
- signing strategic agreements with key international tour operators;
- ensuring the business-oriented management of major cultural and sporting events;
- improving the level of professional training;
- supporting enterprises willing to include the new ICT in their development planning; and
- re-organising the National Observatory of Tourism, with the aims of enhancing the reliability of data and collecting and disseminating more timely information.

The Department of Tourism is responsible for the implementation of the strategy at the national and inter-regional levels, while regions are responsible at regional and local levels. In order to strengthen co-operation, an Agreement for Synergistic Promotion in Tourism was signed between the central government and the regions. A number of specific committees were put in place to develop a multi-annual strategic plan. The strategy was launched in May 2008 and implementation started in 2009.

The fully re-organised Tourism National Observatory is meant to monitor the implementation of the strategy, step by step.

Legislation

The most important law regulating tourism in Italy dates from 29 March 2001 and resulted in a reform of the whole sector. In 2006, the overall responsibility for tourism at the national level was conferred to the Presidency of the Council of Ministers; the Department of Tourism was established in the same year.

As already mentioned, each of the 20 Italian regions has its own laws and regulations in the field of the tourism: according to the basic principle of subsidiarity, all follow the principles set out both by the EU and national Italian legislation. In particular, a 2002 government decree adopted the agreement signed between the central state and the regions and autonomous provinces on the harmonisation, promotion and development of the tourism sector, reaffirming the principle that the regions should comply with commitments undertaken by the central authority.

In the face to the current economic downturn, the Secretary of State for Tourism signed a decree on “holiday vouchers” to benefit low income families in early 2009. Vouchers can be used from the 6 January until the first week of July, and from the first week of September until the 20 December, and provide grants to the value of between 20% and 45% of the average cost of a family holiday, based on criteria such as annual income and family size.
Programmes and projects

Box 4.17. MOTUS Initiative

Last year about 1 000 young people from southern Italy received training and found employment thanks to the MOTUS Initiative, which was launched jointly by the Ministry for Economic Development and the Department of Tourism of the Presidency of the Council of Ministers, with the specific aims of providing services of excellence for the tourism industry and training highly skilled professionals able to manage those services. The initiative reached – through universities, high-schools and job centres – 968 unemployed or disadvantaged young people from six regions of southern Italy: Basilicata, Calabria, Campania, Puglia, Sardinia and Sicily.

It ensured companies academic, advisory and organisational support along the whole training period, in particular as for the analysis of needs, identification of skill gaps, transfer of expertise and information networking. It also provided students with up-to-date skills which resulted for the majority of them in the opportunity to get a qualified job in the sector. Students were also ensured scholarships and other forms of reimbursement for accommodation, transport and insurance costs. The whole initiative produced a considerable increase in the quality and competitiveness of 259 companies, 159 of which are operating in southern Italy, while contributing to reduce unemployment rates in those regions.

Box 4.18. Inter-regional projects

Several initiatives are carried out every year in the framework of social policies and economic recovery plans, financed by national and EU funds. For example, the MOTUS Initiative has the specific aims of providing services of excellence for the tourism industry and training highly skilled professionals, in order to benefit young people from southern Italy. A Committee for the Enhancement of Education and Training in Tourism has also been set up.

Some inter-regional projects have been co-financed by the Department of Tourism and the Regions, such as:

- hospitality in the villages (Campania, Basilicata, Puglia etc.);
- Mediterranean food and wine (Calabria, Sicily, Puglia); and
- tourism in the countryside (Lombardy, Sicily and other regions).

Further inter-regional projects contribute to improving the performance of the tourist enterprises and infrastructure, and to minimising resource usage and the production of waste, for example:

- promoting the quality of tourism systems (Piemonte, Liguria, Lombardy);
- assessing and monitoring the quality of hotels (Piemonte, Lombardy); and
- improving the quality of tourism supply (Abruzzo, Marche, Umbria).

There are also inter-regional projects with the specific objectives of enhancing the natural and cultural heritage:

- promoting cultural tourism (Lombardia, Emilia Romagna, Liguria, Piemonte);
- developing tourist and cultural routes (Lazio, Emilia Romagna, Marche etc.); and
- developing and upgrading mountain destinations (Toscana, Emilia Romagna).

These projects are foreseen by the “Tourism Framework Law” No. 135 of 29 March 2001, which, through the Local Tourist Systems (Sistemi Turistici Locali), aims at encouraging new forms of tourist development of the territory, following the principle of subsidiarity.
Reaction to the economic and financial crisis affecting tourism and stabilising measures

In October 2008, at the High Level Meeting organised by OECD in collaboration with the Italian Department of Tourism, the Secretary of State for Tourism announced the following measures to cope with the international economic crisis:

- systemic planning of all tourism resources, to enhance co-operation between public bodies and private companies and improve overall competitiveness;
- better and simpler regulations, to promote the development of new facilities and to upgrade areas already equipped with basic services;
- the further differentiation of supply, on the basis of the goods and services that a given market segment or a local area can provide;
- upgrading professional training, and the creation of new specialised courses; and
- forming consortia of small enterprises to articulate the provision of services in the tourism sector more effectively and improve their organisation.

