

## CAIRO'S HISTORIC CENTER – RESTORATION AND REHABILITATION: PRINCIPLES AND EXPERIENCES

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### INTRODUCTION

**Il Centro Regionale per la Progettazione e il Restauro** (C.R.P.R.) is the Research Institute which has been entrusted by the Sicilian Region for the responsibility related to the research and activity on the field, which is specifically aimed at the conservation and proper use of the Cultural and Environmental Heritage located within the boundaries of the Sicilian territory. The research activity as well as the investigations which have been carried out by the Institute, have simultaneously involved both the diagnostics and the monitoring phases which, in turn, have been tailored for each single specific cultural property and were also conveniently adjusted and fitted according to each range of risk and consistent process of deterioration which had been involved. Any planning stage and any subsequent realization of restoration interventions, throughout the Institute activity, has been supported by the definition and realization of planned conservation procedures. A similar task and engagement has been offered by the C.R.P.R. along the past few years, in the field related to the promotion and realization of educational and training activities focused on the various aspects connected to restoration and conservation; It has also involved another important aspect regarding the dissemination of results achieved in this field, undertaking the task of spreading the awareness and attention on such issues which are shared on a regional, national and international scale.

It is within this framework that we can refer the Protocol of Agreement that the Governorate of Cairo has drawn up with the Sicilian Region on the issues regarding the Conservation of the Cultural Heritage present in the Historic Center of Cairo, and that involves the C.R.P.R. for its technical and scientific realization.

The activity that has been carried out, so far or that is to be provided by the Sicilian Institute, can be summarized in some research areas:

1. Expedition investigation methodology to understand the urban features of the historic Cairo.  
Criteria and tools and definition of guidelines for the upgrading of the historic buildings in Cairo.
2. A possible city plan for the urban rearrangement of *Ataba Square*
3. Criteria and ways for the restoration of the Governor Palace.
4. Rehabilitation patterns to relive and restore the city Markets.
5. Sharing training courses addressed to the restoration and conservation of historic architectures.
6. Strategies for the realization of what is stated in article 4 of the Agreement drawn up between the Sicilian Region and the Cairo Governorate:
  - Planning the establishment of a **Center for the Urban Heritage Management** in Cairo for the purpose of creating archives regarding suitable areas and architectures which make up the architectonic and urban heritage in the territory of Cairo, while, at the same time, it should be arranged and supplied in order to act as a permanent Training Center.
  - Planning a Training Center for Restoration and Rehabilitation in Cairo, addressed to workers, architects, and engineers specialized in methodologies and techniques of restoration as well as on social and cultural regeneration of the Historical and Cultural Heritage;
1. Planning a Restoration/ Rehabilitation project for a building of particular historic, urban and architectonic value, relying also on the specific technical and scientific expertise of the Sicilian Region, as a pilot-project for any future restoration work.

### **Expedition investigation Methodology to understand the urban features of Cairo.**

The technical staff of the C.R.P.R. has developed the initial phase of observation and interpretation of some areas that had been selected within the context of the city historical framework by the local technical staff. This initial work can be regarded as a preliminary step which is essential in order to define properly the following phases which have to deal with strategies that will enable us to get an exact understanding of the complex nature of the historic built up area of Cairo so as to propose the best way for the rehabilitation intervention. It is necessary that this activity should answer to some efficiency criteria, terms of execution at high rates and an accurate cost assessment, so that this approach could be regarded as a standard intervention criterion to be employed for the management policy for the historic built up area of Cairo.

It is with such a standpoint that we have to consider our preliminary activity carried out by the C.R.P.R. In order to determine the consistency and the conservation conditions of each building, its destination and use and possible typological and constructive alterations. All this information has been data-banked inside a certain number of first-reconnaissance summary file-cards whose lay-out was previously arranged by the C.R.P.R. Institute, on the basis of experiences made some time ago.

This has enabled us to analyse the existing buildings, with regard to their morphological and architectonic perspective, taking into account quantitative data, such as the storeys number, and also qualitative data, such as structural and finish materials and their conservation conditions. The file-cards that have been produced, have been integrated with an accurate digital photographic documentation in high resolution, which was the outcome of an extensive photographic campaign made on the areas that had been selected, this work has mainly involved the facade of the buildings. Right after the practical phase carried out on the ground, then the data processing phase followed; at this stage, we have managed to organize and file all the data collected on computer software support, connecting all this data to various thematic maps. The result we have reached, which is strictly related to the area taken into account, takes shape in the form of a document which is capable of providing a clear and immediate reference for all the necessary data regarding a given territory; and this represents a fundamental propaedeutic stage in order to address the successive strategies of the project.

