Connecting Geospatial data with «Smart Business»

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The globalization of markets and free enterprise have had, in the last twenty years, an incentive role for the commercial development in almost all industrialized countries and in the developing ones.
The economic flows resulting from certain initiatives, in the absence of viable and sustainable market space, involve consequences on both local and regional social situation or on induced socio-economic and political reflections.

The "Smart Business", consisted of a platform of strategic choices in terms of commercial investment, is based on forecasts of concrete and reliable information of market potential obtained through the use of GIS.
In practice, in the detection step, it is possible to reconstruct a system constituted by both information already available and information sought specifically. The result provides a fairly accurate picture given the non-changeability of the information in the short term of information more influential.

The GIS has the function to indicate the basic data that determine vocations and weaknesses of the territory to verify the advantages and disadvantages of each productive investment at regional level "Smart Business"
Expansion of the historical settlement
Dense compact settlement recently formed
Settlement of the valley or along roads market
Production settlement
Trade settlement
Large equipment
Harbor/Airport/inter port

Municipalities with a population greater than 20,000 inhabitants
Municipalities with a population of less than 2000 inhabitants
Municipalities with a population between 1000 and 2000 inhabitants

Settlement System

Transfer infrastructure networks

Highway
Freeway
Highway
Territorial road
Side road
Railroad
Coastal bike path
Airport
Harbor
Train station
Inter port
Car port
Environment and System of protected areas

Population density and urban demography
Demographic trends

Municipalities classified according to the number of inhabitants

Municipalities classified according to the rate of population growth

Increase of more than 15%

Quality agriculture and food and wine sectors of excellence

Areas of agricultural production with high profitability
- Winegrowing
- Olive growing
- Horticulture

Intensive agricultural food production with high profit
- Poultry
- Sheep farms

Typical food and quality food products
- Cold cuts and sausages
- Cheese and dairy products
- Liquorice
- Saffron D.O.P.

Municipalities of the circuit "Res Tipica"
- City of chestnuts
- City of truffles
- City of cherry
- City of lentil
- City of honey

District of pasta

Major brand transformation of the food chain
Structure of the production system

Percentage of employees in the SME on total employment of manufacturing for local labor systems

- Less than 40%
- Between 40% and 44%
- Between 44% and 47%
- Between 47% and 50%
- Between 50% and 55%
- Between 50% and 55%
- Between 60% and 65%
- More than 65%

Local units with more than 250 employees in the various sectors

- Manufacturing
- Construction
- Logistics

Multinational corporations with local units in the Abruzzo Region

- Automotive
- Chemical and pharmaceutical
- Production/construction
- Metallurgy and mechanical/precision engineering
- Paper/printing and editorial
- Textile and clothing

Abruzzo brand in different sectors (pocket multinationals)

- Food
- Furniture and household products
- Metallurgy and mechanical/precision engineering

Higher education, research and development, innovation

Systems of local labor (SLL)

- Total number of patents
- Number of patents in the field
- Leader, control and mechanism of the branch
Intangible infrastructure (development of digital)

Covering digital network (broadband):
- Very high
- Fair or good
- Poor or inadequate
- Nothing

System of energy production from renewable sources

- Power
  - National power line 230 kV
  - Strategic power line 380 kV
  - Local adductors
  - Nodes

- Wind power
  - Municipalities with wind farms
  - Wind farms

- Hydropower
  - Municipalities with hydroelectric power plants
  - Hydroelectric power plants

- Photovoltaics
  - the largest producers of photovoltaic energy
  - Municipalities with power between 5 and 10 MV
  - Municipalities with power between 2 and 5 MV
  - Municipalities with power more than 2 MV
  - Municipalities with power less than 1 MV
  - Municipalities with the absence of photovoltaics
  - Shallow geothermal energy plants
System characterization of tourist accommodation

- Capacity of receptivity farms
- Municipalities with number of beds exceeds 3.5/1000 AB
- Municipalities with number of beds under 3.5/1000 AB
- Municipalities without farm holdings

Capable of tourism in the Abruzzo Region:
- High (from 30 to 100 on 100 AB)
- Medium/High (from 22 to 30 on 100 AB)
- Medium/Low (from 10 to 22 on 100 AB)

Basics touristic specialized:
- Winter touristic resort
- Summer touristic resort
- Spa touristic resort

Capable of tourism refers to:
- Hotel accommodation and other accommodation (number of beds)
- Tourism in accommodation
- Number of second homes (registration data)
- Number of structures of services to tourism (bars, restaurants)

Settlement. Connections and Gravitations

- Internal connections to the areas of settlement
- Settlement System
  - Highway used for significant internal relations
  - Territorial structuring the settlement
  - Local influential dynamics settlement
  - Weak of service to remote areas

- External connections to the areas of settlement
  - Strong highway (used for relevant external relations)
  - Road hybrid (for the relationship between several neighboring areas)
  - Road weak (altitude, seasonal and/or uncomfortable)

- Connections to/from areas outside the region
Areas outside the region gravitating on Abruzzo Region
Areas outside the region of attraction of the Abruzzo Region

Areas of Settlement and Territorial Centrality

- Municipalities with a population of less than 1000 inhabitants
- Municipalities with a population of less than 2000 inhabitants
- Settlements in municipalities with a population greater than 2000 inhabitants

Areas of Settlement and Territorial Centrality

- Functional urban areas
- Strategic Vision of the Settlement System
- Strong cities
- Territories on the rise
- Urban polarities of intermediate level
Our research has produced the following thoughts:
- The planning investments based on the concentration of consumers is not always convenient also in relation to the subsequent concentration of competition and high market supply;
- The demographic shift towards the islands of ease economic creates imbalances to the balance of the land between the metropolitan territory (with increasingly high concentration of inhabitants) and the suburban ones that becomes increasingly marginal and abandoned;
• The loss of importance of historic centers to the benefit of the economic ones constitutes a danger to the cultural heritage and to the loss of well-being;
• The spatial information available should be used as best as possible, optimizing their ability to trigger mechanisms of development of the economies;
• The situation of general economic crisis makes it convenient to invest where the local context is better able to ensure adequate and stable investment convenience;

The economic choices are winning if based on the vocation of the different types of territories: “Smart business”
Thank you for your attention

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