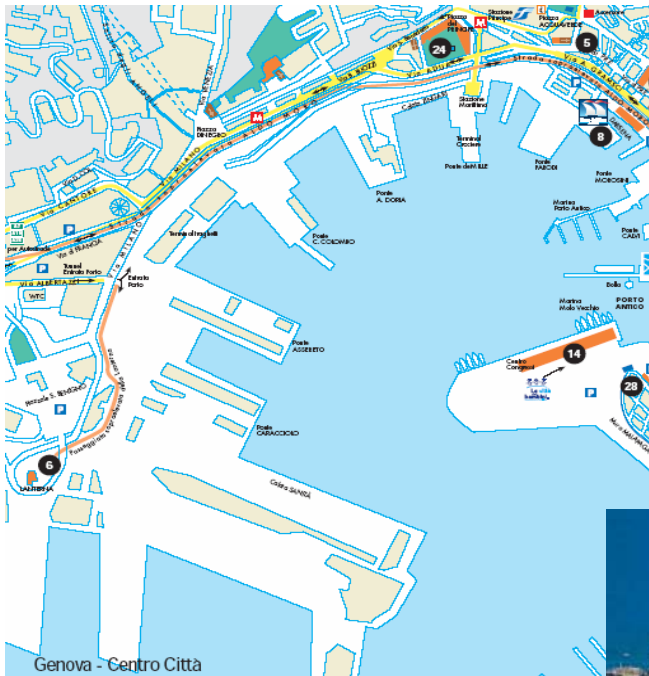


# LAG Appennino Genovese

## Proceedings

### Workshop (WS) 04-15: Ports and Regional Tourism

Genoa, 20./21.-23.09.2005





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## 1. Introduction

LAG Appennino Genovese is a local development Agency which aims to sustain and develop economic and entrepreneurial activities within the territory of the Province of Genoa, with particular regard for those concerning tourism.

Founded in 1997, now LAG AG involves 24 bodies, public and private with the aim of supporting local/regional socio-economic development. Particularly attention it was dedicated to support tourism and territorial marketing.

The LAG worked in collaboration with its partner as, Province of Genoa, Chamber of Commerce, Trade Associations mainly in the promotion of the territory, by trying to merge investments in the area, in order to favour the development of small enterprises.

The LAG has also promoted and activated trans-national and local cooperation projects becoming a means of information on enterprise opportunities and promotional towards institutional public bodies, and stakeholders of local development.

The topics of the workshop “Port and Regional” are very interesting for the LAG because our organization has worked for long time in the development of tourism.

This action has been forwarded on three levels:

- local level through technical assistance and incentives favouring the development of SME working in the tourism, handcraft and business fields
- regional level, through the promotion of networks among the enterprises of the tourism sector and the promotion of synergies between the different economic sectors
- international level, through the development of promotion’s actions, the participation in marketing events and other international exhibitions, in cooperation with the Province of Genoa and the Chamber of Commerce .

LAG actions are promoted with the consent of all representatives for local development, public institutions, cultural and voluntary associations, so that all identified steps are shared and strengthened by everyone’s contribution. LAG is participating in the project in collaboration with the Genoese Chamber of Commerce with whom it has worked out numerous tourism, marketing and promotional initiatives, both on a regional and international level.

The Province of Genoa is characterised by the presence of the mercantile and tourist port of Genoa, which is one of the main ports of Italy and, indeed, the Mediterranean, but also by many smaller tourist ports which are closely linked to tourism, commercial and entrepreneurial activities, along the Ligurian coast and in the inland areas. A particular mention should be made of the Nautical Industrial District, which comprises some important Small and Medium enterprises connected with leisure harbours and the production linked to these, as well as scuba equipment. These business enterprises are closely connected to the local ports and to the success of tourism along the Ligurian coast. These businesses represent a particularly dynamic sector of the regional economy, as will become clear during the course of this workshop.

The LAG takes part to the Port-Net project as an agency of development that aims to involve the many public and private subjects that are connected with the development and the management of the Port of Genoa and the other smaller tourist harbours located on the coast.

Therefore, Port-Net is an important opportunity for us to cooperate with the Chamber of Commerce of Genoa to consolidate the local and regional partnership. Moreover, the Province of Alessandria in the partnership of the project is an important opportunity to consolidate the good relationship between the port and the transfer system in the north part of Italy; the Province of Alessandria is indeed located behind the Genoa's harbour, in the main road that links Genoa and the north-west part of Italy and Europe; so it is the natural basin of the trade activities' development for the port of Genoa.

