



Project meeting Ljubljana 11./12.3.2006



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# WP 9: Elaboration and Optimisation of Indicator Based and Qualitative Tools to Stimulate and Steer Regional Development





# Objectives of WP 9

- Elaboration of practical pilot tools for regional development in a selected problem area
- Elaboration and discussion of tools serving to stimulate and steer sustainable development in these particular environments
- Elaboration of a method adaptable to other European mountain areas
- Provide an overview of instruments supporting regional progress
- Elaborate proposals for tools facilitating transnational regional development

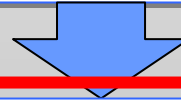


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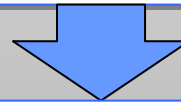


# Proposed working steps

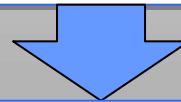
**A** Screening of regional development instruments



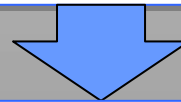
**B** Request for sustainable development at regional level



**C** Analysis of instruments



**D** Proposal, further development and new design of instruments



**E** Feed back from workshops and optimisation of instruments



# Definition

## **”regional development instrument”**

any instrument which is dedicated for intentional stimulation and steering of regional development

### **Instrument:**

- mainly used in spatial planning,
- “soft instruments” / “hard instruments”
- legal frames
- Use of different financial sources / funds

### **Tool:**

often used as a synonym for instrument

### **Measure:**

- difficult to differentiate from instruments as often both terms are mixed up;
- Suggestion: “measure” is an individual action taken to implement specific things (e.g. construction of bike lanes, signposting hiking paths)



# Draft compilation of instruments in Germany

## (Traditional) Regional Planning „Hard instruments“

- Hierarchical planning system (federal, country, district, communal level)
- Priority areas
- Central town concept
- Development axes

## Regional Development „Soft instruments“

- Regional development concepts
- Development of „regional identity“
- Common marketing
- Cooperation with local actors (round tables, regional conferences)

## Economic instruments

- Taxes
- Subsidies
- Incentives

## Legal instruments at different administration levels

- Planning law
- Land use law
- Protection of sites



# Draft compilation of instruments in Germany

## Examples for tourism

- Tourism policy concept of the Bavarian government
- Support of recreation facilities in natural environment and of horticultural shows
- Regional business development with commercial tourism promotion
- Development of public tourism infrastructure
- Bavarian environmental signet for hotel and restaurant industry
- Tourism development by objective 2 funds
- Bavarian Tourism Marketing GmbH





# Preliminary typology of instruments



## Preliminary typology of instruments

Planning instruments	Economic incentives	Marketing incentives	Legal instruments	Soft instruments / Participation and cooperation
e.g. landscape development plans	e.g. financial aid in agriculture	e.g. creation of labels	e.g. spatial planning legislation	e.g. LEADER+



# Example winter tourism

## Defining a main issue, for example:

Declining winter tourism due to global change

## Finding phenomena:

- Declining occupancy of accommodations,
- decrease in number of arrivals,
- Decrease of employment possibilities
- Afforestation of ski runs, etc.

## Defining the objectives:

- Finding economic substitutes for winter tourism,
- new employment possibilities,
- Elongation of summer tourism offers etc.

