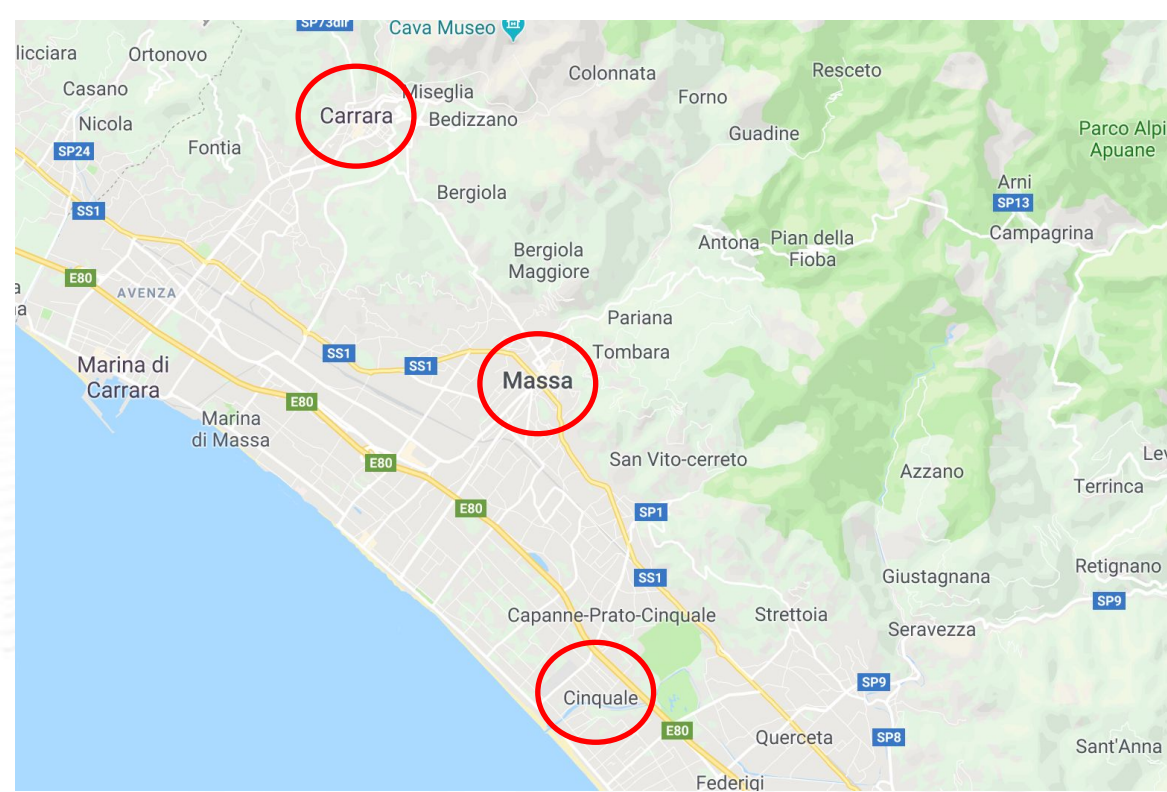


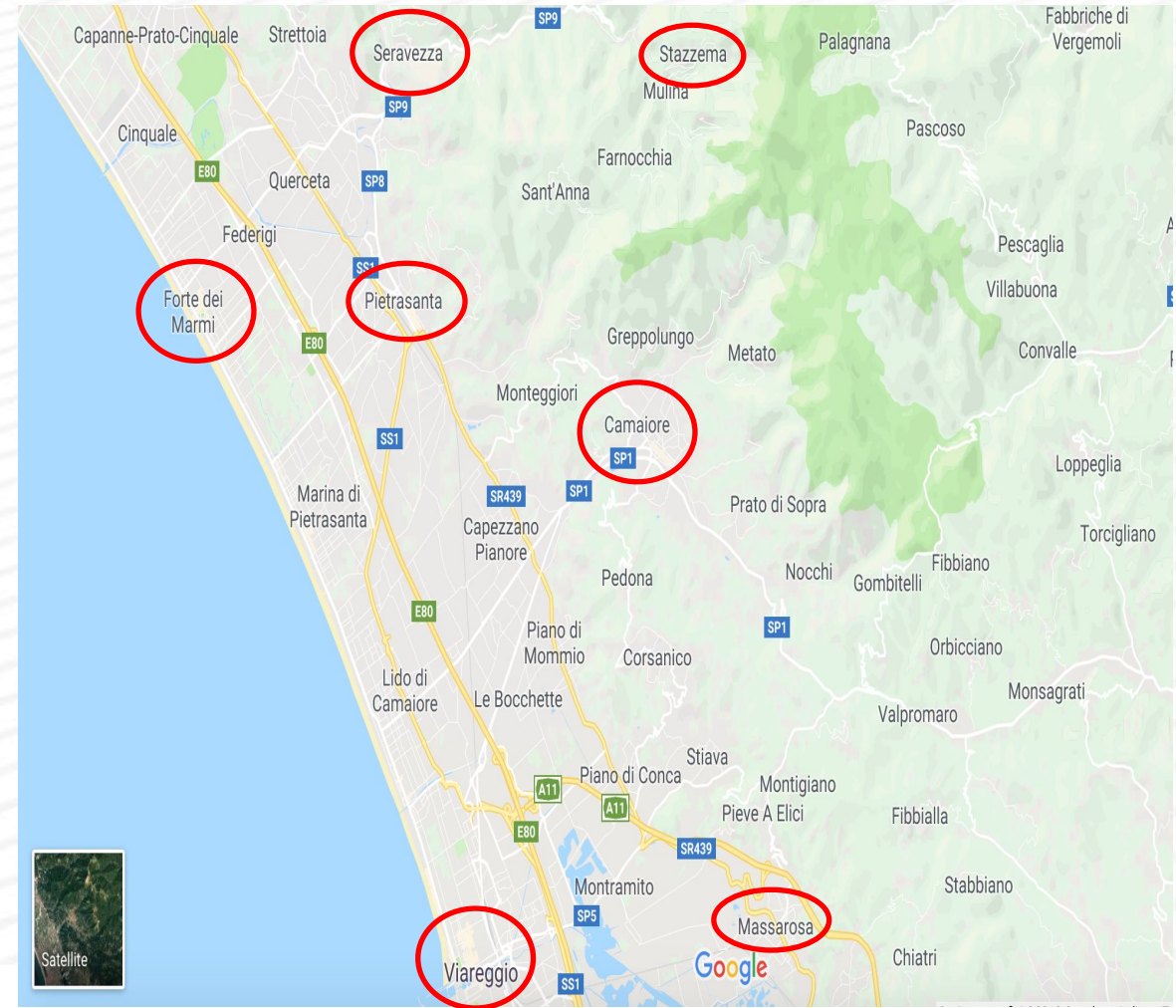
Confrontare per programmare: le azioni pilota del progetto MITOMED + in Versilia e Riviera Apuana