The LAG takes part to the Steering Committee and it has an important role as coordinator in the component 4 "Port and People" that investigates the tourist aspects connected within the seaport and its induced activities. The Genoa workshop has been the first planned in the component 4 and it was successful because it was able to collect a lot of key local actors: Regione Liguria, Provincia di Genova, Comune di Genova, Comune di Lerici, l'Associazione ELM e l'Acquario di Genova, la Camera di Commercio e l'Autorità Portuale.

On Friday afternoon the first Working Group Meeting of the component 4 happened; during it the group planned the beginning activities as the thematic study, the timeplan of the next meeting, workshops and best practise.



## General info on Genoa

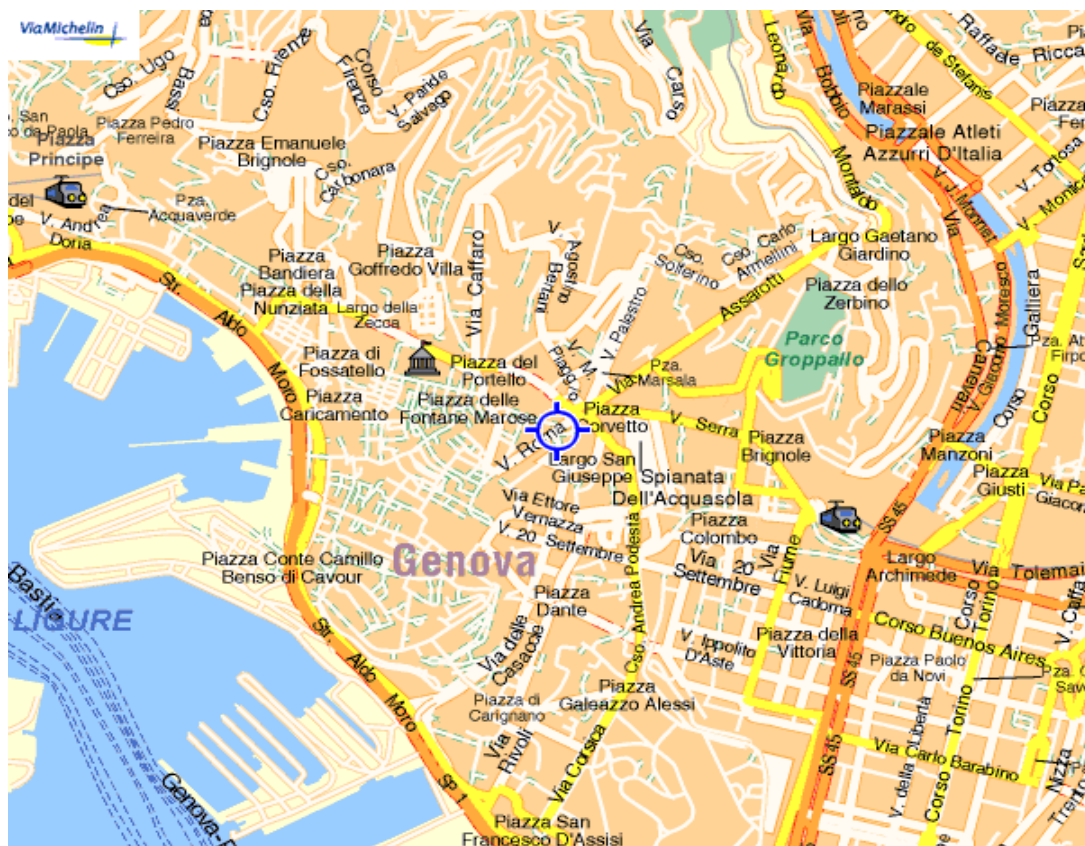
A commercial port, genteel seaside resort, since 16th century palaces in a town proud of its history and legend which was the native place of Christopher Columbus Provincial capital of the Liguria region, Genoa is located at the farthest inmost part of the Gulf of Genoa, along the foothills of the Appennines, with a coastal extension of about 35 km. It has a population of 676,000 inhabitants, and is the main commercial port of Italy.

It is an active centre for traffic and industry (shipbuilding, steel works, metal-mechanics industry, deposits and refineries of mineral oils, cement makers, food, wood and paper industries).

The oldest part of the urban center, a distinctive maze of crowded and narrow streets leading to the old port, form a striking contrast with the modern part, spread out on the nearby hills.

