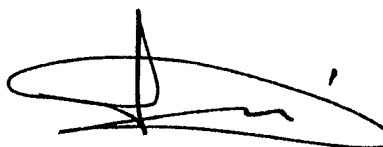


Foreword

Tourism is one of Italy's most significant economic sectors and its long-term development potential is important. This OECD review of tourism issues and policies in Italy was undertaken as part of the programme of work of the Tourism Committee, at the request of the Italian Department for the Development and Competitiveness of Tourism. The report intends to support policy and programme development in Italy in order to develop and further strengthen the tourism sector.

The report examines the profile, the performance and the competitiveness of tourism in Italy, and in particular some of the major challenges and opportunities currently facing Italian tourism and its further development in the regions. It has a strong focus on organisation and governance issues, outlining the different responsibilities of the state and regions, and the ability of tourism to reduce regional income and employment disparities between the north and south. It looks at statistical information and identifies gaps and ways to improve this information for better business and policy decision-making. Then, the report examines the attractiveness and promotion of Italy, highlighting the need for greater collaboration between the state and regions, and the need for a more performance oriented approach. The final chapter outlines the main challenges facing tourism education and training in Italy. It focuses on higher education in tourism and reviews the secondary school and vocational training offers in tourism.

I would like to congratulate the OECD Tourism Committee on an excellent review, with particular thanks to Isabel Hill, Committee Chair, for her skillful guidance of the Committee's work. Furthermore, I would like to congratulate the Italian authorities for taking the decision to invite OECD scrutiny of tourism policy in Italy, in an effort to develop and further strengthen the sector in the future. I am confident that this review will provide inspiration to policy makers in other countries facing similar challenges and serve as a useful model for further reviews in other OECD countries.



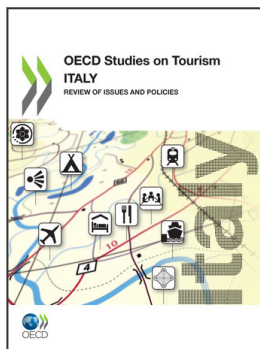
Sergio Arzeni
Director, OECD Centre for Entrepreneurship,
SMEs and Local Development

ACKNOWLEDGMENTS

This review is published on the responsibility of the Tourism Committee of the OECD and under the supervision of Sergio Arzeni, Director of the OECD Centre for Entrepreneurship, SMEs and Local Development (CFE) and Alain Dupeyras, Head of the Tourism Unit within the CFE. The final report was subject to a peer review process during the 86th session of the Tourism Committee on 20 October 2010.

In the preparation of this report, the drafting team met with a wide range of officials and experts representing the Department for the Development and Competitiveness of Tourism, Ministry of Foreign Affairs, ISTAT, Bank of Italy, National Observatory of Tourism, National Tourism Agency (ENIT), the regions, the communes, Chamber of Commerce, industry associations and academic/research institutions. We would like to extend our thanks to them all for their active participation in the review.

Specific contributors to the report include Fabrizio Antolini (University of Teramo, Italy), Jaime Del Castillo (Infyde, Spain), Alain Dupeyras (CFE), Peter Haxton (CFE), Peter Keller (University of Lausanne, Switzerland) and Alessandra Proto (CFE). The report has benefited from the support of the Italian authorities, notably Armando Peres (Advisor to the Minister of Tourism, Italy), Roberto Rocca (General Director, Department for the Development and Competitiveness of Tourism, Italy), Flavia Coccia (ONT-Isnart), Marina Cencioni (ENIT), and Alessandra Tancredi (Ministero Sviluppo Economico). Other experts have provided feedback and comments on the report: Mara Manente (CISSET, Venice), Massimiliano Vavassori (Italian Touring Club, Milan) and Manuela De Carlo (IULM University, Milan). In addition, the report has benefited from the support of an informal steering group led by Luis Patrao (President, Turismo de Portugal) and composed of delegates from Austria, France, Italy, Japan and the United States.



From:
Italy: Review of Issues and Policies

Access the complete publication at:
<https://doi.org/10.1787/9789264114258-en>

Please cite this chapter as:

Arzeni, Sergio (2011), "Foreword", in OECD, *Italy: Review of Issues and Policies*, OECD Publishing, Paris.

DOI: <https://doi.org/10.1787/9789264114258-1-en>

This work is published under the responsibility of the Secretary-General of the OECD. The opinions expressed and arguments employed herein do not necessarily reflect the official views of OECD member countries.

This document and any map included herein are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area.

You can copy, download or print OECD content for your own use, and you can include excerpts from OECD publications, databases and multimedia products in your own documents, presentations, blogs, websites and teaching materials, provided that suitable acknowledgment of OECD as source and copyright owner is given. All requests for public or commercial use and translation rights should be submitted to rights@oecd.org. Requests for permission to photocopy portions of this material for public or commercial use shall be addressed directly to the Copyright Clearance Center (CCC) at info@copyright.com or the Centre français d'exploitation du droit de copie (CFC) at contact@cfcopies.com.