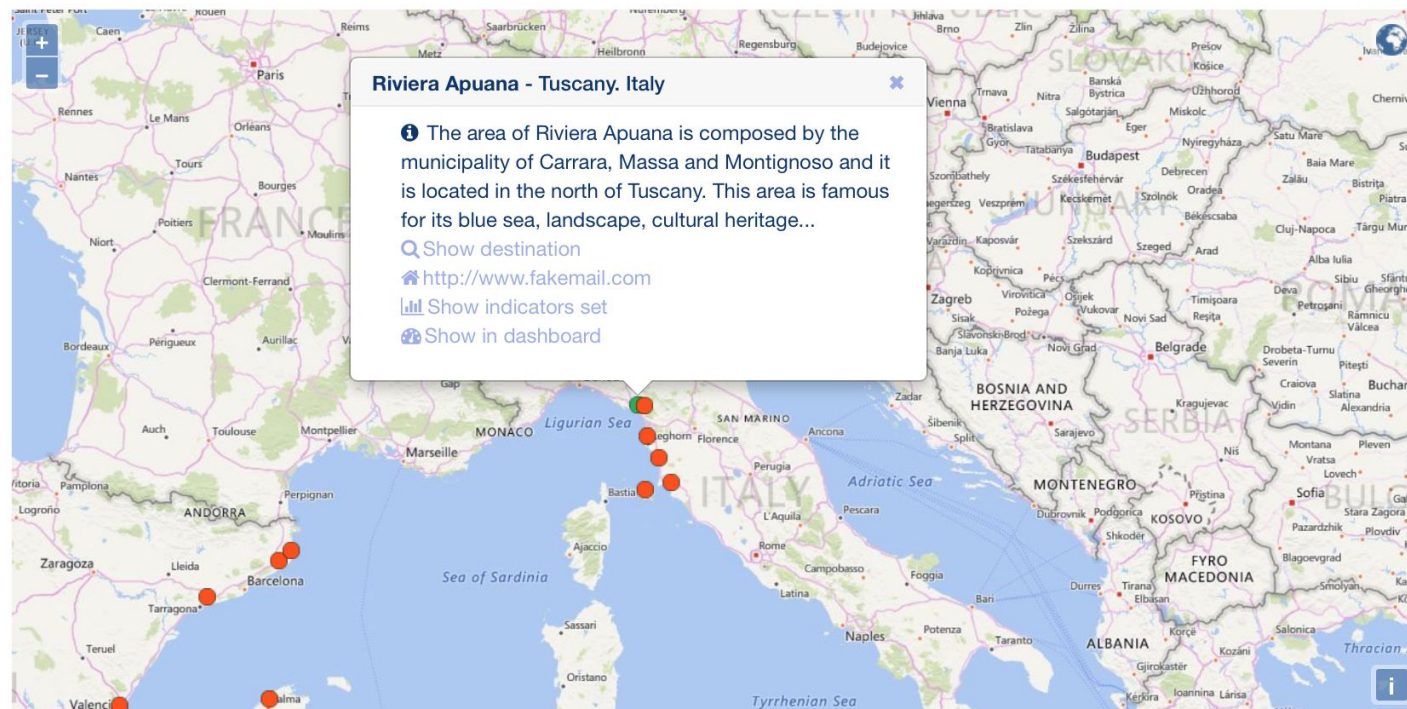
#DestinazioneMareVistaMonti
09 Ottobre 2018



Massa
 Carrara
 Montignoso
Riviera Apuana

Camaiore
 e
 Forte dei Marmi
 Viareggio
 Massarosa
Versilia
 Seravezza
 Pietrasanta
 Stazzema





Riviera Apuana - Tuscany. Italy



Destination: Riviera Apuana

Destination id

37

Name

Riviera Apuana

Region

Tuscany

Country

Italy

Description

The area of Riviera Apuana is composed by the municipality of Carrara, Massa and Montignoso and it is located in the north of Tuscany. This area is famous for its blue sea, landscape, cultural heritages and with marble caves. The coast is noted for its beautiful beaches some of this equipped but at the same time you can find free beaches. Carrara and Massa are famous thanks to the spectacular white marble caves that are unique in the world. Tourists can do an extraordinary experience in the caves and at the same time enjoy the blue sea. The strong tourist vocation of the Municipality of Montignoso has its point of excellence in the seaside resort of Cinquale, in an area where "Green beach model" will be implemented. Clear sea and equipped beaches are unforgettable scenery for many tourists, both Italian and foreign, who choose this stretch of Tuscan coast for a holiday in a spirit of relax, fun and quality of services.

High Season

In the Riviera Apuana area the high season is during the summer months (June-september). This area is famous for its beautiful beaches that offer quality services. Thanks to the natural heritage and the short distance from the sea, the Apuan Alps with the white marble caves are the paradise for nature lovers and excursionists.

Low Season

The low season is during the winter months. The winter and spring months are the perfect moment to discover the traditional villages, nature, white marble caves and taste traditional dishes. The Riviera Apuana area is a paradise for nature lovers and excursionists, in summer and winter, thanks to the rich touristic offers.