The extremely rapid topographical development of the last ten years has established one continuous spread of habitation from the coast eastward to Nervi and to the west beyond Sampierdarena, to include the industrial centers of Cornigliano and Sestri Ponente.

Since 1962 Genoa has had an airport serving the European continent, which was built on a wide landscaped area obtained by reclaiming a stretch of sea facing Sestri Ponente.



## 2. Presentations

<b>Session 1: Management and tourist development of the old harbour of Genoa (best practice)</b>		
Mr. Paolo Bertelli	Wed, 21 <sup>st</sup> September	Marketing and tourist development
Mr. Emanuele Fresco	Wed, 21 <sup>st</sup> September	"Comparison between the sustainable tourist development and the role of the trade port in the Gulf of Poets"
<b>Session 2: The tourist harbours and their capacity of development</b>		
Mrs. Daniela Minetti	Thu, 22 <sup>nd</sup> September	"Project Life "PHAROS: the EMAS registration of tourist harbours and golf courses"
Mr. Alberto Cappato	Thu, 22 <sup>nd</sup> September	"Cruise tourism in Genoa in the last five years"
Mrs. Anna Corsi and Mrs. Alessandra Figliomeni	Thu, 22 <sup>nd</sup> September	"New infrastructural projects and new opportunities in the development of the port"
Mr. Giovanni Gaggero	Thu, 22 <sup>nd</sup> September	"The Coastal Integrated Planning, the experience of the Ligurian Region"
<b>Session 3: Ferries and cruises</b>		
Mrs. Anna Galleano	Thu, 22 <sup>nd</sup> September	"The tourism in the distrect of Genoa, in accordance with the Observatory of Chamber of Commerce"
Mrs. Laura Ghio	Thu, 22 <sup>nd</sup> September	"The cruise and ferry market in the Port of Genoa - competitive position and future development"
<b>Session 4: The european policy and the future planning in the EU</b>		
Mrs. Marta Vincenzi	Fry, 23 <sup>rd</sup> September	"The european policy in the ports and regional tourism"

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## **Session 1: Management and tourist development of the old harbour of Genoa (best practice)**

### **Mr. Paolo Bertelli – Costa Edutainment spa**

Genoa Aquarium was built on the occasion of Expo 92, a celebration of the fifth centenary of New World's discovery, with the intention to reorganize and exploit an area, full of history and traditions, in the old town centre of Genoa: "Porto antico".

But aquarium was built above all to give the city a new touristic vocation in a moment of a lack of public industry, like Italsider.

Aquarium was an idea of the mayor Claudio Burlando who, during a trip in USA, saw that in Baltimore the presence of an aquarium supported the city in a reconversion of a share of port and in a growth of an important touristic "water front".

The project of the area and of aquarium is to ascribe to the Genoese architect Renzo Piano who wanted to realize a work which would become part and parcel of the city and which would have demolished the walls that kept the citizens far from the wharves.

So aquarium has contributed to:

- Mark an area, historically port, which allowed the citizens to take possession to the sea again
- Work as a propeller for the touristic development of the city.

After the partial opening during April 1992, for the Columbians Celebrations, Aquarium was inaugurated on the 15<sup>th</sup> of October 1993.

During the first year of activity, 1.000.000 of visitors went to see it, the next year they were 1.450.000 and today there are 1.300.000 presences.

Since the end of 1995, Aquarium is administered by Costa Edutainment S.p.A., a private society that develops pedagogical entertainment.

These results were possible thanks to:

- A deep collaboration between public and private- A private administrator who managed a public value with professionalism and efficiency, even if the "public" ordered onerous rules.
- A close connection with the territory-collaboration actions with a lot of Genoese realities like Antarctic Museum, "Palazzo Ducale", "Palazzo del Principe", synergies between Costa Edutainment's structures.
- A careful trading and marketing policy nation and international wide.
- A perpetual renewal of the product (blue ship, tactile area, exhibitions, hummingbirds areas)
- A clear mission tied to a spread and a making aware to the water environments and that made the aquarium a cultural and scientific, national and international reference point. ISO 14001.

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Genoa Aquarium creates every year some profits, benefits for the city, besides the fact it had been a promoter of the touristic development of Genoa.

- Work- the number of employees of Aquarium is rising.
- “Praxi” research shows that 85% of visitor from outside, overnight stay in hotels (over 50.000 every year), charges related to commercial activities, cultural and services activities, 29.000.000 euros.

All of this is about 38.000.000 euros and it represents the ADG value for Genoa and for Liguria.

