

DMO Provincia Latina

CONTEXT & CHALLENGE

DMO Provincia Latina is strategically positioned between Rome and Naples, offering a blend of urban charm and natural beauty that attracts tourists seeking diverse experiences. This intermediate location serves as a gateway to Italy's cultural treasures and scenic landscapes, enhancing its appeal as a tourist destination. The region also has a rich culinary tradition and a wealth of artistic and natural heritage.

Despite its advantages, DMO Provincia Latina faces several challenges. The lack of public funds and a coherent local tourism and marketing strategy limit effective tourism development and infrastructure improvement.

Tourism stakeholders lack materials, guidelines, training and expertise in the topics of resilience and crisis management.

Difficulties in preserving and managing cultural heritage negatively impact tourists' experiences. Additionally, issues such as urban and natural degradation pose ongoing challenges that require careful management and resource allocation.

ACTIONS

Considering the current context and challenges identified, DMO Provincia Latina developed the following actions:

1. Training and Capacity Building:

- Develop training materials and program in crisis management, and implement it throughout the entire tourism ecosystem of the destination.
- Create a centralised online hub or resource repository for the ecosystem to access and share training materials, guidelines, and best practices related to resilience and crisis management.
- Promote operators' training through events such as conferences, workshops, and seminars.

Replicability potential: Moderate (it requires significant human, technical and financial resources to develop and deliver training and to establish and keep updated a centralised online hub and discussion forum)

2. Product Development:

- Review and expand the product portfolio of the destination to respond to market changes, meet emerging demands and respond to diverse types of risks (urban and natural degradation) and crises events.
- Introduce new and unique touristic products, experiences, and services to attract and engage tourists.

Replicability potential: Moderate (it requires significant human, technical and financial resources, and enhanced coordination with the private sector to develop and implement new tourism offering)

3. Marketing & Promotion:

- Create a marketing plan to improve destination visibility, diversify tourist segments, and promote unique experiences, thereby boosting overall tourism growth and resilience.

Replicability potential: High (it does not require significant resources)

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ACTIONS

4. Governance Structure Strengthening:

- Establish a discussion forum with the local governance to exchange information and discuss policy implementation and development.
- Create a digital platform to facilitate communication by WhatsApp groups and broadcast as well as a Facebook dedicated group.

Replicability potential: High (it does not require significant resources)

EXPECTED IMPACTS & LESSONS LEARNED

With the implementation of the actions mentioned above, DMO Provincia Latina is expected to address the challenges identified and wield positive impacts for the tourism ecosystem. Other organisations, particularly those with similar level (regional) and mandate (marketing & promotion) in the tourism ecosystem dealing with similar challenges, can also leverage valuable lessons:

Strengthen Governance and Coordination:

- Establishing a discussion forum with tourism ecosystem stakeholders from different levels improves coordination, resilience and crisis preparedness and management by taking in consideration different views and the needs of local stakeholders.

Improve Resilience and Crisis Preparedness:

- Conducting comprehensive training needs assessments, developing detailed curriculums, and regularly updating programs through a centralized online hub ensures stakeholders are well-prepared for crisis management, enhancing overall resilience and promoting a culture of continuous learning and adaptability.
- Developing new and innovative products and services ensures the destination remains competitive, can adapt to changing conditions and crises, attract diverse visitor segments, and enhance the overall visitor experience.
- The implementation of marketing plan strategies ensures the destination targets the best tourist segments (and reduces dependency of top source markets) and channels and improves destination image and awareness, factors that are critical to build resilient destinations.

The information and perspectives presented in this document represent the findings and conclusions of the European Commission's project "Crisis Management and Governance in Tourism" funded under the SME Pillar of the Single Market Programme and developed by Deloitte. These findings are based on data and context available during the study period and are intended solely to provide insights on the project's objectives. The interpretations herein do not necessarily reflect the views of the involved organisations and should not be construed as definitive conclusions applicable to all contexts or as a commitment to implement the recommendations. Further, the European Commission and Deloitte are not liable for any consequence stemming from the reuse of this document.

For more detailed information on project's results and outputs, please visit the project webpage [Crisis Management and Governance in Tourism - European Commission](#).