Population

141885.0

Total area

181.59

Coast length

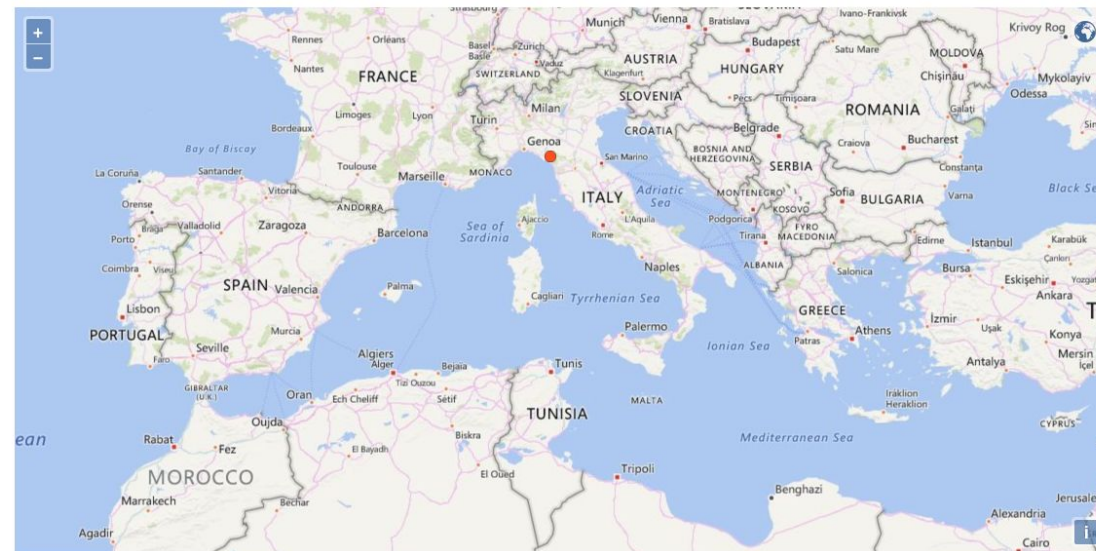
0.0

Website

<http://www.fakemail.com>

Location

Latitude: 44.00100074257688 **Longitude:** 10.10654048904388



Destination: Versilia

Destination id

22

Name

Versilia

Region

Tuscany

Country

Italy

Description

The territory of the Union of Municipalities of Versilia and the municipality of Viareggio is composed by 7 beautiful municipalities located in Tuscany Region. Pietrasanta is located 3 km from the sea and it is called the 'The little Athens' thanks to its artistic and cultural heritage. Its coastal village, called Marina di Pietrasanta, allows peaceful stay. Forte dei Marmi is an exclusive tourist destination along the coast. The municipalities of Seravezza and Stazzema are located few kilometers from the sea in slope of the beautiful Apuan Alps. Camaiore is a Romans city and visitors can choose if stay along the coast or inland. The municipality of Massarosa is located inland. It offers a different landscape from the other coastal municipalities and its famous lake of Massaciuccoli where the composer Giacomo Puccini lived and worked. Viareggio is characterized by its long sandy beach, natural heritage and it is surrounded by the majestic scenery of the Apuan Alps.

High Season

In the Union of Municipalities of Versilia and the municipality of Viareggio the high season is during the summer period (june-september). Every year many tourists, both Italian and foreign, choose this stretch of Tuscan coast for a holiday in a spirit of relax and quality of services. The area offer a wide tourist offer thanks to the cultural, natural and historical heritage.

Low Season

The low season is during the winter months. The winter and spring months are the perfect moment to discover the traditional villages, nature and taste traditional dishes.

Population

164723.0

Total area

438.18

Coast length

20,5

Website

<http://www.unionedicomuniataversilia.lu.it> <http://www.comune.viareggio.lu.it>

Location

Latitude: 43.9926044 **Longitude:** 10.22565485





Show indicator methodological data:

- Calculation
- Collection of the data
- Collection method
- Data format
- Results interpretation
- Understanding the threshold
- Definitions to clarify

Result interpretation

This is a complex indicator and it has several interpretations. The same value, let's say 25% of tourism contribution to the GDP, can be better or worst depending on the country's vocation and strategy, and the type of development desired. For this reason the decision is that the threshold will be defined as the average value of the EU (10,2% in WTTC 2017). Then a scale below and one over this threshold is defined as follows:

- Over
 - Up to 15% higher than the optimal: Good
 - From 16% and up to 30% higher than the optimal: Regular
 - Above 30% higher than the optimal: Not Good
- Below
 - Up to 5% lower than the optimal: Good
 - From 5% and up to 10% lower than the optimal: Regular
 - Below 10% lower than the optimal: Not Good

Come collezionare, calcolare e analizzare l'indicatore?

Year	Month	Season	Area	Indicator	Value
2017	(no month selected)	(no season selected)	(no area selected)		
04 b)				Proportion of tourism organisations (companies, businesses) in relation to the total number of businesses in the destination (%) ⓘ	8.0
04 c)				Proportion of active population working in the tourism industry in relation to the whole active population (%) ⓘ	4.8

04.B Proporzione delle organizzazioni turistiche (imprese, società) in relazione al numero totale di organizzazioni sulla destinazione

04.C Proporzione della popolazione attiva nel settore del turismo in relazione al totale della popolazione attiva sulla destinazione

Destination: Riviera Apuana

Area:

Global

Indicator:

01 | Percentage of destinations w

Periodicity:

Year

Destinations:

x Versilia

My destination

Comparative

Evolution

Ranking



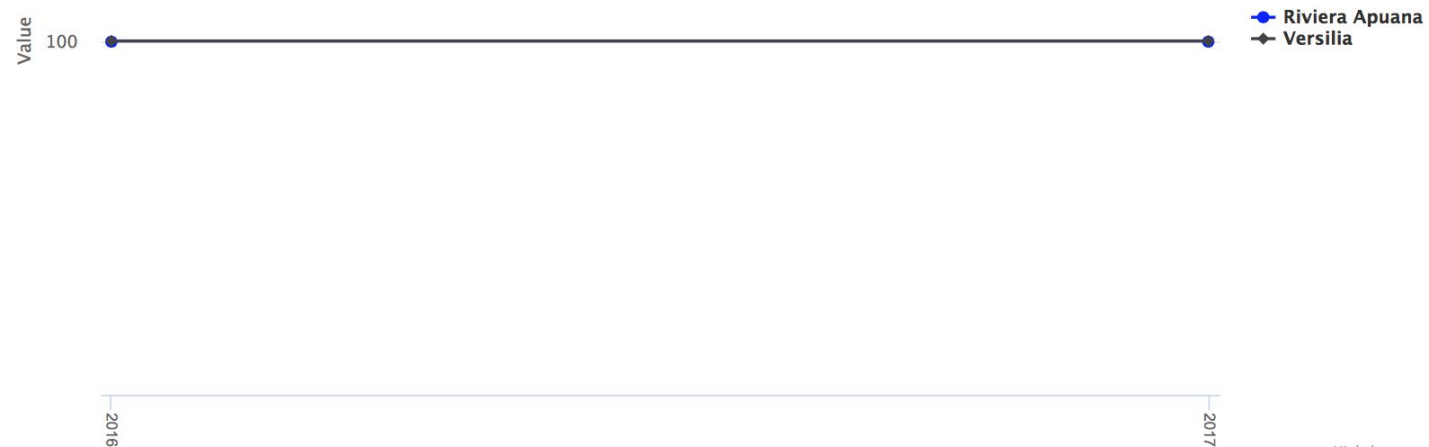
PDF

Excel

CSV

Evolution chart

01 | Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement.



Dashboard
Piattaforma

Destination: Versilia

Area:

Global

Year:

2017

Month:

(no month selected)

Season:

(no season selected)

My destination

Comparative

Evolution

Ranking















PDF

Excel

CSV

Union of Municipalities of Versilia and the municipality of Viareggio

Indicators

	Value	Variation	Alert	Threshold
14 Number of second/rental homes per 1 home (1 on 1 proportion) 	36.00	35.64		
15 Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognized accessibility schemes. 	54.00	0.00		
16 a) Number of cultural sites and practices under some protection label 	8.30	-0.03		
16 b) Number of cultural sites and practices acknowledged to be 'at risk' 	100.00	0.00		

Destination: Riviera Apuana

Area:
Global

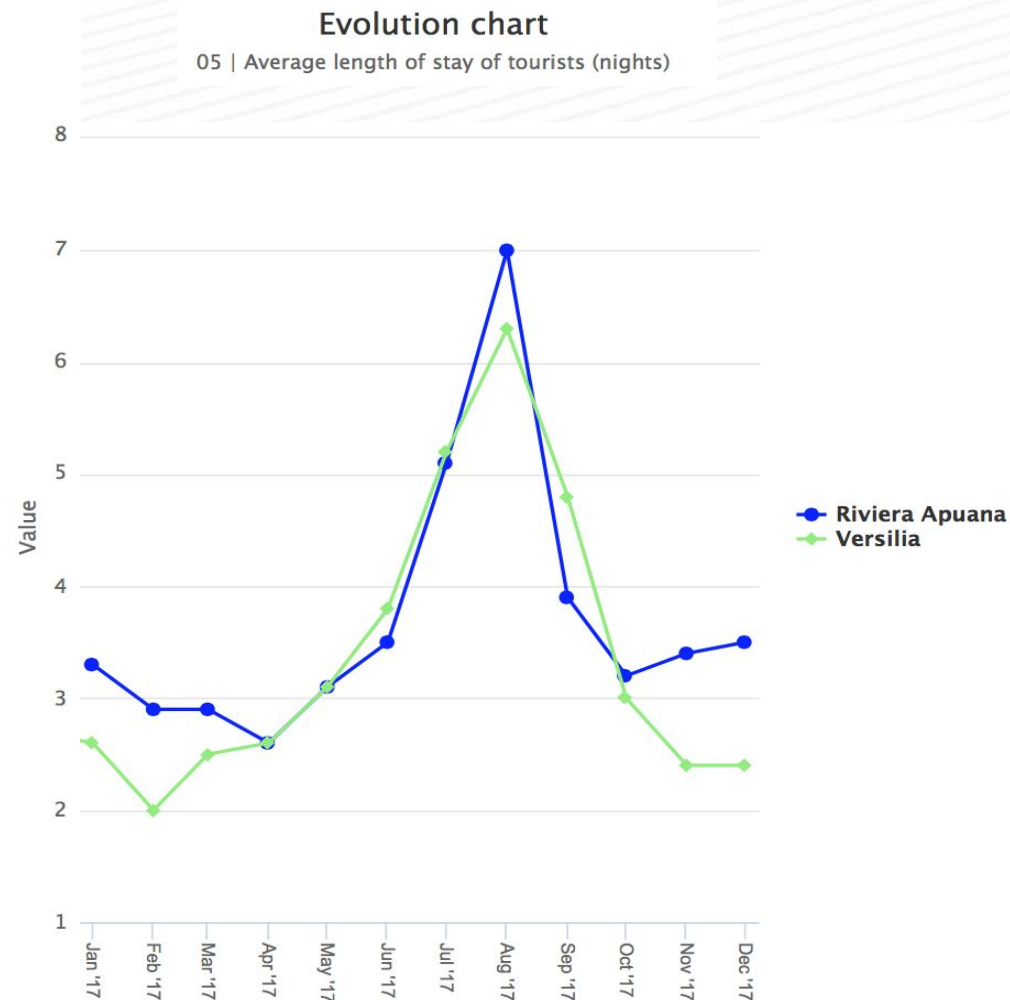
Indicator:
05 | Average length of stay of tou