### **Criteria and means for the rehabilitation of the historic built-up area in Cairo**

The C.R.P.R. has drawn up "The Territorial Rehabilitation Plan" for the Sicilian Region. This Plan is defined with *Guide Lines* and *Technical Directions provided for its application*; this instrument determines the criteria to be used for the preservation of the historic Cairo, highlighting its characteristics and identification values, while, at the same time, defining sustainable additions in terms of new architectures. Therefore this plan is a flexible tool and its application can be extended well beyond the Sicilian territorial boundaries, fitting this methodology of observations, analysis and interventions to other territorial identities, taking into account a careful understanding and a correct interpretation of the new specific constructive features of the areas involved.

The Sicilian and Egyptian technical staff have reached an agreement on the opportunity of applying this Rehabilitation Plan to the historic urban context of Cairo, thus interpreting this instrument for the section regarding its historical buildings, which is based on their specific identification values.

In a second phase and with the help of previous experiences which have been made, the "Centro del Restauro" has started a methodological application of the Plan on some areas, within the ancient urban texture, which have been selected by the Egyptian contact technical group, namely:

- the *Clean Alley*, stretching from *Mohammed Ali Street* to the Citadel Square; its identification as a case study is linked to the presence of buildings with typologies that are characteristic of the widespread historical housing;
- the *Prince Alley*; this area has been chosen for the presence of residential units in it, which are characteristic of the settlements of the historical urban unit;
- *Abdeen Square (Chareh Kochlax Abdine)*, was selected for its strong urban peculiarity due to the presence of important public buildings, such as the Governor's Palace. In this square the application

of the Territorial Rehabilitation Plan has meant to give special attention to the architectures of the urban landscape.

Some investigations have been carried out on the selected areas which are necessary to meet the goals of the propaedeutic phase to get a good understanding of the matter. A careful observation on the field has enabled us to identify various typological elements, the constructive characteristics and the peculiar ways in which the materials were used. This data has been recorded by means of an extended photographic documentation, which has allowed us to read the consistency and the preservation conditions of the buildings, their current use, and also any possible unsuitable use; furthermore we have spotted any typological and constructive alterations which have been introduced, in time.

The series of data were recorded inside the first recognition files of the same buildings, which has enabled us to plan their constant updating and capacity of integration, following the physiological process of transformation of the buildings.

From the joint work of the two technical groups both the Sicilian and the Egyptian, and from the analysis of the cartographic and photographic material, has stemmed the methodological approach for a pilot-project addressed at the Rehabilitation Plan for Cairo's Territory. Thus for that purpose we have worked out an abacus of typological and morphological elements which characterize the historic urban texture, based on the contribution of knowledge of the Egyptian technical team.

From the understanding phase we have turned to the definition of criteria and means to implement the idea of the Plan in relation to the urban reality of the historic Cairo. In this way we have outlined *Guidelines and Technical directions* to be applied considering the territorial specificity of the historic center, which are based on the expertise of the Egyptian technical team.

Some thematic maps have been worked out, which have registered and interpreted the consistency level, any deterioration process or typological alteration and so on. The development of the project in its initial stage, provides for the graphic rendering (outlook) of the reinstatement of the urban screen (building facades) which have been identified and then the exact implementation of the Territorial Rehabilitation Plan on the selected buildings, supplied with graphic tables. These results can be reached if a preliminary joint control is made together with the Egyptian technical partners on the methodological accuracy and contents during the investigation phase carried out so far.

### **Hypothesis for the rearrangement of the layout of Ataba Square**

The transformation processes of the historic built up area of Cairo, in some cases have altered the equilibrium, distorting the perceptive views, altering the relationship between the pedestrian routes and vehicular roads. The indication of criteria and strategies to interfere and cope with such transformation processes, makes up an essential completion to the implementation of the Rehabilitation Plan.

