

# XVI Riunione Scientifica SISTUR

## Area tematica: Fuoco

### Abstract

## Tourism competitiveness: a comparison between European Regions

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Tourism represents a significant portion of the economy of European countries and is one of the fastest-growing sectors in terms of demand. This growth is driven by better living standards for a substantial part of the global population, particularly in Asia, and by the ease of air travel, which has led to an exponential increase in available destinations and a significant reduction in costs.

In this work we propose an analysis of tourism competitiveness in the 98 regions that make-up the four main EU tourism destination countries: Germany, France, Spain and Italy. Together, these four countries account for over 60% of the EU's nights spent at tourist accommodation establishments.

The analysis conducted has led to the development of a composite indicator capable of characterizing European regions at the NUTS2 level for their degree of 'tourism competitiveness'.

Specifically, the composite index capable of distinguishing the 98 regions of the EU4 area (Germany 38, France 22, Spain 17 and Italy 21) by their degree of 'tourism competitiveness' (RTCI) has been updated, with respect to three different dimensions of the tourism phenomenon summarised by three sub-indices, with demand expressed by the Regional Tourism Performance Index (RTPI), supply in terms of facilities and dedicated personnel measured by the Regional Tourism Structure Index (RTSI) and the degree of tourism intensity expressed by the Regional Tourism Intensity Index (RTII).

An in-depth analysis is dedicated to the trend of the RTCI over the five years from 2018 to 2022: as will be seen, the collapse of tourist flows in the two-year period 2020-2021 led to an upheaval in the regional rankings in these two years and also left its mark on the rankings for 2022 when, despite the return to normality, there were various changes in the level of tourism competitiveness of the regions compared to the pre-pandemic period.

Finally, the results for the regions of Southern Italy are presented, both with reference to the four indicators developed for 2022 and looking at the five-year trend of the tourism competitiveness indicator (RTCI).