Periodicity:
Month

Destinations:
x Versilia

My destination Comparative

Evolution Ranking



Indicatore 5: Durata media del soggiorno dei turisti (notti)

Destination: Riviera Apuana

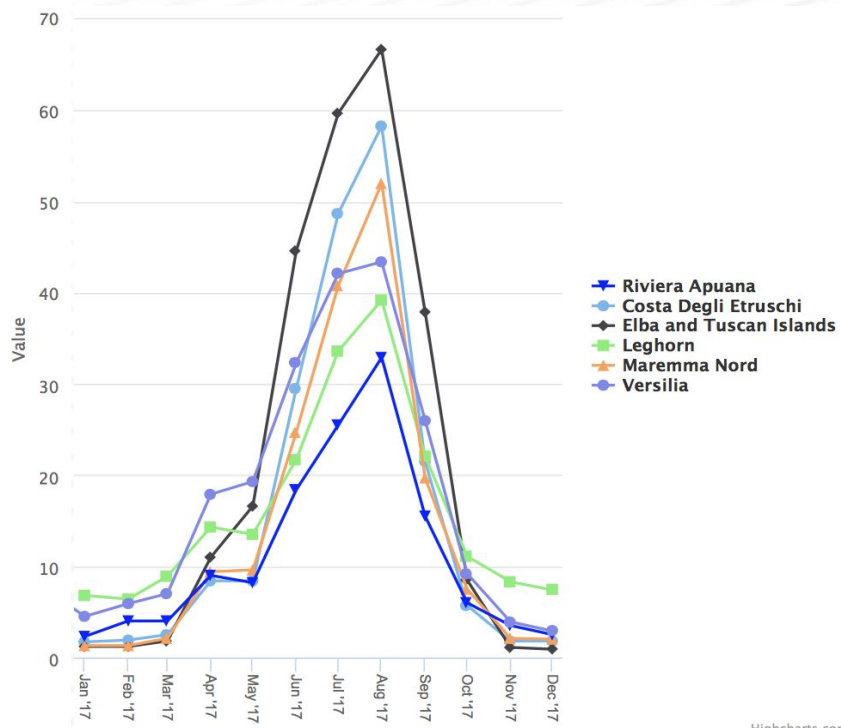
Area:
 Global

Indicator:
 07 | Occupancy rate in commerci

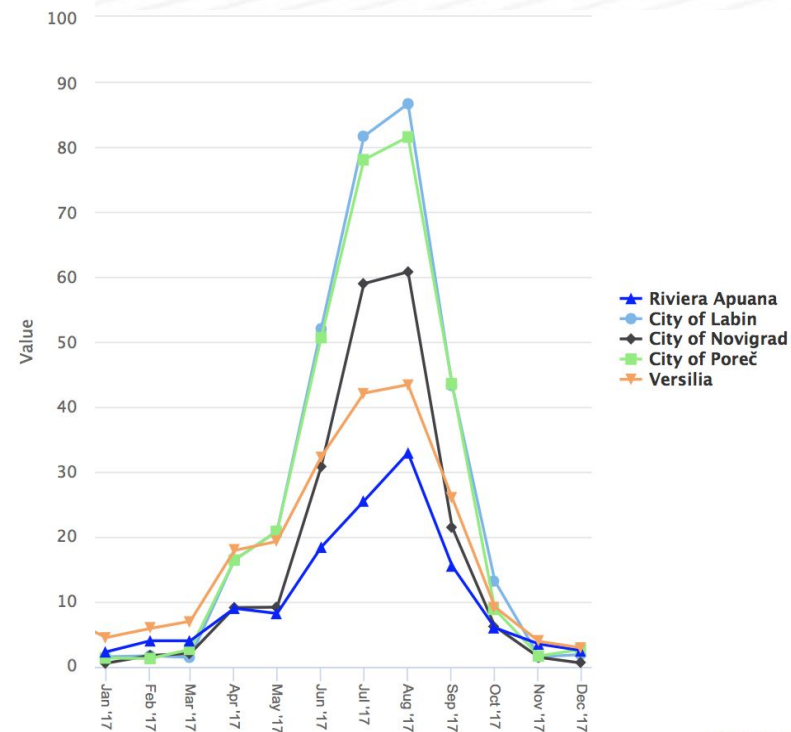
Periodicity:
 Month

Destinations:

- Costa Degli Etruschi
- Elba and Tuscan Islands
- Leghorn
- Maremma Nord
- Versilia



Highcharts.com



Highcharts.com

Destination: Riviera Apuana

Area:
 Global

Indicator:
 01 | Percentage of destinations w

Year:
 2017

Month:
 (no month selected)

Season:
 (no season selected)