From the talks occurred between the Egyptian and Sicilian teams and from the direct survey made on the field, has come out the indication of the area of *Midan et Ataba*, center of the eighteenth century expansion of the city, as the privileged objective of the analysis for a subsequent morphological and architectonic recovery of the elements that make up the square. Its choice is linked to its peculiar conditions and at the same time, is due to the chance that it could have an essential role in an hopeful general rehabilitation of this part of the historic built-up area of Cairo. The observation on the field has in fact highlighted how the appreciation for the architectonic features which distinguish this area of the city, is highly jeopardized by the incongruous addition of road infrastructures on multiple levels with an heavy traffic flow (elevated expressway), and facilities buildings (multi-storey car park) characterized by formal, typological and volumetric options which have negatively affected the city balance and the privileged perceptive relationships..

The impact that both of these intervention have determined, has resulted in a substantial division of the square in two parts apart one another both at a visual level and for the different use of the two spaces.

The aspects linked to the city traffic issue are beyond the research target that the C.R.P.R. is carrying out on

this area, but it is quite clear that any solution to be made cannot avoid to take seriously into account the option of dismantling the elevated road and operating a thorough reinstatement of the multi-storey car-park.

The morphological analysis of the building screen outlining the perimeter of the square has enabled us to underline that some of the building fronts are still showing various typical features of the late nineteenth century architecture which undoubtedly attributes to the facies of the square significant fragments of its original monumentality.

A systematic survey of this area has pointed out rather frequent changes in the original use of some buildings, which has determined their substantial neglect, or otherwise the other critical action of a new reuse carried out in such a way to result unsuitable for their architectonic features; in particular we have noticed that the interventions in progress for the restoration of the facades of the nineteenth century city are completely incompatible with the principles for the conservation of cultural heritage, since, rather than removing the superfetation (several overlapping) layers on the decorations and proceed to the reinstatement of the original parts of the building through the integration of compatible materials. Actually the intervention is going on by the superimposition of layers which conceal the original façade details altering their colour and their ornamental geometry. The actual city conditions can be summarized with a substantial diagnosis of degradation condition, highlighted, by annex buildings included within the continuous built-up screen, having anonymous characteristics, because they are totally deprived of the peculiar identity building-features of the city and also of any valuable formal and constructive characteristics.

The systematic analysis of this built-up area has in particular allowed us to assess the conservation conditions of the external building surfaces where it is rather common and widespread to notice the evidence of advanced degradation of plasters. Our observation on the field has stressed a particular recurrence, among the aspects of the progressive loss of the building identity, of inexperienced reinstatement of ornamental elements in the aulic architectures and also the incompatible use of technological equipment, such as the outdoor units of the heating system, the satellite antennae, wiring and appliances connected to the technological equipment. A consistent methodological approach which could make up for such contradictions, will have to apply the indications of the Territorial Rehabilitation Plan. However the priority will be the removal of incongruous parts and the implementation of a project which will have an overall approach to the urban aspect of the square in order to give regularity to the various range of technical appliances present in the area.

This initial stage of our research has enabled us to survey the socio-economic context at the ground floor levels of these buildings, which are typical residential houses, with a special outlook to trade and craftsmanship activities. Furthermore an analysis of the perceptive alterations determined by inappropriate additions has been carried out, and as we have outlined our first proposal of reinstatement of the volumetric and visual balance of the selected urban areas.

A similar critical analysis could be extended to one of the main street branches of Ataba Square, the *Mohammed-Ali Street*. Even in this case we can report a widespread presence of severe alterations on external surfaces and on the architectonic volumetry which outline the long linear lay-out. From a brief survey of the site and from a first critical examination of the actual condition, we can deduce that this situation has been determined by town-planning decisions which have totally ignored some of the typological features that most strongly characterize its urban identity, starting from the heavy upset of the original street lay-out which are hardly recognizable.

On both cases we propose a joint reflection of the two technical teams in order to come up with clear and suitable methodological indications and project guidelines, adequate to carry out an efficient town plan rehabilitation project of the area, capable, at the same time, to give indications to address the strategic decisions for the road system.