## ***Session 2: The tourist harbours and their capacity of development***

### **Mrs. Daniela Minetti – Regione Liguria**

PHAROS (Playgrounds, Harbours and Research of Sustainability) is a project financed by the European Commission in the context of the Life Ambiente 2004 program.

Regione Liguria is the beneficiary, then we have 1 regional agency for environmental protection, two university, 1 consulting private society, 7 municipalities, 6 golf club and 4 tourist harbours.

Among the harbours partners we have the biggest Ligurian tourist harbours (PORTOSOLE), and the smallest one (CALA CRAVIEU). There are also Marina degli Aregai and Marina di Varazze, which is under construction.

With the Life PHAROS project, we intend to propose an answer for the emerging practice of new multiple and incompatible uses of the coastal area, connected with the diffusion of tourist harbours and golf-courses.

Harbours and golf-courses are tourist excellence structures, but they have a considerable impact on the environment, particularly in a territory as fragile as Liguria is.

PHAROS project is aimed at identifying a methodology for the EMAS registration of tourist infrastructure with a great territorial impact, in an integrated way with the sustainable development processes carried out by Local Agencies: six Golf Courses and four Tourist Harbours will experiment innovative methods and technologies for the environment management.

Moreover, the PHAROS project will also deal with the development of innovative procedures and technologies and will carry out a census on the good management practices relevant to environmental aspects. Among the final products of the project, an online manual will also be available for any other subject having the intention of taking this path. The innovative environment management procedure and technologies will be tested by ten partners: six Golf Courses and four Tourist Harbours.

The term of the project is fixed on December 1st 2006.

The project is aimed at achieving various results, such as:



- Guidelines for the certification of tourist facilities, in order to repeat elsewhere any results obtained
- Development and testing of an Environmental Management System to pursue a constant improvement of environmental performances
- Registration of certain tourist facilities in accordance with the European Regulation EMAS II
- Diffusion of good management practices concerning: energy saving and use of renewable energy, natural fertilisation of golf-courses, role of golf in the local ecologic network, control of the impact of tourist harbours on the coast and refuse collection in harbours.
- Improvement of efficiency and of the relationships between Public Administrations and tourist facilities with regard to the management of environmental issues.
- Diffusion of the initiative at both national and European level, through communication and the Open Group

The web site [www.lifepharos.it](http://www.lifepharos.it) contains all the information about the project, in particular there is a section regarding open group with also work documents used during the meetings, the adhesion form and all the meetings' programs.

### **Mr. Alberto Cappato – International Institute of Communication**

Some projections of 2008 show how the tourist sector will increase by 33% in the past six years and the business will be about 415 thousand million dollars. The cruise tourism represents only 1.5 / 2% of the whole market; so, the business should be about seven thousand million dollars. The cruise's market has strongly developed during the last years and it interests the Caribbean Sea, the Mediterranean basin, Halaska, North of Europe and the rest of the world (South America, Baltico, the south-east part of Asia). The Carebbean area is close to the natural saturation while the Mediterranean area has important development's opportunities and strong capacities still inexpressed, as the possibility to create different thematic itineraries. Moreover, the large range of possible destinations contributes to have a big offer for each season.

A lot of Italian ports incorporates an increase of the passengers' numbers, with a particular attention to South Italy ports (Messina, Bari, Napoli), today used, more and more, by cruise companies.

In the more recent years, territorial structures and ports have noticed the effects that cruises have on the economy of cities and areas.

The cruise division arises important financial and trading repercussions, through a leading economic impact (direct, indirect, driven) and secondary.

The economic impact, with reference to the presence of cruise ships' passengers, is determined by touristic attractions, by the efficiency of the call services to passengers and ships, and by the typology of the passenger.

Tourists have an important on the commercial and service activities in the areas near the seaside and in the area of the touristic visits of the city.

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Another fact very important is the necessity that ships have of services that helps the development of Genoa.

A research, conducted on Ligurian ports in 1998-2000, has underscored some differences between the allotment of expenses made by the loading/disembark passengers and passengers in transit.

As regards the Ligurian ports, thanks to their placement in the “all area round area”, it’s necessary to say that they have been able to impose themselves in the cruise division, giving ships glamorous landings.

These results come from good enterprises, besides the increase of market, that improves the “facilities”, offered by Ligurian landings.

### ***Session 3: Ferries and cruises***

### ***Session 4: The European policy and the future planning in the EU***

#### **Mrs Marta Vincenzi – European Parliament**

Stand firm the connection with the territories is European Parliament’s list.