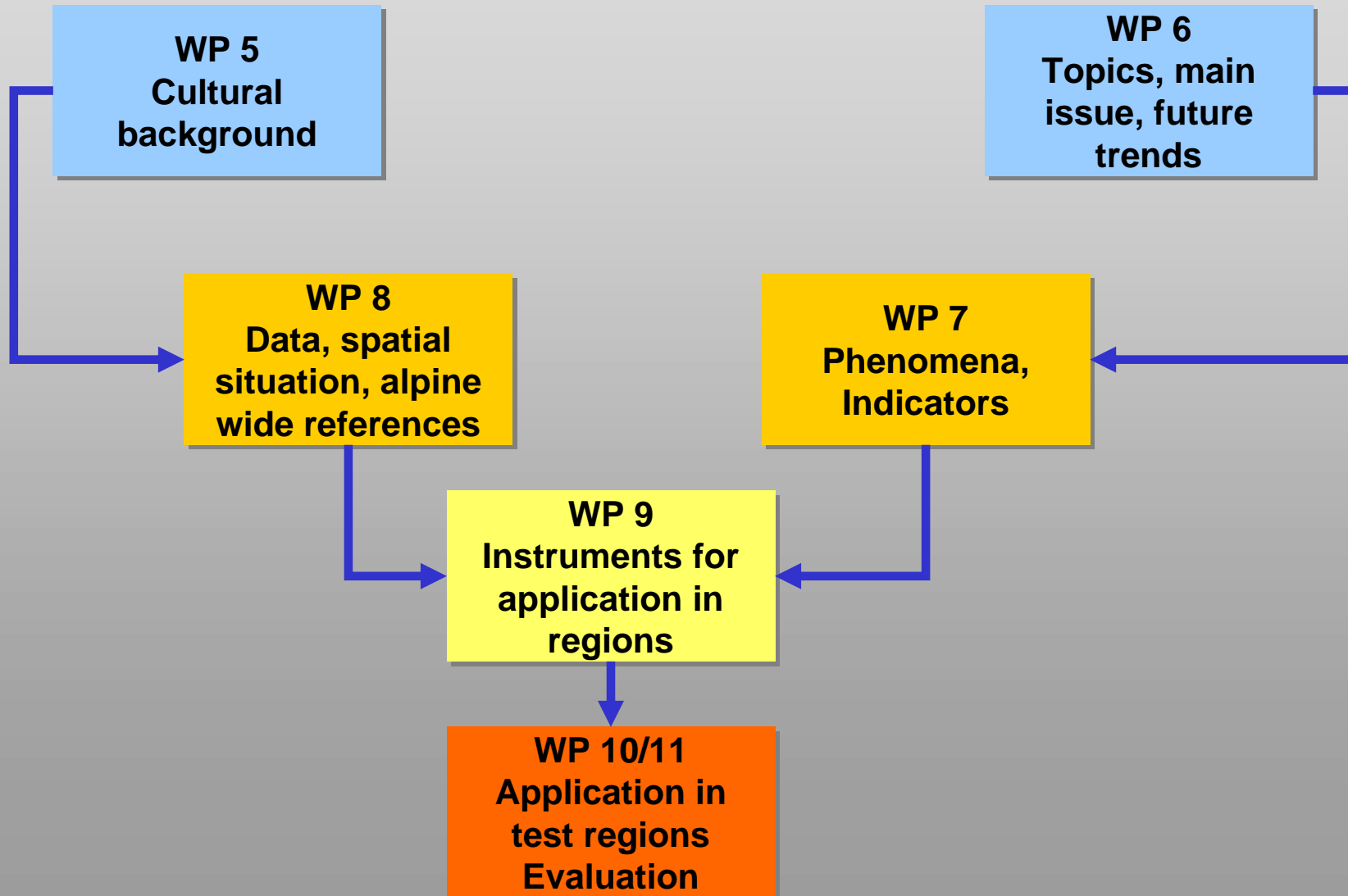
## Identification of instruments and measures:

- Regional marketing
- Incentives for new enterprises
- several single measures in dependance on the possibilities of the test regions





# Increasing orientation towards practice



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## Proposed Schedule

# Proposed further steps

04/06

to

07/06

08/06

09/06

11/06

02/07

- Information on subjective perceptions of stake holders towards dimensions + factors of influence for selection of instruments (from WP 8)
- Evaluation of promising development projects / literature
- Refining the typology of instruments
- Development of guidelines for further investigation of instruments by partners
- Completion of instruments for the selected sector / main issue (input from the partners)
- Analysis of the compiled instruments (measurability, success criteria)
- Selection of suitable instruments and measures for the test regions
- Transfer and application of instruments and measures in the test region (WP 10)

**Main issue?**



# Open questions - discussion

- Can instruments be selected and evaluated without knowing what the objective of the desirable development is ?
- May we face contradicting objectives (and instruments) ?
- In which WP / by whom are such objectives defined ?
- How to deal with not measurable instruments ?
- What is the size of the region we assume to deal with ?