### **Criteria and means for the restoration process of the Governor's Palace.**

The implementation of the restoration intervention executed on an historical building, reaches a double objective, on the one hand it recovers architectural buildings, which have a high historic and cultural value, to their full function, while on the other hand, it is useful to test and implement the technical and specialistic capacity of technicians and workers in this field. Its accomplishment consequently represents an important sample within the entire project which is the basis of the Protocol that has been drawn up. The technical meetings occurred and considerations made on the field, have also involved the *Governor's Palace*, overlooking *Abdeen Square (Chareh Kochlax Abdine)*; its undisputed symbolic importance and its current conservation conditions are the main reasons which stand at the very core of the need, expressed by the Arab technical team, to carry out a restoration intervention which covers the building in its integrity. The C.R.P.R. has been asked to define the criteria of intervention and its specific operative stages.

The activity of the Sicilian Institute on this issue has started from a general outlook of the situation of the interventions already made on the historic built-up area of Cairo, and from this observations we have attempted to make our assessment on the restoration workshops in progress and also on the interventions already carried out within the historic urban framework. Going more into details, the C.R.P.R. technical team, during this investigation on the field, has observed substantial differences on the standards of the interventions, with special reference to the finish work; in that regard, we have identified incongruous superimposition of color layers altering the original appearance and also a widespread presence of finish works not duly carried out.

It is to this kind of result that we can generally refer with regard to the current conservation conditions of the Governor's Palace. Based on these reflections, we have supposed a series of articulated indications regarding the restoration of its facades. the cleaning stage should be carried out by using atomized and de-mineralized water with vegetable hair brushes, then synthetic paintings must be avoided, and finally periodic maintenance procedures must be strictly followed. The series of indications has been rearranged inside a document which determines the strategic guidelines and sets out in detail the main items of the intervention upon which it is possible to lay down a complete restoration project, on a following stage. In fact a descriptive and service set of Specifications has been drawn up, with an item list; in this document you have all the detailed descriptions of the working stages, quality, characteristics and ways to employ materials, tools, equipments and execution time schedule.

### **Examples for the recovery and rehabilitation of the City Markets.**

The Meat Market of *Midan et Ataba* makes up the second stage of the observations carried out by the C.R.P.R. at the scale of each single building. Even in this case the choice is linked to the undelayable need for an intervention of restoration, with regard to its preservation conditions heavily jeopardized; in detail the intervention should cope with the technological aspects and technical equipment, the removal of the superimposition of incongruous parts, the reinstatement of the missing details, the disinfestation and repainting of the elevated structures, the recovery and integration of the covering system.

The project should develop, in the months to come, the idea of a plan for the rehabilitation of such a site, and this could only happen if some assumptions will occur, that is a joined decision with the Governorate and its technical team, within the framework of a project that involves the global area and the network of the historic markets. At this stage the C.R.P.R. after its initial assessment of its current use and its conservation conditions, has started a survey on the experiences and practices of good interventions on this issues within the context of the Mediterranean area, The first account of this research have indicated and analysed some experiences carried out in very different cultural contexts, in the Mediterranean area: from the Market of St. Joseph in Barcelona, to the Market of Tunis, and the Andalusian Markets of Seville and Granada, to the Sicilian Market of Trapani. We have analysed the restoration methods used and their specific technological interventions employed for their proper use in a contemporary manner.

The idea of a full recovery of the *Midan et Ataba* Meat Market assumes an essential meaning toward the more complex rehabilitation policy of the area. Its location next to Ataba Square, makes it necessary to define both the idea of the restoration of the historic market complex and the reinstatement of its original role which cannot be accomplished without the implementation of the new project and a new role assigned to the adjoining square.

The restoration of the Meat Market, according to the project provisions, has to become an important experience of practical planning, to be shared and employed extensively throughout the entire historic urban territory framework. This must be regarded as the first step of a more complex intervention that the Egyptian technical team, with the cooperation of the C.R.P.R. should apply to all the historical market network which is present in the built-up area of Cairo, because they represent some of the most important cultural heritage evidence. Their recovery must combine the formal point of view with the practical location in the actual areas, their materials conservation together with the maintenance of their original function, taking particularly into account the good quality handicraft experiences which are fortunately still present. If this accomplishment is properly carried out, it may become a good practical experience within the framework of the strategic solutions for the conservation of spaces, functions, and handicraft identity of the historic markets in Cairo.