It’s necessary a closer relation between Provinces and Communities, they have to work together and it’s necessary also start from the interests of European citizens, from their ability to work together.

All this has to be done to build a new regulatory plan through an enlargement of net ports to chambers of commerce and local bodies.

We have to work together to realize ports which will be loved by citizens:realize synergies between port and city activities, create a touristic offer that takes advantage from the real opportunities and the strength points of territory.

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### 3. Results and Recommendations

The Port-Net Genoa meeting was an important step for LAG staff. It was an important opportunity to increase and to develop the regional partnership of the project. LAG was able to involve Chamber of Commerce of Genoa, Port Authority, Liguria Region, Genoa Municipality, Province of Genoa, Costa Educazione. All these bodies had the opportunity to exchange experiences with international Port-Net partners and to increase their own interest in the project. The Genoa meeting had another important result: info and publicity. The most important newspaper of Liguria Region wrote a piece about the Port-Net meeting. Last important result was the presence of Mrs Vincenzi, member of European Parliament.



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Annex A Programme

WORKSHOP 04-15:

**“Ports and regional tourism”**

September 21-23 2005, Genoa (Italy)

Wednesday, September 21

**9.30-10.00:**

Registration of participants for the PORT-NET workshop  
Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**10.00-10.15:**

Welcome (Mrs. Marisa Bacigalupo, President of the GAL Appennino Genovese).

**10.15-10.30:**

Official opening of the workshop (Mr. Matthias Ross, Responsible of the PORT-NET project, Port Authority of Hamburg).

**10.30-11.00:**

Marketing and tourism development of the old harbour of Genoa (Mr. Paolo Bertelli, Marketing and Tourist Development of Aquarium of Genoa)

**11.00-11.30:** Coffee Break

**11.30-12.00:**

Comparison between the sustainable tourist development and the role of the trade port in the Gulf of Poets (Mr. Emanuele Fresco, Major of the Municipality of Lerici)

**12.00-12.30:**

Questions, answers and discussions

**12.30-14.30:** Lunch

Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**15.00-17.00:**

Tour of the port of Genoa by boat

Palazzo San Giorgio – Genova

*Evening available for each participant*





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Thursday, September 22

**9.30-10.00:**

Registration of participants for the PORT-NET workshop  
Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**10.00-10.30:**

Project Life “PHAROS”: the Emas registration of tourist harbours and golf courses  
(Mrs. Daniela Minetti, Representative of Regione Liguria).

**10.30-11.00:**

Cruise tourism in Genoa in the last five years (Mr. Alberto Cappato, Director of the  
International Communication Institute).

**11.00-11.30:** Coffee Break

**11.30-12.00:**

New infrastructural projects and new opportunities in the development of the port  
(Mrs. Anna Corsi, Representative of the Municipality of Genoa)

**12.00-12.30:**

The coastal integrated planning: the experience for the Liguria Region (Mr. Giovanni  
Gaggero, Representative of Regione Liguria)

**12.30-13.00:**

Questions, answers and discussions

**13.00-14.00:**

Lunch

Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova

**14.30-15.00:**

The tourism in the district of Genoa in accordance with the Observatory of the  
Chamber of Commerce (Mrs. Anna Galleano, Representative of Chamber of  
Commerce of Genoa)

**15.00-15.30:**

The cruise and ferry market in the Port of Genoa: competitive position and future  
development (Mrs. Laura Ghio, Representative of Sea Port Authority of Genoa)



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**15.30-16.00:**

Questions, answers and discussions

**16.00-19.00:**

Guided tour of the city and its old centre. Visit of Aquarium

**20.00:**

*Dinner at Cantine Squarciafico (Piazza Invrea, 3R)*

Friday, September 23

**Punto Immagine GAL Appennino Genovese, Via Roma 11/4 – Genova**

**10.00-10.30:**

Registration of participants for the PORT-NET workshop

**10.30-11.00:**

The european policy about ports and tourism (Mrs. Marta Vincenzi, European Parliament).

