



13-15 July 2015 | Venice

LOCAL REGULATION AND TOURISM

TARGET PARTICIPANTS

The course is mainly addressed to:

- Policy-makers and public officials of tourist cities and regions
- Managers and executives of tourist destinations and tourist sites
- Managers and executives of public utilities
- Officials of local and regional development agencies
- Regulatory authorities
- Consultants
- Researchers and PhD students

RATIONALE

Tourism is relevant for local regulation and policies for two broad families of reasons: on one side, politicians, the local business lobbies, trade unions and pressure groups push for tourist inflows for political and economic reasons, **with a structure of incentives that are not always aligned**; on the other side, tourist flows, and their seasonal profile, **have a big impact on local services and infrastructures** and raise the issue of **cost sharing** among tourists, taxpayers, the government, and future generations. That is why an efficient and carefully designed regulation of local public services is of outmost importance in such contexts.

COURSE OBJECTIVES

The course intends to highlight the most relevant issues for local regulation in tourist sites, considering that a comprehensive analysis of regulation and tourism from a local point of view should follow consequential steps:

1. Put the local supply in the national and international context;
2. Outline the national framework of tourism policies ;
3. Outline the infrastructure endowment ;
4. Define the relevant local actors, incentives, information endowment and exchange ;
5. Assess the cost structure of additional tourist flows and the direct and indirect revenues.

While giving an overview on the first two points, the course intends to focus on points 3 to 5, combining some theoretical framing with concrete and **practical examples derived from field research and real case studies**.

The course is expected to benefit both decision-makers and practitioners from destinations that already have a strong tourist experience and are renowned tourist sites, and territories that intend to increase their tourism attractiveness as part of their local development strategy and wish to get a deeper view on the expected impacts on local services and infrastructures.

For further information:

visit www.turinschool.eu/eep | or write to: eep@turinschool.eu



TOPICS

Introduction

- Setting the local supply in the national and international context
- Local tourism promotion and competition among areas
- Outlining the national framework of tourism policies
- Relevant local actors, incentives, information endowment and exchange: the FIELD™ methodology to analyze the tangle web of existing relationships

Infrastructure endowment and management

- Accommodation facilities
- Airport and railways connections
- In house, franchising and privatization of local tourism assets
- Private profit engagement in public good procurement at local level

Local regulation in tourist destinations

- Assessing the cost structure of additional tourist flows and the direct and indirect revenues
- Peak presences during tourist season, infrastructures, attraction sites, public services (local transport, water & wastewater, waste...) and tariffs
- Local fiscal aspects and cost sharing among tourists, taxpayers, the government, and future generation.
- Impacts of tourism on local services and infrastructures: negative and positive spillover effects
- Emergence of dual economies and impacts on local prices.

The course will include both front classes and the presentation of case studies on the topics proposed. Each lecture will provide space for interaction with lecturers and amongst participants.

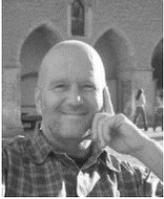
**Classes will start on Monday at 9.00 a.m.
and will end on Wednesday at 1 p.m.,
for a total of 16 teaching hours.**

FIELD™ is a tool developed by the **Turin School of Local Regulation** to help local decision-makers to tackle local governance with a



richer information basis, to strengthen awareness in public and private choices and to increase effectiveness of local policies and projects by setting the right scenario and asking the right questions before policies and programs are outlined. FIELD stands for "Framework of Incentives, information Endowment and exchange for Local Decision-making". Know more at: <http://turinschool.eu/FIELD>

FACULTY



Franco BECCHIS *Turin School of Local Regulation*

Scientific director of Fondazione per l'Ambiente since its creation, he coordinates research programmes on the interaction between economics, energy and environment and on local public services, as well as capacity building and support activities for local public entities. He has been contract Professor in Environmental Economics at the Polytechnic of Torino, University of East Piedmont and Saint John International University. His scientific interests and his publications range from public economics to environmental and regulatory economics.



Maurizio MUSSONI *University of Bologna*

Maurizio Mussoni is Assistant Professor of Economics at the Alma Mater Studiorum-University of Bologna, Department of Economics, School of Economics. He has a Ph.D. in Law and Economics at the University of Leuven (Belgium). His research interests are mainly: contract theory; law and economics; tourism economics; tourism spatial econometrics; cultural heritage and tourism; economics of the arts; economics and reciprocity; ethical economics and finance.



Mario TEVSIC *Lokrum Park - Dubrovnik*

BSc in Political Science at the University of Zagreb, Mario Tevsic was former consultant of Dubrovnik mayor's office for public relations and currently he is the Director of Lokrum Park, a protected natural park in front of the City of Dubrovnik.