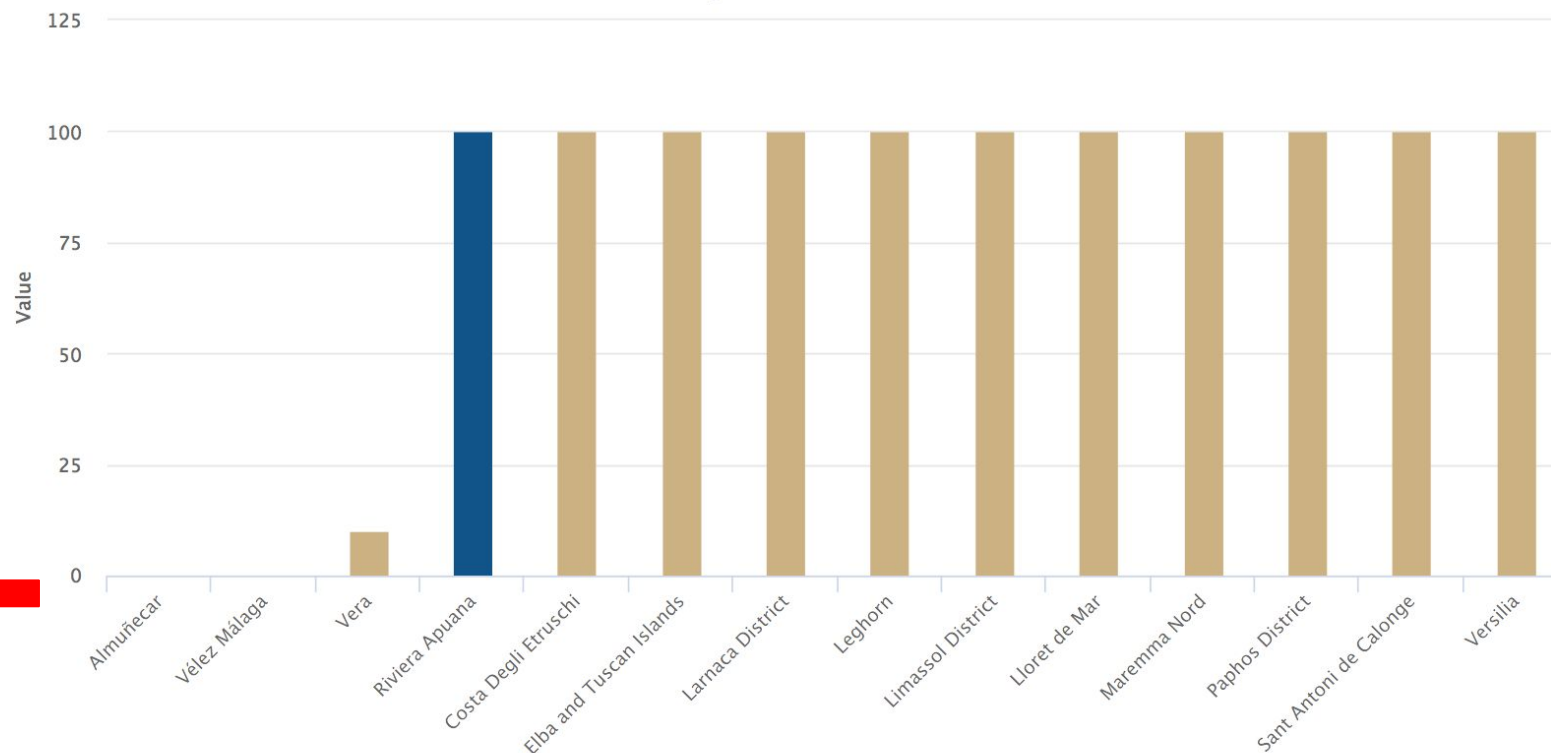
My destination Comparative

Evolution **Ranking**



Ranking chart

Indicator: 01 | Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control and evaluation arrangement.. Period: 2017



● Value: The higher the better

Highcharts.com



Destination: Riviera Apuana

Area:

Global

Indicator:

06 | Number of overnight stays p

Year:

2017

Month:

(no month selected)

Season:

(no season selected)