**11.00-11.30:**

Questions, answers and discussions

**11.30-12.00:**

Press Conference

**12.00-12.30:**

Aperitivo and buffet

**12.30-12.45:**

Evaluation Session

**12.45-13.45:**

Closing Session: summary and conclusions of the workshop

**15.30: End of Port-Net workshop 04-15**



Annex B *Speakers, Participants and Guests*

<u>List of participants</u>	
Hamburg	<p>Matthias Ross</p> <p>Free and Hanseatic City of Hamburg Port Authority                      Corporate and Port Strategy                      Alter Steinweg 4                      DE 20459 Hamburg                      Matthias.Ross@bwa.hamburg.de                      +49 40 428473012</p>
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Szczecin	<p>Iwona Gorecka</p> <p>Authority of Szczecin and Swinoujscie Seaports                      Bytomska 7                      PL 70-603 Szczecin                      I.gorecka@port.szczecin.pl                      +48 914308867</p>

<p>Tallinn</p>	<p>Katrin Kalmer          Port of Tallinn          25, Sadama Str          EE 15051 Tallinn          k.kalmer@ts.ec          +372 6318968</p>
<p><u>Regione Emilia Romagna</u></p>	<p>Gianni Borghi          Region of Emilia-Romagna          Viale Aldo Moro 38          IT 40127 Bologna          giborghi@regione.emilia-romagna.it</p> <hr/> <p>Maurizio Campanai          Region of Emilia-Romagna          Viale Aldo Moro 38          IT 40127 Bologna          +39-051-283831</p>
<p><u>Appennino Genovese</u></p>	<p>Marisa Bacigalupo          GAL Appennino Genovese          Via Roma 11/4          IT 16121 Genova          +39 010 8683242          info@appenninogenovese.it</p> <hr/> <p>Angela Rollando          GAL Appennino Genovese          Via Roma 11/4          IT 16121 Genova          +39 010 8683242          a.rollando@appenninogenovese.it</p> <hr/> <p>Veronica Raiola          GAL Appennino Genovese          Via Roma 11/4          IT 16121 Genova          +39 010 8683242          info@appenninogenovese.it</p>



Klaipeda	<p>Lina Gudelionyte Gyliene          Klaipeda State Seaport Authority          J. Janonio str. 24          LT 92251 Klaipeda          lineage@port.lt          +37 046 499624</p>
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	<p>Edgars Suna          Freeport of Riga Authority          12 Kalpaka Blud          LV 1050 Riga          sanita@rop.lv          00 371 7030835</p>
Essex	<p>Richard Morton          Haven Gateway-Weeley Council Offices          c/o Tendring District Council, Calcton on Sea          UK CO16 9AJ Essex          richard.morton@haven-gateway.org          01206848416</p>
Provincia di Alessandria	<p>Nuria Mignone          Provincia di Alessandria          Via Porta, 11          15100 Alessandria  <a href="mailto:europa@provincia.alessandria.it">europa@provincia.alessandria.it</a>          +39 013 1303136</p>

List of speakers

Liguria Region	Daniela Minetti	daniela.minetti@regione.liguria.it +39-010-5485352
	Giovanni Gaggero	gaggerog@regione.liguria.it +39-010-5484060
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<u>GAL Appennino Genovese</u>	Marisa Bacigalupo	info@appenninogenovese.it +39-010-8683242
<u>Port Authority of Hamburg</u>	Dr. Matthias Ross	Matthias.ross@hpa.hamburg.de +49-40-428473012
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<u>Associazione ELM (Europe Liguria Mediterranean)</u>	Marta Vincenzi (European Parliament)	info@elm.ge.it +39-010-8680839
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<u>International Institute of Communications</u>	Alberto Cappato	cappato@icgenova.it +39-010-2722383
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<u>Provincia di Genova</u>	Andrea Pasetti	pasetti.a@provincia.genova.it +39-010-5499951



*Annex C Press, Release and Reactions*

Articles in paper newsletter

La Polcevera: number 3 of October  
“The network of the ports”

Messaggero Marittimo del 27/09/2005  
“Genoa: 12 countries UE discuss about the port and the regional tourism”

Articles on-line:

Yahoo  
Magazine on-line of the Province of Genoa

Abstract of the press release

European workshop on Interreg III c “Port Net” project has taken place from 21 to 23 September and organized in Genoa by GAL, Appennino Genovese, in collaboration with Port Authority and Genoa Chamber of Commerce.

GAL’s guests were the delegates of the 20 countries that adhere to the initiative: Germany (Hamburg as leader), Belgium, Denmark, Estonia, Greece, Lithuania, Malta, Poland, England, Russia and Italy, obviously.

The Eurodeputy DS Marta Vincenzi’s final intervention of workshop underscored the importance of the project that promotes European integrated system port net supporting the knowledge’s’ trade, collaboration and condivision of best practice to improve the structures and operative abilities.