Economic impact of Industrial Heritage Tourism in Italy

Mining tourism in Sardinia

© Pierclaudio Duranti

ERIH Conference 2013, November 20th – 22nd, 2013
stadtbauraum, Gelsenkirchen

by

Jacopo Ibello

ERIH AIPAI MUSEIMPRESA

Carrara

© Klaus Ruenagel

Cogne

© Alessandro Corona

Sicily

© Marcello Modica

SARDEGNA
SARDIGNA
CAGLIARI CASTEDDU
Capoluogo di regione
ORISTANO ARISTANIS
Capoluogo di provincia
Alghero L'Alguer
Ozieri Otieri
Città
Castelsardo Casteddu Saldu
Villaputzu Biddeputzi
Ghilarza Bilartzi
Golfo Aranci Figari
Altri centri
> 100.000 ab.
> 50.000 ab.
> 25.000 ab.
> 10.000 ab.
> 5.000 ab.
> 2.500 ab.
< 2.500 ab.
Confine di provincia
0
50 km
2009-r0.1
arch. Dirk CHERCHI (DCh)
Bocche di Bonifacio
Bouches de Bonifacio
Bocchi di Bunifaziu
La Maddalena
A Madalena
Isola della Maddalena
Isula di a Madalena
L'Asinara
Golfo dell'Asinara
Golfu di l'Asinara
Mar Tirreno
Mare Tirrenu
Porto Torres
Poltu Torra
SASSARI
TÀTARI
OLBIA
TERRANOA
TARRANOA
TEMPIO PAUSANIA
TEMPIU
Tavolara
Taulara
Gallura
Gaddura
Logudoro
Alghero
L'Alguer
S'Alighera
Ozieri
Otieri
NUORO
NUGORO
Siniscola
Thiniscole
Macomer
Macumere
Bosa
Barbagia
Ogliastra
Golfo di Orosei
Golfu de Orosei
ORISTANO
ARISTANIS
Golfo di Oristano
Golfu de Aristanis
Mare di Sardegna
Mare de Sardigna
LANUSEI
LANUSE
TORTOLÌ
TORTUELIE
SANLURI
SEDDORI
Campidano
VILLACIDRO
BIDDEXIDRU
IGLESIAS
IGRESIAS
CARBÒNIA
Sulcis
Surcis
CAGLIARI
CASTEDDU
Quartu Sant'Elena
Cuartu Santa Aleni
Golfo di Cagliari
Golfu de Casteddu
Isola di San Pietro
Isoa de San Pê
Isola di Sant'Antioco
Isula de Santu Antiogu
Isoa de San Antiòcco
MARE MEDITERRANEO
MARE MEDITERRÀNEU
Capo Teulada
Cabu Teulada

Some facts...

Campidano
Iglesiente
Sulcis
Guspini
Arbus
Villacidro
Sanluri
Samassi
Serramanna
Iglesias
Gonnesa
Musei
Siliqua
Decimomannu
Elmas
Portoscuso
Carbonia
Narcao
Nuxis
Carloforte
Calasetta
Isola di San Pietro
Sant'Antioco
Isola di Sant'Antioco
Tratalias
Giba
Masainas
Santadi
Capoterra
Sarroch
Pula
Teulada
Domus de Maria
Chia
Buggerru
Fluminimaggiore
Riserva WWF

