

Best practice 17: Lucca Strategic Plan, Italy

Scale: Historical centre

Stage of tourism development: Beginning

Main objective: Tourism quality management

Categories of effects:

Effects on urban governance

- Cultural tourism strategy
- Integrated urban planning
- Stakeholder participation
- Destination management

Effects on quality of life

- Built heritage diversity
- Urban economies
- Social life, local values and traditions

The Lucca Strategic Plan defines objectives and means for the emancipation of a small art city, as Lucca is, from the status of day-trip tourist destination. The municipality of Lucca is developing the Strategic Plan for its repositioning on the national and international tourist-cultural market. Such repositioning can be achieved through: a) avoiding the temptation of acceding the preferences of mass tourism; b) strengthening the choice, which until now has led the city development process, sometimes at the detriment of tourist growth, of dedicating Lucca to its citizens by preserving and valorising its cultural identity and traditions; c) keeping on addressing a medium and high segment of tourist demand. The main idea of the Plan is resumed in the slogan "Lucca: art city to be lived": developing a tourist fruition mode of the city which allows for 'tasting' a urban life dimension, an innovative model – at least in Italy – of valorisation of the historic city as an organic good, composed of a variety of elements of tourist interest (e.g., cultural, historic, aesthetic, environmental, gastronomy). The Strategic Plan proposes a network organization of the cultural and tourist offer at urban scale, where the single components are poles of an integrated system. Fundamental, even before working for communication and promotion, is the action on the 'product', so as to offer a wide range of fruition opportunities and quality tourist services. Among the effects, the increase of tourist fluxes, with the consequent increase of tourist expenditure, and the positive impact on income and employment. The Plan, though establishing a unique direction in order to guarantee the synergy and the complementarity of the actions, sets the cooperation between the Municipality, and a public-private no-profit Association. The latter will also guarantee the fundamental agreement on the initiative by the stakeholders and the residents, to be reached through a communication and a social cohesion activity. At the end of the project, a new association or a foundation will be instituted for the management of the cultural offer system, and the constant dialogue with the stakeholders.

Source: Press release, proceedings of the meeting July 2003

Link:

http://www.provincia.lucca.it/laprovincia/turismo/conferenza/atti/riposizionamento_turistico.PDF