#### ***Training Routes for the restoration and the conservation of historical architectures***

The implementation of the Territorial Rehabilitation Plan and the subsequent restoration interventions require the presence, inside the territory, of specialists in this field, technicians and workers. The C.R.P.R. offers its experience in the educational field in order to meet those objectives determined by the governorate. The technical meetings which have been organized in this initial stage both in Sicily and in Egypt, have stressed some critical aspect, for the training processes carried out in Egypt on the issue of cultural heritage and the consequent need to define suitable strategies to organize shared training routes. Further technical meetings have enabled us to determine steps, strategies and subjects to start training courses agreed upon, addressed toward the following issues:

- Workshops for Training building workers
- Training exchanges through periodical training Stage in Sicily and Egypt
- Methodological directions and studies of practicability to start undergraduate studies and graduate courses on restoration in agreement with the University of Palermo.

#### ***Strategies for the realization of the Center for the Knowledge, the Rehabilitation and Restoration of the Ancient Center and the tangible and intangible Cultural Heritage of Cairo.***

The recovery and upgrading of the historic built-up area, and the restoration of its buildings, more strongly characterized by their cultural identity, must be the outcome of a joint activity which entails not only the research aspect, but also the rules regulation to be enacted, with regard to the protection and the planning stage. The Sicilian experience is referred to this objectives and strategies, that combined with the experience carried out by the C.R.P.R. in the Mediterranean context, represents a good starting point to meet the goals which we have predetermined with the establishment of the Historic Center of Cairo. The technical meetings that have taken place so far, have been centred for the definition of strategies and determine the objectives and priorities to start the establishment of a Center for the Knowledge, the Rehabilitation and Restoration of the Ancient Center in Cairo, with the technical and scientific support of the C.R.P.R. and C.R.U.E.C..

In the months ahead the documentation research will continue analyzing similar experiences made in an international context, with a special attention to the conditions linked to the territory on a regional scale. On these basis we want to define a specific project that becomes a practicability study to create an Office in Cairo provided with technical and scientific personnel. It should deal with activities regarding knowledge

and research; inside this Office training courses will be given, and research activities will be carried out with regard to this field. It will also have the authority for the protection and control of the territory, releasing authorizations for the interventions to be made and promoting rewards if a good intervention has been realized; furthermore it also should take care of the aspects concerning the awareness and dissemination on the subject of conservation of the historic heritage.

Within the scope of this research of feasibility, the definition of criteria and parameters are provided, which are suitable for the realization of a database for the knowledge, consistency, the value, the conservation conditions of the cultural heritage and traditional activities and also to work out technical directions for the implementation of a Town Planning Scheme for homogeneous areas.



## MEDITERRANEAN DIMENSION OF EUROPEAN UNION POLICIES FOR TOURISM SECTOR

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### Abstract

Mediterranean countries have natural, environmental and cultural factors, that are basic elements for the motivation of the tourists who travel there. In recent years, the flow of tourists into Mediterranean countries has been characterized by a large increase of tourists choosing short to medium range destinations for their holidays. The Mediterranean area represents a safe harbour for European tourists who book these places for their vacations. Overall, the most relevant feature of the tourism sector remains the strong concentration of tourists in seaside areas and in cities that offer art and culture. This is counterbalanced by the persistent backwardness - qualitative as well as quantitative - of tourist services offered in the marginal areas and islands.

The conflicting intertwine of demographic tensions, food deficit and environmental degradation pervade a large part of the Mediterranean area: an area therefore particularly suited as a "laboratory" to analyse the gap between the North and South that increasingly characterizes international relationships.

The "fragility" of the Mediterranean resources makes this region particularly sensitive to the imbalances and conflicts resulting from the phenomena of congestion caused by tourists, especially in coastal regions.

The growth of tourism flows - together with other forms of mobility, of goods, services and capital - is an important factor in accelerating the integration of the different regions of the Mediterranean. Maximum results for integrating tourism development into the area are achieved, in fact, only with new targets and new tools of "governance" of the mobility of tourists - that is, with appropriate measures to encourage a better distribution of tourism with respect to time and space. Otherwise attempts to limit environmental degradation and to improve the living conditions of the local populations will be in vain.

The tendency toward the severe and irreversible degradation of natural, cultural and environmental resources, in several critical areas, requires timely intervention of good governance - from local, national and international authorities - inspired to consolidate the "subsidiarity principle". The European Union implements incentives and restraints for the efficient "governance" of sustainable tourism growth in the Mediterranean area.

