# TOURISM DIVERSIFICATION GUIDELINES

Experiences from Genoa & Mar del Plata

Strategies to promote sustainable tourism and Local Economic Development through tourism diversification

Genoa and Mar del Plata are exchanging best practices on Tourism and Culture, to develop an action plan to achieve balanced and sustainable tourism, while meeting the needs of local communities. In this regard, the pairing designed tourism diversification strategies to reach this objective. Mar del Plata's strategy is mainly focused on attracting tourism during the whole year and not only the summer season, while Genoa seeks to diversify tourists' profiles. As a result, the pairing built a series of guidelines to share their learnings with other cities facing similar challenges.

1. **Outdoor activities**
2. **Slow & Sustainable Tourism**
3. **Digitalization**

4. **Capacity building**
5. **Intersectoral collaboration**
6. **Mass events**
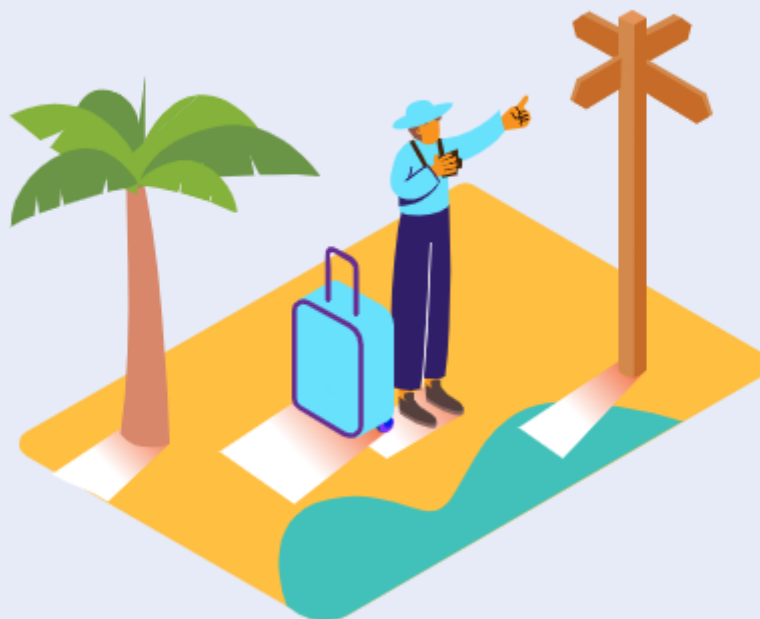
With collaboration from

Barbara Poggio, International Affairs - Department, Mayor's Cabinet, Municipality of Genoa

Sabrina Bruzzone, International Affairs - Department, Mayor's Cabinet, Municipality of Genoa

Gianluca Saba, Head of the International Affairs - Department, Mayor's Cabinet, Municipality of Genoa

Massimo Ruggero, Tourism Department - Municipality of Genoa

Lucia Bonifatti, Subsecretary of Modernisation – Municipality of General Pueyrredon

**Carla Ardanaz,** Tourism Municipal Agency - EMTUR Deputy President

Santiago Bonifatti, Municipal Government Secretary - General Pueyrredon

Tatiana Fontana, Subsecretary of Modernisation Municipality of General Pueyrredon

Waldo Urquiza, Chile Country Manager – IURC Latin America

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1 Outdoor activities
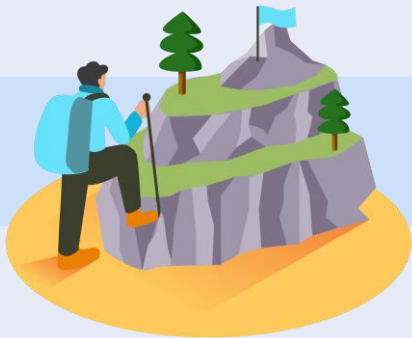
- **Renewed popularity after the pandemic.** New type of tourists interested in hiking, outdoor sports, and rural/natural destinations.
- **Participates to create environmental awareness** by valuing natural landscapes and protected areas.
- **Diverts tourism from over-crowded destinations** by creating attractive alternatives.
- **Foster new outdoor activities** such as urban walking routes, use of parks and piazzas.

2 Slow & Sustainable Tourism

- **Design effective communication** to inform visitors and tourism workers about environmental protection.
- **Promote sustainable and active mobility** along touristic routes and points of interest.
- **Less frequented areas** and diversification limit the impact on the environment.

3 Digitalization
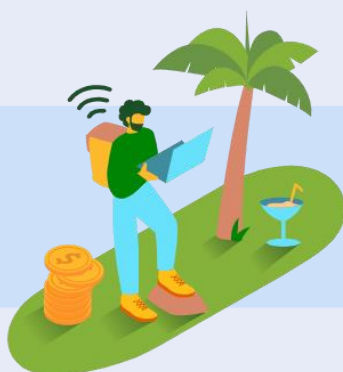
- **Attract young people & digital nomads** by using technologies.
- **Technology to plan and manage tourism offer** through different platforms, collecting Big Data and providing essential information.
- **Digital platforms for mass events registration** with QR codes ticketing and other technologies, to control flows of visitors and ensure security.

4 Capacity building

- **Improve quality of tourism services** ensuring a better experience for visitors.
- **Sustainability training (also cultural heritage)** to reduce impact of tourism on the environment and territory, and raise awareness.
- **Digital training** for web development, communication, and new technologies.

5 Intersectoral collaboration

- **Create a greater network** through working tables to discuss projects and actions, create protocols and standards.
- **Promote public-private partnerships** to ensure value of touristic offer.
- **Involve citizens** in decision-making and public policies related to tourism, to integrate their needs and knowledge.

6 Mass events

- **Make citizens proud** by promoting the city at the international level.
- **Attract tourism** related to different interests (sport, music, etc.).
- **Increase quality of services** to reach the need of a large amount of visitors.

7 Ensure security

- **Safe experience** for visitors by avoiding criminal offences.
- **Avoid overcrowding** by monitoring flows of visitors & preparing for peak demand.
- **Public-private collaboration** to share information, create centralised platforms for prevention and monitoring, capacity building of security agents.

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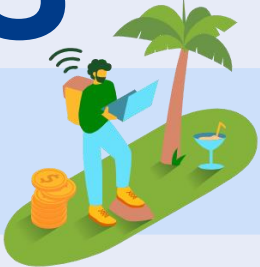
2 Slow & Sustainable Tourism

- Design effective communication about environmental protection.
- Promote sustainable and active mobility.
- Diversify and promote less frequented areas.

3 Digitalization

- Attract young people & digital nomads.
- Use technology to plan and manage tourism offer.
- Digital platforms for mass events registration and ticketing.

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- Digital training for web development and communication.

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- Involve citizens in initiatives related to tourism.

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- Make citizens proud by promoting the city at international level.
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- Avoid overcrowding: monitoring flows & preparing for peak demand.
- Public-private collaboration: share information, create platforms, capacity building.