Porto Flavia

Miners occupying the coal mine of Nuraxi Figus

www.parcogeominerario.eu

PARCO GEOMINERARIO
STORICO AMBIENTALE
DELLA SARDEGNA

Monte Arci

Orani, Guzzurra, Sos Enattos

Funtana Raminosa

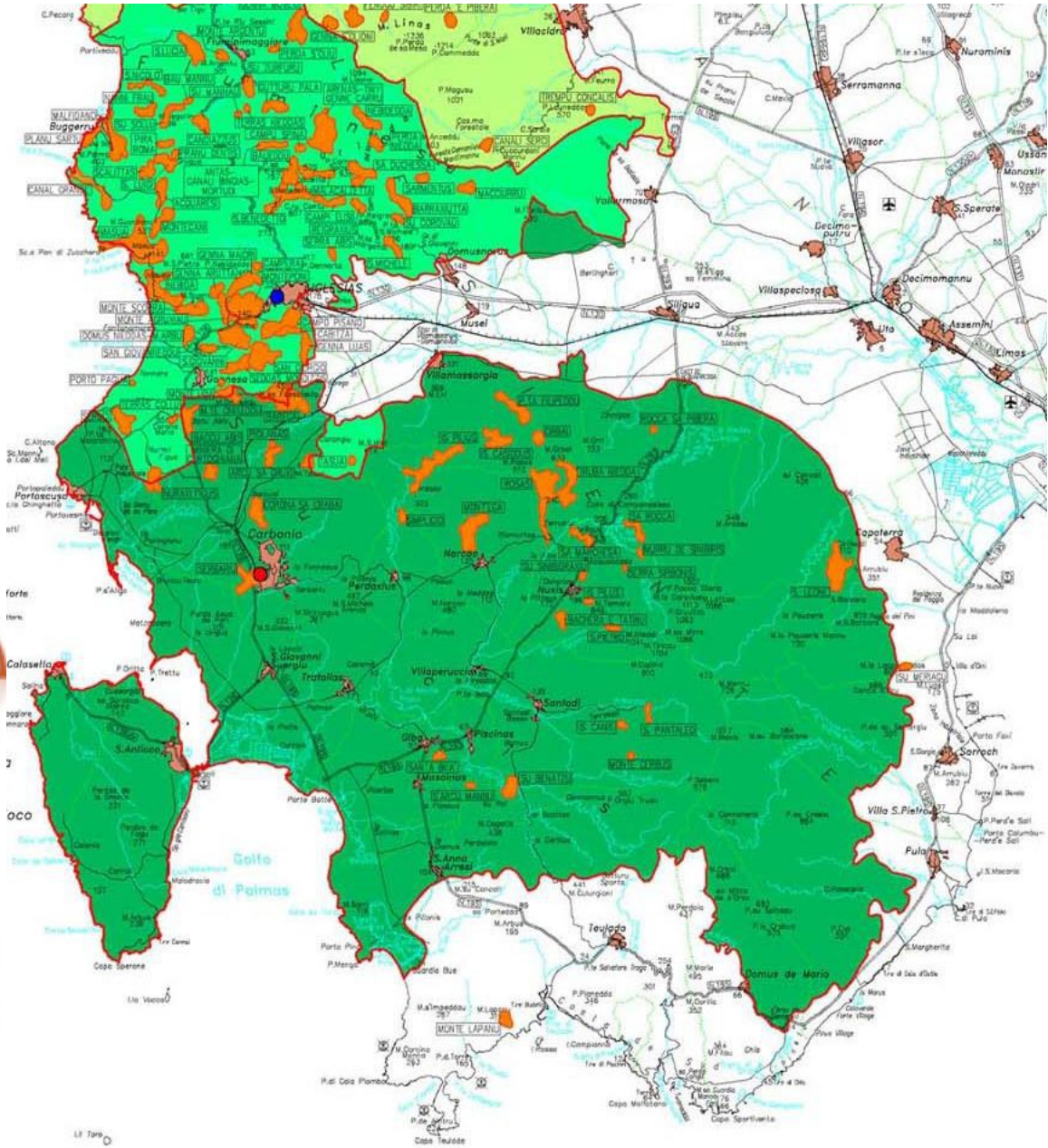
Argentiera, Nurra, Gallura

Sarrabus, Gerrei

Arburese, Guspinese

Iglesiente

Sulcis



Tourism in the Sulcis-Iglesiente: facts and figures

Data concerning the first 3 years of activity (2006-2009) of STL Sulcis Iglesiente, the DMO of the province of Carbonia-Iglesias