My destination

Comparative

Evolution

Ranking



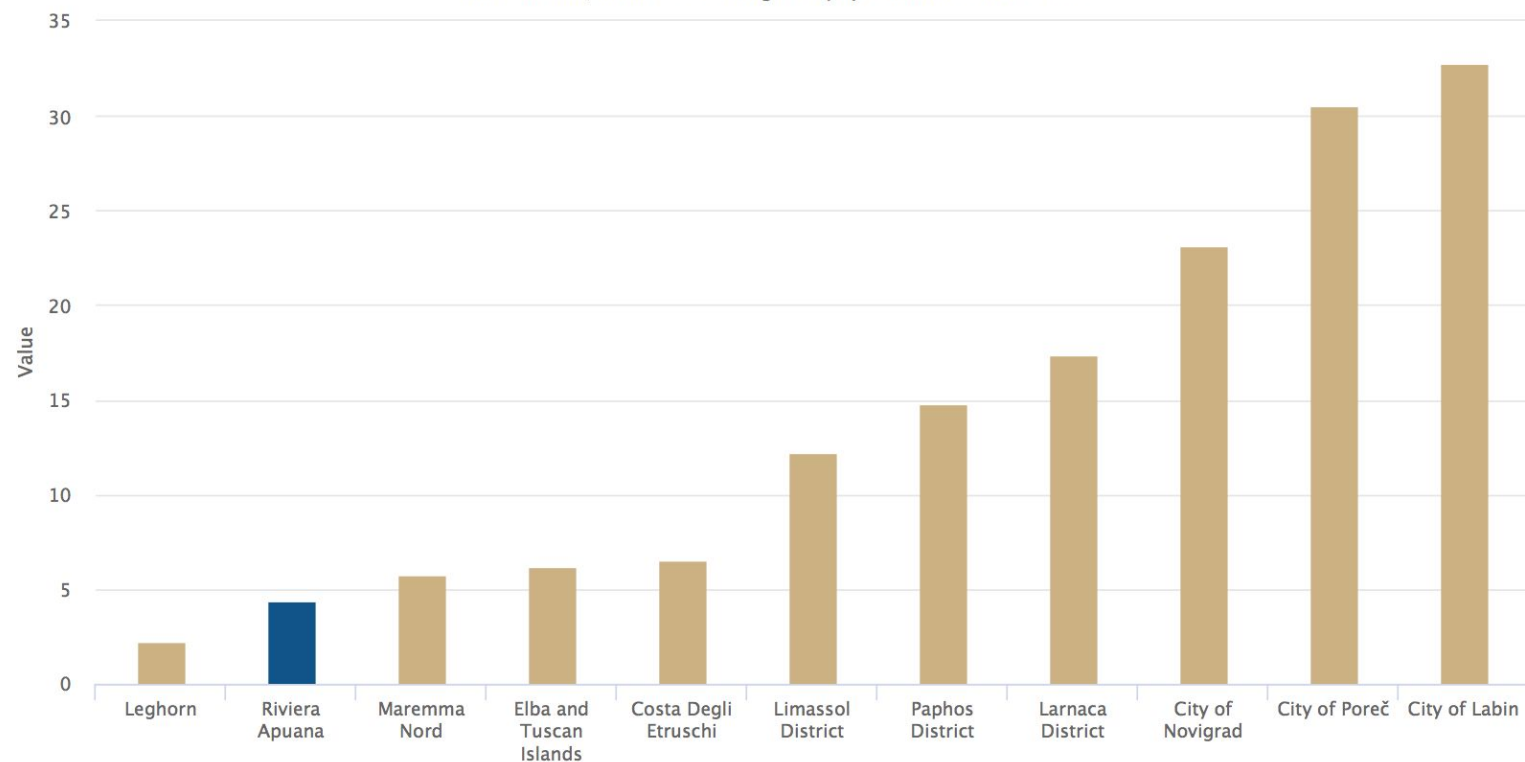
PDF

Excel

CSV

Ranking chart

Indicator: 06 | Number of overnight stays per month. Period: 2017



● Value: The higher the better

Highcharts.com

Destination: Riviera Apuana

Area:
Global

Indicator:
14 | Number of second/rental hor

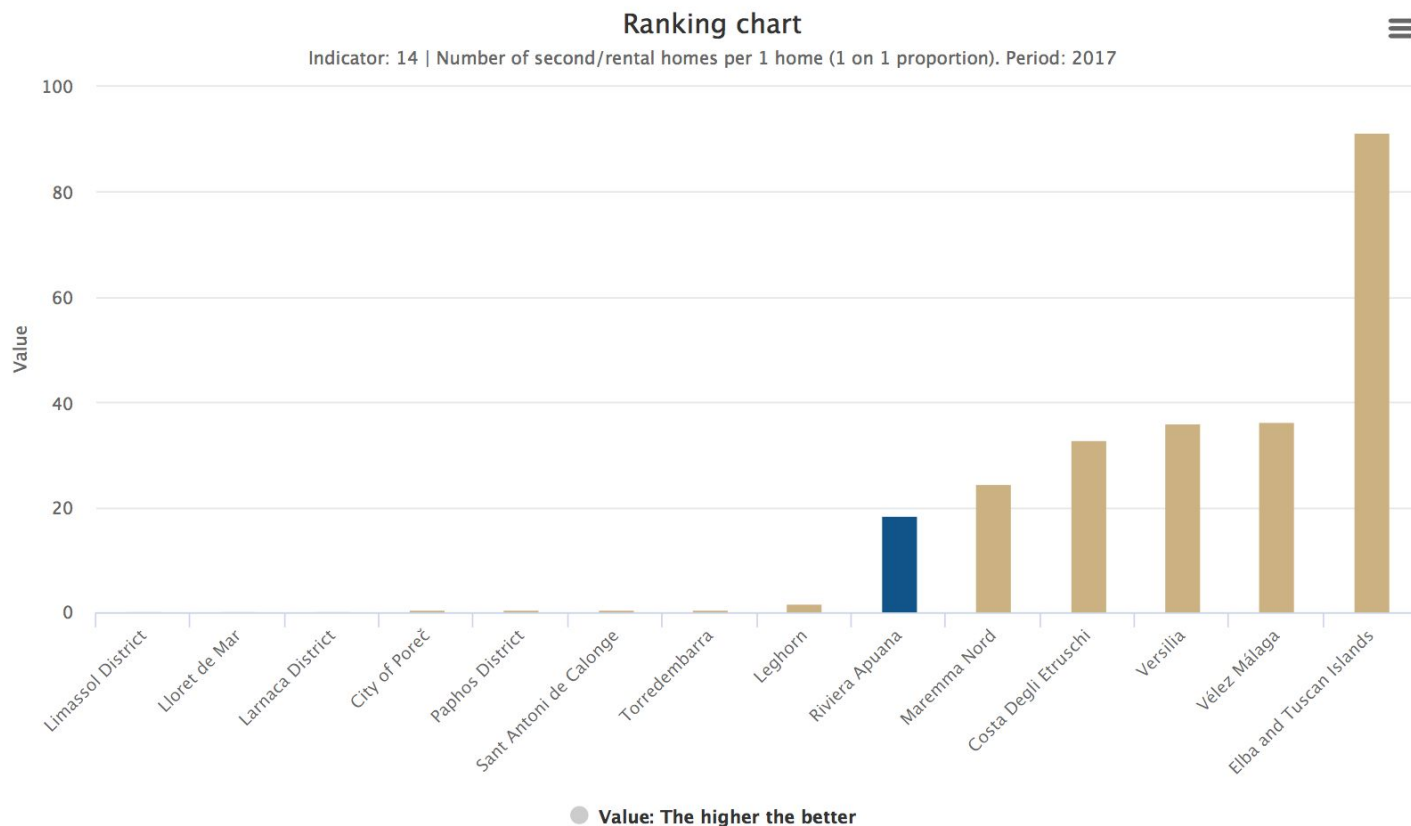
Year:
2017

Month:
(no month selected)

Season:
(no season selected)

