



## Italian Tourism Days | XXI Edition

### SUSTAINABILITY and TOURISM

SPECIAL SESSION

#### **The Regeneration of Local Communities through Touristic Development**

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*The session focuses on proximity tourism as a main lever to support, also in marginal and inner areas, sustainable processes of local development. Key issues in the session are: Proximity Tourism and the local ecosystem; Proximity Tourism and the local economic system; Proximity Tourism and the local society. Contributions about interregional and international tourism that discuss the touristic attractiveness of the local territorial system are also considered. [mariagiuseppina.lucia@unito.it](mailto:mariagiuseppina.lucia@unito.it); [francesca.rota@unito.it](mailto:francesca.rota@unito.it)*

#### **1. Turismo enologico e sviluppo ecosostenibile, Viviana D'Aponte (Università di Napoli Parthenope)**

Nell'insieme delle trasformazioni che, nell'ultimo ventennio, hanno investito la domanda turistica, un aspetto di assoluta rilevanza va attribuita al valore "esperenziale". Tale tendenza si traduce in una crescita significativa di alcune tipologie di turismo, prime fra tutte le forme incentrate sull'appeal naturalistico e nelle relative interazioni con il territorio e le connesse tradizioni culturali e materiali. Il contributo intende mostrare come il turismo del vino possa rappresentare per l'Italia un importante strumento di differenziazione competitiva, particolarmente interessante nei confronti di alcune destinazioni distribuite in aree interne e in contesti topografici particolari, costituendo allo stesso tempo un'occasione di sviluppo basata su fattori ecosostenibili per le aziende del territorio. In termini di politiche attive del turismo, l'opzione "turismo enologico delle aree interne" contribuisce a completare l'offerta turistica del Paese inserendosi proficuamente all'interno di un panorama dominato dall'assetto polarizzato intorno al binomio mare- cultura che aggrega i flussi in direzione delle più affollate destinazioni turistiche costiere.

#### **2. The contribution of forest tourism to community building and local development. Francesca Silvia Rota, Maria Giuseppina Lucia (Università degli Studi di Torino)**

Environmental studies show that forests support biodiversity, climate change mitigation, and ecosystem services. Moreover, regional and territorial studies have shown that forests contribute to local economic growth and residents' well-being and identity. Given these premises, the paper analyses how the touristic exploitation of forests can contribute to community building and local development processes. More specifically, the paper analyses the touristic exploitation of two protected forest areas in Piedmont (the safeguarded areas of Bosco delle Sorti la Communa and Bosco delle Sorti la Partecipanza) to discuss the potentialities of forest tourism as a lever of local development and community building. Finally, the results of the analysis conducted on these two case studies are discussed to derive the potential implications of forest tourism for both proximity tourism, forestry science and the affirmation of a novel approach to forest development and planning.

#### **3. Cultura e turismo per la rigenerazione di aree fragili, Giorgia Iovino (Università degli studi di Salerno).**

Il lavoro prende in esame alcune esperienze di gestione di beni culturali in disuso da parte di imprese del terzo settore, organizzazioni ibride che, pur assumendo forme giuridiche diverse, si distinguono rispetto ad altre forme di impresa per l'adozione di un modello di governance aperto ed inclusivo, volto a intercettare i bisogni locali e generare welfare territoriale (Euricse, 2016, 2020; Mori e Sforzi, 2019; Borzaga e Zandonai, 2009, 2015; Consiglio e Riitano, 2014). L'ambito indagato è quello della città di Napoli ed in particolare del suo centro storico, da alcuni anni interessato da intensi processi di turistificazione che stanno producendo non poche esternalità negative (Iovino, 2021, 2022). Questo rende particolarmente interessante guardare alle esperienze di turismo di comunità avviate in alcuni sub ambiti della città. Più specificatamente l'intento perseguito è quello di: a) proporre una riflessione sui diversi modelli di sviluppo turistico presenti nella

città partenopea; b) ricostruire, attraverso l'utilizzo di metodologie prevalentemente qualitative (analisi documentale, osservazione diretta, interviste semi-strutturate) le caratteristiche, la storia, i modelli gestionali, le attività svolte, le ricadute territoriali e le relazioni attivate dalle realtà indagate, al fine di valutare se e in che misura queste esperienze di rigenerazione dal basso siano capaci di produrre una nuova coscienza del luogo e nuovi legami di comunità e al tempo stesso attivare percorsi di valorizzazione turistica community driven.