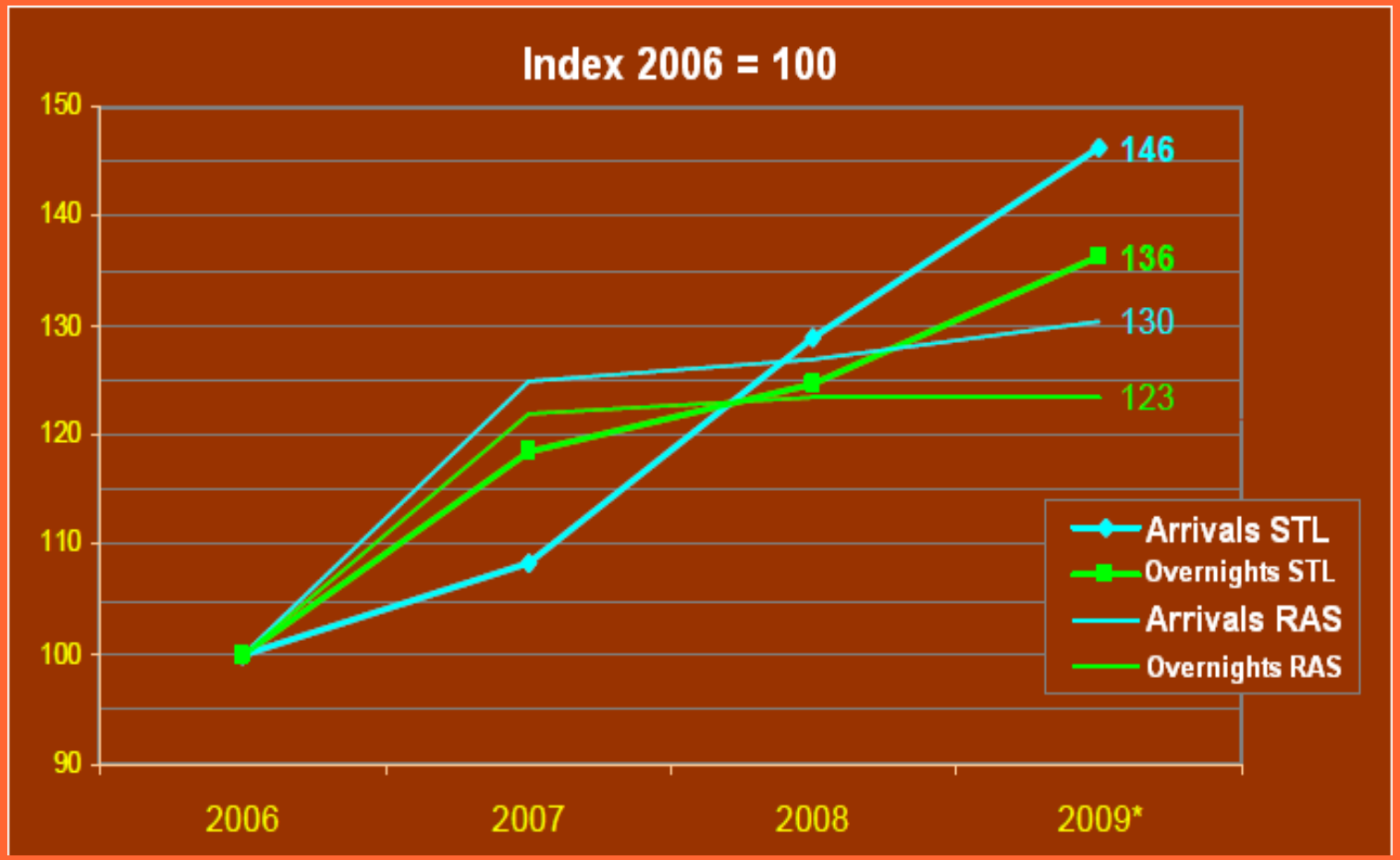
STL Sulcis Iglesiente

www.sulcisiglesiente.eu

General situation

Overnights	Var. 2008-2009
Total	**+ 9,3 %**
Italians	+ 3,6 %
Foreigners	+ 44,6 %
Hotel	+ 13,4 %
Extra-Hotel	+ 1,5 %