My destination Comparative

Evolution **Ranking**



Highcharts.com

Destination: Riviera Apuana

Area:
 Global

Indicator:
 26 | Number of blue flags, EMAS,

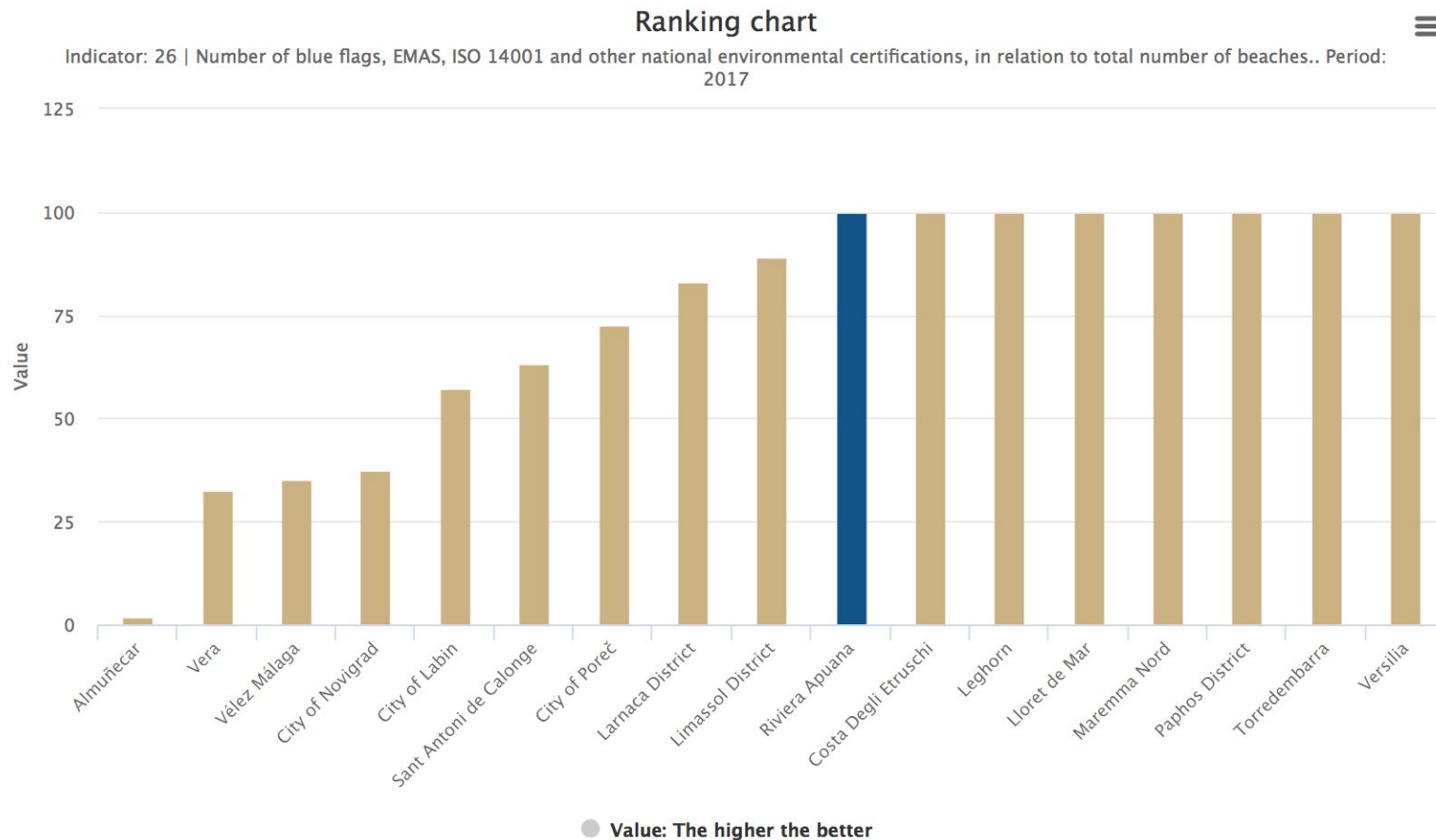
Year:
 2017

Month:
 (no month selected)

Season:
 (no season selected)

My destination Comparative

Evolution **Ranking**

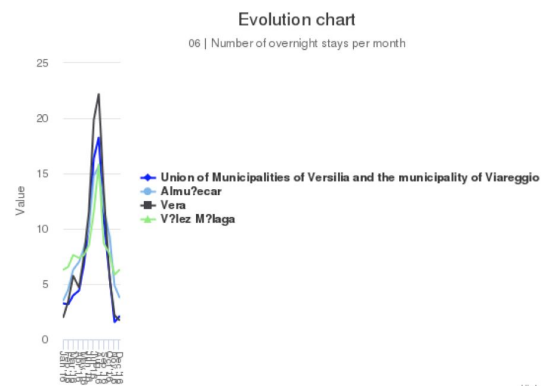


Highcharts.com

Indicatore 26: Numero di Bandiere blu, EMAS ISO 14001 e altre certificazioni ambientali nazionali, sul numero totale di spiagge



Union of Municipalities of Versilia and the municipality of Viareggio



Indicator Id	06	06	06	06
Destination	Almuñecar	Vélez Málaga	Vera	unicipality of Viareggio
January 2016	3.55	6.26	2.01	3.3
February 2016	4.55	6.55	3.43	3.2
March 2016	6.26	7.66	5.8	4.0
April 2016	6.98	7.37	4.7	4.4
May 2016	8.25	7.67	7.54	6.8
June 2016	10.15	8.53	11.55	10.4
July 2016	14.78	11.53	19.83	16.4
August 2016	15.65	15.84	22.23	18.3
September 2016	11.84	8.74	13.42	11.0
October 2016	9.34	7.68	5.54	5.7
November 2016	4.86	5.83	2.22	1.6
December 2016	3.78	6.33	1.73	2.1
January 2017				
February 2017				

Evolution

Indicator Id	06	06	06	06
Name	Almuñecar	Vélez Málaga	Vera	Union of Municipalities of Versilia and the municipality of Viareggio
January 2016	3.55	6.26	2.01	3.3
February 2016	4.55	6.55	3.43	3.2
March 2016	6.26	7.66	5.8	4.0
April 2016	6.98	7.37	4.7	4.4
May 2016	8.25	7.67	7.54	6.8
June 2016	10.15	8.53	11.55	10.4
July 2016	14.78	11.53	19.83	16.4
August 2016	15.65	15.84	22.23	18.3
September 2016	11.84	8.74	13.42	11.0
October 2016	9.34	7.68	5.54	5.7
November 2016	4.86	5.83	2.22	1.6
December 2016	3.78	6.33	1.73	2.1
January 2017				
February 2017				

Print chart

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Download PDF document

Download SVG vector image

Report in word

Excel

PDF

Grafici

Grazie per l'attenzione

<https://mitomed-plus.interreg-med.eu>



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