Stabilising measures adopted by the Italian government are the following:

- social help to lower income families for travelling in Italy in the off-peak season: the measure includes special discounts allowing families to go on holidays while keeping the hotel industry working during the low and mid-season; and
- marketing partnership with France and Spain relying on common travel products to be offered, as a unique destination, on emerging and long-haul markets.

The government has negotiated with five major Italian banks terms of access to credit facilities for SMEs operating in the tourism sector, up to a total amount of EUR 1.6 billion.

Statistical profile

Table 4.83. Italy: Domestic overnight tourism

<table>
<thead>
<tr>
<th>Units</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of overnight stays</td>
<td>Thousands</td>
<td>98 120</td>
<td>107 100</td>
<td>107 895</td>
<td>112 369</td>
</tr>
<tr>
<td>Number of nights spent</td>
<td>Thousands</td>
<td>644 989</td>
<td>676 243</td>
<td>719 763</td>
<td>689 313</td>
</tr>
</tbody>
</table>

Source: Italian Institute of Statistics (ISTAT), 2009.

Table 4.84. Italy: Inbound tourism – International arrivals and receipts

<table>
<thead>
<tr>
<th>Units</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total international arrivals</td>
<td>Thousands</td>
<td>59 483</td>
<td>60 220</td>
<td>67 456</td>
<td>71 200</td>
</tr>
<tr>
<td>Top 5 markets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>Thousands</td>
<td>11 997</td>
<td>11 059</td>
<td>10 835</td>
<td>11 521</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Thousands</td>
<td>9 490</td>
<td>8 703</td>
<td>10 293</td>
<td>11 157</td>
</tr>
<tr>
<td>France</td>
<td>Thousands</td>
<td>8 262</td>
<td>8 434</td>
<td>10 328</td>
<td>9 913</td>
</tr>
<tr>
<td>Austria</td>
<td>Thousands</td>
<td>5 576</td>
<td>5 939</td>
<td>6 367</td>
<td>6 818</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Thousands</td>
<td>3 822</td>
<td>4 226</td>
<td>4 514</td>
<td>4 808</td>
</tr>
<tr>
<td>International travel receipts</td>
<td>Million EUR</td>
<td>28 665</td>
<td>28 453</td>
<td>30 368</td>
<td>31 121</td>
</tr>
</tbody>
</table>

Source: Bank of Italy, 2009.
Table 4.85. **Italy: Outbound tourism – International departures and expenditure**

<table>
<thead>
<tr>
<th></th>
<th>Units</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tourism trips</td>
<td>Thousands</td>
<td>43 335</td>
<td>46 030</td>
<td>49 128</td>
<td>52 517</td>
<td>57 359</td>
</tr>
<tr>
<td>International travel expenditure</td>
<td>Million EUR</td>
<td>16 515</td>
<td>18 001</td>
<td>18 399</td>
<td>19 952</td>
<td>20 848</td>
</tr>
</tbody>
</table>

Source: Bank of Italy, 2009.

Table 4.86. **Italy: Enterprises and employment in tourism**

<table>
<thead>
<tr>
<th></th>
<th>Units</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of enterprises (hotels and restaurants)</td>
<td>Establishments</td>
<td>259 324</td>
<td>266 869</td>
<td>269 606</td>
<td>280 399</td>
<td>..</td>
</tr>
<tr>
<td>Tourism employment (hotels and restaurants)</td>
<td>Employees</td>
<td>1 031 585</td>
<td>1 073 316</td>
<td>1 110 855</td>
<td>1 192 638</td>
<td>1 113 000</td>
</tr>
<tr>
<td>Of which:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-employed</td>
<td>Employees</td>
<td>420 633</td>
<td>429 201</td>
<td>435 136</td>
<td>449 121</td>
<td>..</td>
</tr>
<tr>
<td>Employees</td>
<td>Employees</td>
<td>610 952</td>
<td>644 115</td>
<td>675 719</td>
<td>743 517</td>
<td>..</td>
</tr>
</tbody>
</table>

Source: Italian Institute of Statistics (ISTAT), 2009.

Table 4.87. **Italy: Other economic indicators**

<table>
<thead>
<tr>
<th></th>
<th>Units</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism share of GDP</td>
<td>Percentage</td>
<td>5.1</td>
<td>4.9</td>
<td>..</td>
<td>4.8</td>
<td>..</td>
</tr>
<tr>
<td>Domestic tourism share of final consumption</td>
<td>Percentage</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>..</td>
</tr>
<tr>
<td>Employment in tourism (hotels and restaurants)</td>
<td>Thousands</td>
<td>1 113</td>
<td>1 140</td>
<td>1 162</td>
<td>1 266</td>
<td>1 246 (Q3)</td>
</tr>
<tr>
<td>Tourism share of employment</td>
<td>Percentage</td>
<td>9.4</td>
<td>9.7</td>
<td>..</td>
<td>9.7</td>
<td>..</td>
</tr>
</tbody>
</table>

Sources: International Center of Studies on the Tourist Economy (CISET) and Italian Institute of Statistics (ISTAT), 2009.