General situation

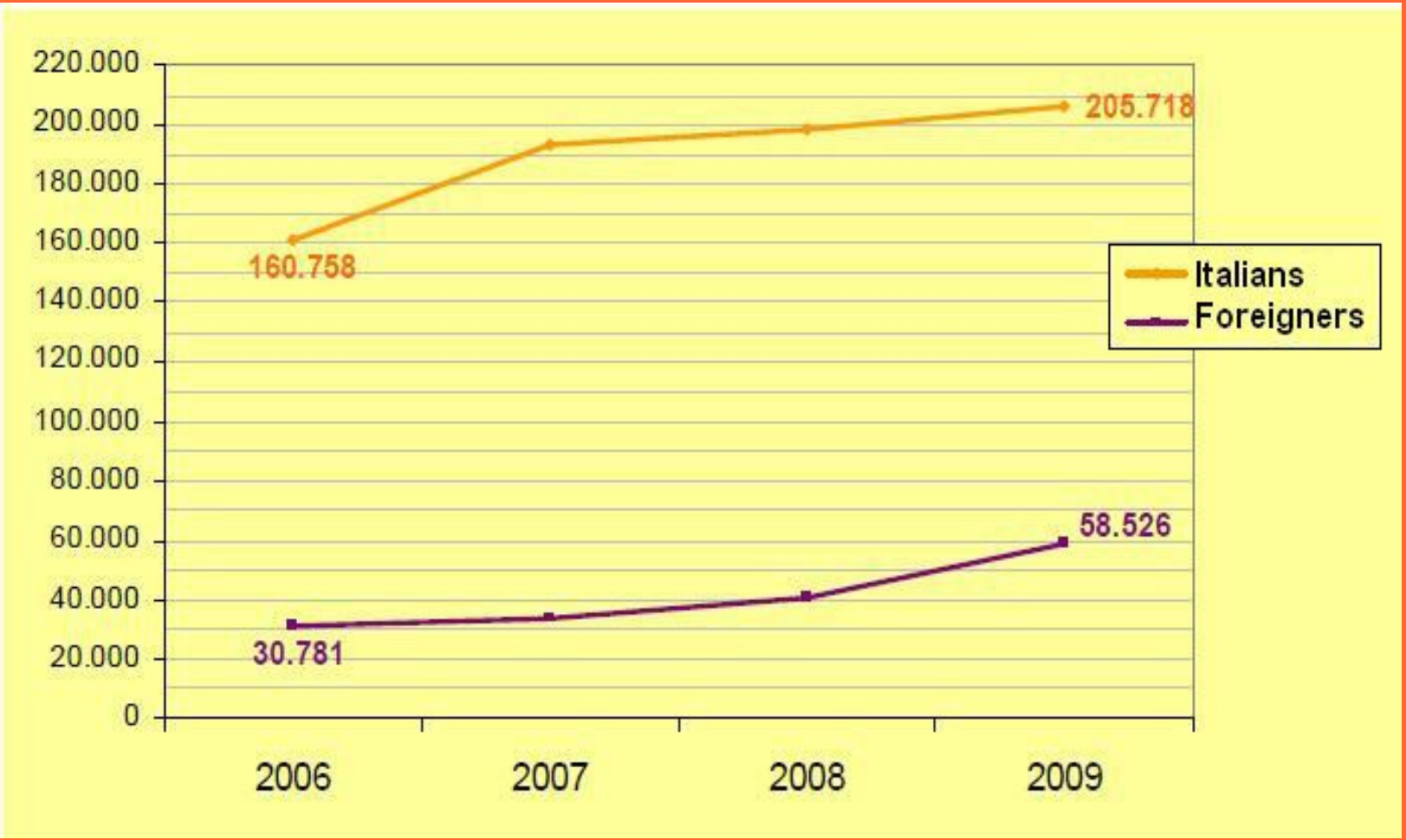


Sulcis (STL) represents only 2,2% of tourism in Sardinia (RAS) but it grows faster

