

WEEK DIDA RESEARCH



UNIVERSITÀ
DEGLI STUDI
FIRENZE



Regione Toscana



LUCENSE



ViviMED



servizi innovativi per lo sviluppo
della filiera del turismo nell'entroterra dell'area
mediterranea

Scientific Chief
Prof. Marco Sala

**Technical Scientific
Committee Member**
PhD, Arch. Antonella
Trombadore

Research Group
Arch. Laura Fantacci
Arch. Ilaria Massini

Partnership

ASPAL | Agenzia
sarda per le politiche
attive del lavoro, Italy
(leader)

UNIFI | Dipartimento
di Architettura | Centro
Interuniversitario
ABITA, Italy

REGIONE TOSCANA |
Settore politiche locali,
Italy

LUCENSE SCaRL | Italy

FNE PACA| France
Nature Environment
Provence-Alpes-Côte
d'Azur, France

ATC | Agence De
Tourisme de la Corse,
France

Theme

Development of a model of governance and testing of an integrated communication tool (platform) and promotion (living lab) of environmental-cultural quality for Responsible Tourism in the Mediterranean context, stimulating technological innovation, growth of the competitiveness of SMEs in the supply chain and strengthening the interaction of actors on the cross-border territory.

Objectives

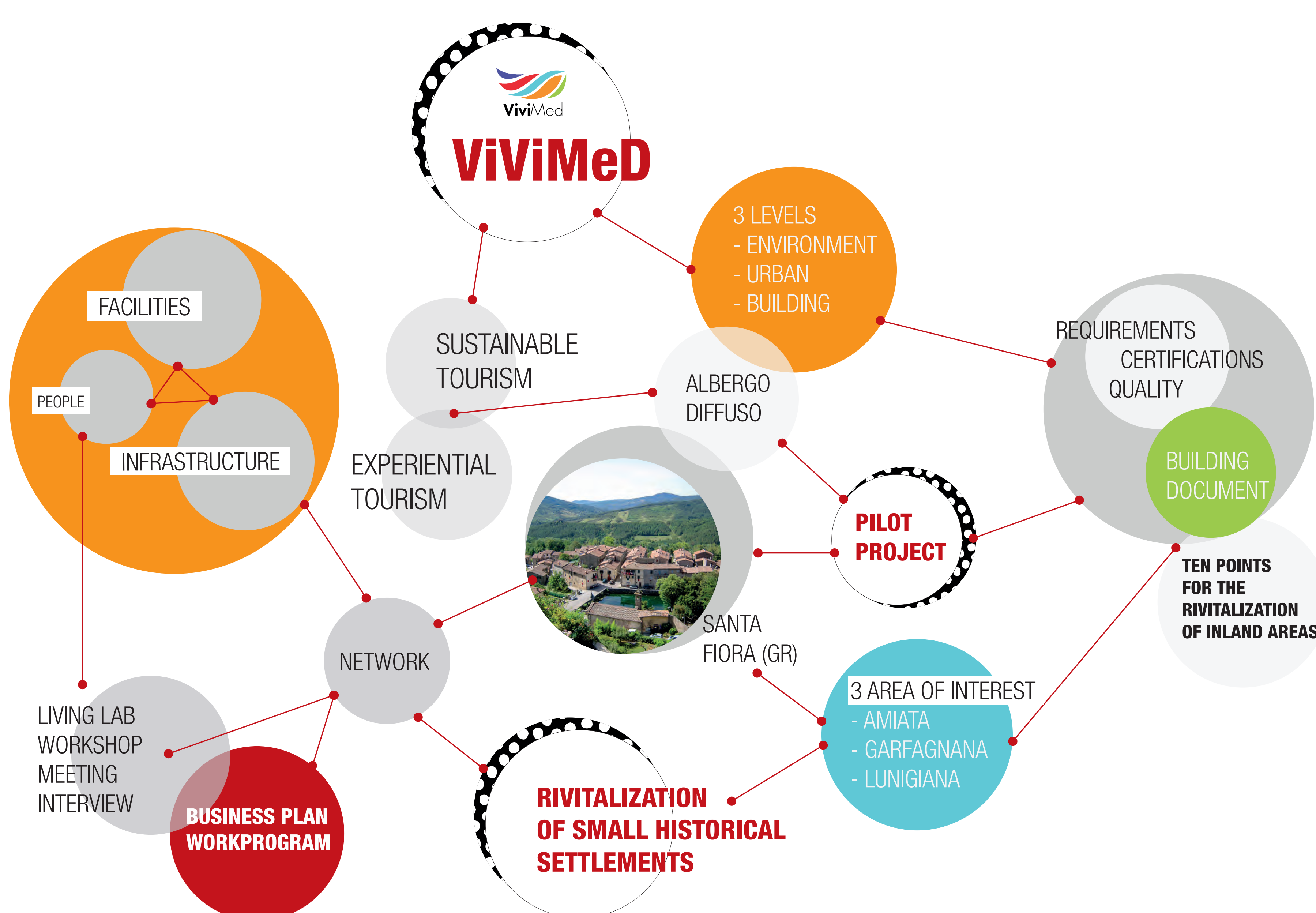
Creation of an international "network of supply chains" to increase eco-compatible tourism offer and development of a Governance Model of innovative processes and of the public / private partnerships, aimed at innovation and the growth of the competitiveness of SMEs in the sustainable tourism sector, , on the one hand through innovative concepts and methods of territorial promotion and the provision of tourism services of high environmental quality and, on the other hand, through systems for upgrading the coastal building heritage and the ancient villages of the first hinterland, often semi-abandoned, using sustainable building redevelopment systems based on the Abitare Mediterraneo model. The aim is to increase the new culture of quality Ecotourism, in line with environmental parameters and, in particular, enhancing and putting existing local resources and supply chains to the system, aiming to analyze and interconnect the aspects that most characterize and define the quality of the tourist offer, such as accommodation facilities and infrastructures, services provided, levels of quality communication.

The project objectives are divided into 3 scales of intervention, GOVERNANCE-TOOL-PEOPLE, following an integrated approach, in order to achieve high levels of environmental-cultural quality in the strategic sector of Responsible Tourism in the Mediterranean context.

Expected results

The desired effects of the project, distributed in each 3 areas, are shown below:

- GOVERNANCE "ViviMediterraneo System": model of an integrated management system of existing brands for helping aware tourism to enhance the synergies of local supply chains on 3 interconnected levels (structures and receptive infrastructures, services provided, levels of quality communication).
- TOOL ViviMediterraneo platform, Data network of productive resources, Network of databases of existing supply chains on 3 interconnected levels (structures and accommodation infrastructures, services provided, levels of quality communication)
- PEOPLE LivingLabs, Network of skills, New professional figures of high interdisciplinary specialization, Seminars, thematic tables, B2B meetings, informative material.



19 - 23 FEBBRAIO

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