Luisa TIRAORO *Venice Municipality*

Graduated in Economics at the Ca' Foscari University of Venice, since 2002 she has been working on subsidiary companies control and local public services management. Luisa is currently manager director of the monitoring office of local public services for Venice Municipality. She also contributed to several publications on public services management.



Laura VICI *University of Bologna*

Laura Vici is Assistant Professor of Economics at the University of Bologna, Italy. Her main research interests are in the area of tourism economics, cultural economics and applied economics. Her current research is concerned with modelling tourists' choice process and the impacts of tourism on economic growth. Other areas of interest include the impact of copyright, open source and other intellectual property rights on individual behaviours and choice process.

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ADMISSIONS

Application Process

Please visit www.turinschool.eu/eep for complete admission requirements and to apply online. Applications and full payment of the fee is requested within the 17th of May 2015. Since qualified candidates are admitted on a rolling, space-available basis, early application is encouraged.

Admission Requirements

Admission is selective and based on professional achievement and responsibility. No formal educational requirements apply, but proficiency in written and spoken English is essential.

Programme Fee

The Fee structure is outlined below. Further instructions on the payment and on cancellation clauses will be sent to participants at the time of application.

Cancellation Clause

The course will take place as scheduled if a minimum number of participants is reached. In case of cancellation of the session due to a lower number of registered participants, already registered applicants will be totally refunded.

FEE STRUCTURE

Full tuition Fee (application and full payment within 17 May 2015)

Course tuition, case materials, 3-night accommodation, breakfasts, two lunches and three dinners at the University canteen and coffee breaks.

2.200,00 €

Early Bird Fee (application and full payment within 17 April 2015)

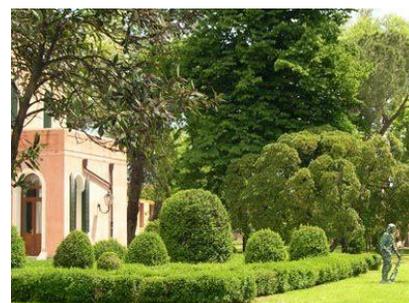
Same conditions of the full fee apply.

1.650,00 €

COURSE VENUE AND ACCOMMODATION

The Course will take place at [Venice International University \(VIU\)](http://www.viu.edu) on the Island of San Servolo, Venice (Italy). The Island of San Servolo is an oasis in a unique urban setting: its wonderful park spreads across 12 scenic acres with a panoramic view of Venice. The University is situated ten minutes by boat from Piazza San Marco. The n°20 public boat service connects the island with the city center.

Participants will enjoy a relaxing and peaceful accommodation in single room with free wi-fi at [VIU campus](http://www.viu.edu/campus).



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THE ORGANIZERS

This course is organized by the



The **Turin School of Local Regulation (TSLR)** is a network school with a specific mission: focusing on local aspects of regulation and governance of public services and bridging the gap between the academic research and the local decision-makers.

The TSLR was officially launched by Foundation for the Environment in 2012 to capitalize a 15-year experience on training and capacity building on regulation of local public services. The School adopts a policy-oriented approach, with the aim of spreading the culture and instruments of regulation and regulatory reform at local level.

In terms of topics and sectors covered, the TSLR focuses on different aspects connected to local regulation (like investment decisions, procurement, tariff setting, asset management and distributional aspects) and on different sectors, namely energy distribution, urban waste and water cycle, local public transport, green areas and sport facilities., local welfare policies

<http://turinschool.eu>

SECRETARIAT

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CATALOGUE 2015

Discover the other executive courses scheduled in 2015:

Regulation of public services: national and local perspectives

Dubrovnik, Croatia | 9-13 March 2015

Project finance and regulation of local services and infrastructures: a challenging relationship?

Turin, Italy | 29 June – 1 July 2015

Local regulation and tourism

Venice, Italy | 13-15 July 2015

Playing the game with better cards:

Actors, incentives and information in local policies

Turin, Italy | 12-13 October 2015

Regulation, infrastructures and local services in Islamic context

Turin, Italy | 21-22 October 2015

To pay or not to pay? *Management of arrears for local public service providers*

Alba, Italy | 4-5 November 2015

Economic regulation of district heating service: multi-level regulatory tasks, competition and public interest

Turin, Italy | 30 November - 2 December 2015

Competition policy and local regulation : Clash, coexistence and cooperation

Italy | Spring 2016

To know more, visit the webpage of our Executive Education Programme:

<http://turinschool.eu/eep>

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