General situation

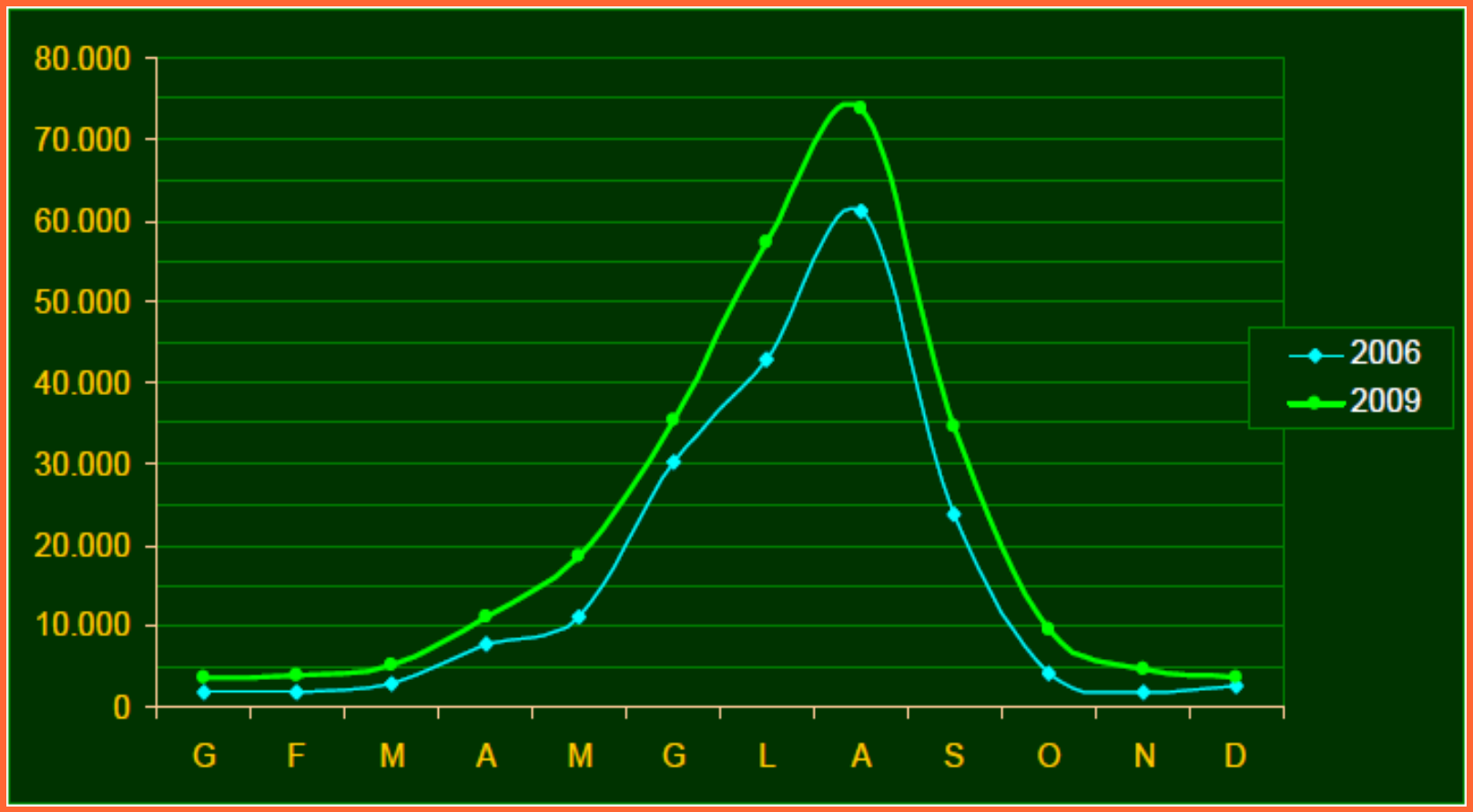
Steady growth of arrivals and overnights

Italians and foreigners



Visitors from abroad grew up by 44% between 2008 and 2009
Foreign tourists almost doubled in 2006-2009

Tourism season



Hints of de-seasonalization

Tourism season

Overnights in May and September grew up by 36% between 2006 and 2009

Most of the growth (+90%) scored by foreign tourists during the same period occurred exactly in these two months

Making tourism independent from seasonality is the way to better spread its benefits on the economy during all the year