#### **4. The nature-based solution as a tool for innovation in the proximity tourism: an investigation involving young generations, Alessandro Bonadonna, Luigi Bollani (Università degli Studi di Torino)**

Nature-based solutions (NBSs), on the one hand, help address socio-environmental challenges to bring man-made areas closer to a natural environment and can be a key tool to achieve this goal even in an urban context; on the other hand, NBSs can be a useful tool to identify new solutions to improve the tourist attractiveness of a specific area. However, there is little evidence that the presence of NBSs in urban cities can attract the younger generation, and therefore, the present study investigates the younger generation's interest in NBSs and related tourism attitudes. To this end, a survey was administered and 1,543 questionnaires dedicated to specific NBSs in Turin (north-western Italy) were collected. The results show differences according to gender and age. In addition, the findings provide some insights for stakeholders, help decision makers to define the development of NBS sites and target potential visitors. Further research on the topic is suggested.

#### **5. Resources for tourism sustainability in the inner area of Val di Vara (SP), Antonella Primi, Enrico Priarone (Università di Genova)**

The contribution proposes the study and evaluation scheme of some proximity tourism initiatives implemented in recent years in an inner Ligurian area, with a view to further proposals to be implemented in a research project. The study area is the upper Vara valley, in the province of La Spezia, located in the wider inner area of the Val di Vara, which for about thirty years has witnessed a constant decline in population and production activities related to agriculture and trade, especially in more peripheral municipalities and hamlets (SNAI, 2020). To respond to this trend, in recent years municipal administrations and local communities have launched various initiatives related to the area (including the Biodistretto Val di Vara in 2013), in which the creation of proximity tourist routes is central (such as the Wellness Ring in the municipality of Maissana). Tourist flows have almost always been increasing between 2010 and 2019 and the valley benefits from its proximity to coastal towns and the Cinque Terre, but the route seems to be in a starting phase and with a direction yet to be defined through interaction between the different administrations.

#### **6. Rural Development Programmes and Local Action Groups: an indirect way to implement tourism in rural local systems?, Luca Simone Rizzo (Università e-Campus, Italy), Raffaella Gabriella Rizzo (Università Cattolica del Sacro Cuore di Milano)**

In this historical period there is a considerable ferment in the concertation of actions to be carried out in favour of the attractiveness of rural areas. It is due to the redefinition of the CAP policy strategy scheduled for 2023/2027. The Rural Development Program (RDP) and the Local Development Plans (LDPs) of the LAGs are being redefined. The contribution intends to analyse the previous strategies 2007/2013 and 2014/2022 to understand to what extent the territories have evolved thanks to the action carried out by the Local Action Groups and if any evolution has led to a regeneration - at the local level - of territories both from the point of view of infrastructures dedicated to tourism and the communication of the identity of the places for tourism purposes. In carrying out the study - which is intended to be a continuation of the analysis recently conducted and presented at the IGU Congress in Paris (July 2022) - the relationship between the LAGs and the beneficiaries of the aid granted is taken into account. The relationship is investigated through a qualitative mixed methodology on the one hand, with open and / or semi-structured interviews, quantitative on the other with a focus on the nature of the beneficiary in correlation with the intervention granted / carried out. The Veneto Region (with its key projects) - the first Italian region for tourist overnights - is examined, focusing on some virtuous LAGs.