Tourism effects on local economy

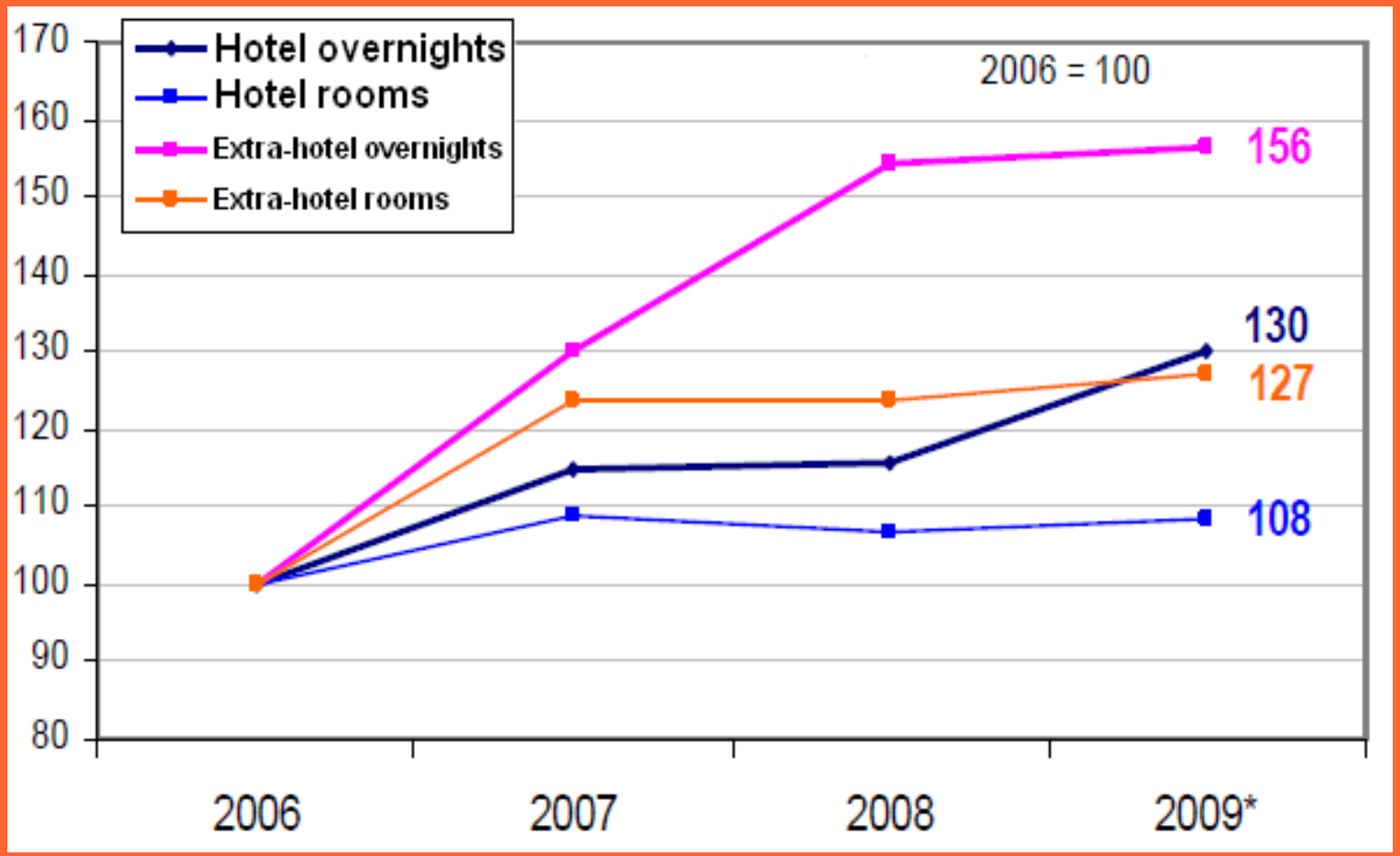
	Total	Var '06-'09
Official overnights	261.000	+ 70.000
Direct value added (mln. Euro)	63	+ 3,0
People directly employed	1.768	+ 44
People directly and indirectly employed	2.634	+ 66
Total accomodation enterprises	209	+ 67

Data provided by ISTAT and Province of Carbonia-Iglesias

Tourism accounts for 6 % of the total value added of the Province

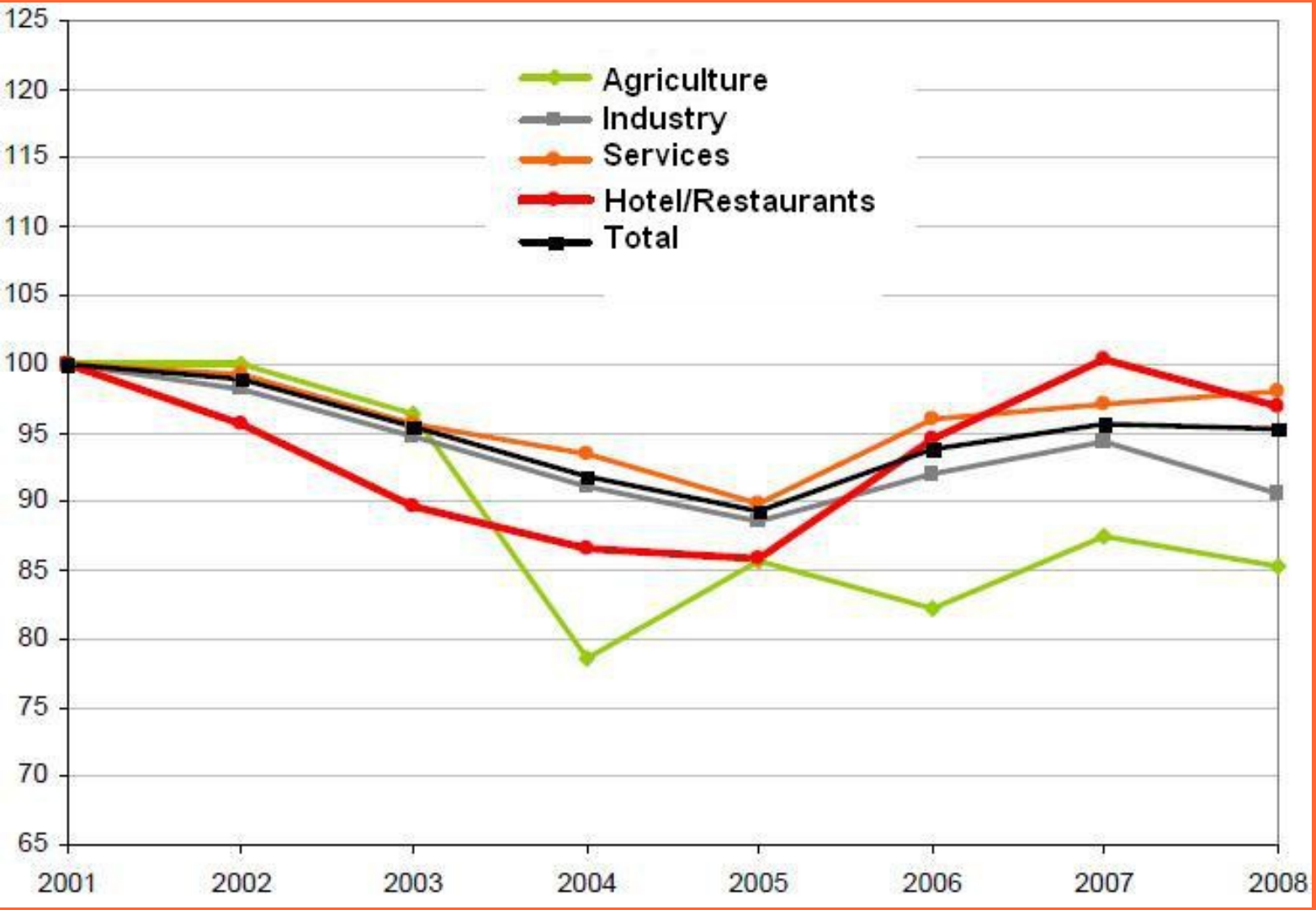
Data don't count moonlighting!

Occupation rates



Better occupation rates mean stronger earnings for hoteliers and other accomodation enterprises

Employment


125
120
115
110
105
100
95
90
85
80
75
70
65
2001
2002
2003
2004
2005
2006
2007
2008
Agriculture
Industry
Services
Hotel/Restaurants
Total

Carbonia
© Pierclaudio Duranti

Credits

Graphics and data elaboration by Econstat

Photos by: Alessandro Corona, Pierclaudio Duranti, Marcello Modica, Klaus Ruenagel, Internazionale, Pro Loco Iglesias

Thanks for your attention and come to see our industrial heritage!
www.patrimonioindustriale.it