Over the centuries, the interaction amongst socio-cultural transformations, migratory trends and technological innovations has shaped Mediterranean civilizations

Managing these phenomena, which currently tend to have accelerated with chaotic rhythms, is the substance of the "Mediterranean challenge" from which Europe cannot draw back.

With regard to the tourism industry on a global scale - but, especially in that microcosm of religious, ideological, racial, economic and social conflicts that is the Mediterranean area - the choices of technology and environmental protection are also becoming crucial factors in outlining future scenarios.

This process needs the application of a relational tourism approach for involving the tourists to solve the environmental, economic and social problems of local communities.

**Key words:** Mediterranean Tourism, Sustainable Tourism, European Policies, Relation Tourism.

**JEL Classification:** L83, L88, Q50

**Theme:** Tourism Planning and Regional Development Policies, Sustainable Tourism and European Policies

## INTRODUCTION

Natural, environmental and cultural factors are essential reasons for tourists who arrive in Mediterranean Basin. The “fragility” of the Mediterranean resources makes this region particularly sensitive to imbalances and conflicts resulting from the phenomena of congestion caused by tourists, especially in coastal regions.

The tendency towards the severe and irreversible degradation of natural, cultural and environmental resources in several critical areas requires timely interventions of governance - from local, national and international authorities - inspired to consolidate the “subsidiarity principle”. This principle, which tends to enhance the cultural identity of local communities and the capability to interpret their interests and their values, cannot leave aside the opportunities offered by the so called “relational tourism”: in fact meeting and dialogue between residents and tourists can reveal a lot of opportunities for enhancing the social resources as yet never used.

## CHARACTERISTICS OF TOURIST FLOWS IN MEDITERRANEAN BASIN

The Mediterranean region is a vast reservoir of natural and cultural resources, already widely used for tourism activities. This exploitation of tourism depends on the geographical, social and economic features of different areas, but which is, under the common denominator, typically “Mediterranean”.

The Mediterranean area is characterized, as in the past, from a high mobility of people, goods, and a variety of cultures and religions. In a lot of Mediterranean countries and regional tourism is a major source of income and employment for local people, given the low level of development of both agriculture and industry.

Moreover, tourist activities in those countries depends not only on the scarcity of the alternative lack of employment opportunities, or on positive, objective factors such as climate, beautiful landscapes, historical and archaeological heritage and folklore, but there are also negative factors in the Mediterranean such as the phenomena of serious pollution of water – seas and rivers - caused by urban discharges, agricultural and industrial, as well as general hydro geological problems which are found here and are more marked than in other parts of the world.

With regard to the quantitative dimension of tourist flows, the countries of the Mediterranean can be divided into two broad categories: one is the southern area, African and Asian countries (Algeria, Morocco, Syria, Egypt, the Occupied Territories of Palestine, Israel, Jordan, Lebanon, Turkey and Tunisia); the other is the Northern area, European Union countries, that is a rather homogeneous tourist region.

Tourism flows, which flooded the Mediterranean in the period 2000 - 2006 had an uneven growth because the number of tourists arriving annually at the borders of the MPC (Mediterranean Partners Countries) grew dramatically, from 33.4 million in 2000 to 57.6 million in 2006, with an average growth rate of 5.1% per year between 2000 and 2003, and 14.0% per year for the period 2003-2006, while in the EU-27 the arrivals of non-residents to hotels and similar establishments grew only by 2.1% per year on average, reaching 211.9 million arrivals in 2006.

Tourist flows in Mediterranean countries during the last decades has increased rapidly because a lot of tourists have chosen the short and medium haul destinations for their holidays. The Mediterranean area represents a safe harbour for European tourists, who book these places for their vacations.

The largest increase was registered in Turkey with an annual average growth rate of 14.0% between 2000 and 2006, followed by Syria (12.2%), Algeria (11.2%), Egypt (8.7%), Israel suffered a sharp drop in 2001(-50.5%), and, although tourists are returning, the level in 2006 was still well below 2000. In the EU-27, the number of non-resident tourists arriving at hotels and similar establishments fell by an average of 1.4% annually between 2000 and 2003. This was followed by a strong recovery between 2003 and 2006, with an annual average growth rate of 5.6%, reaching 211.9 million in 2006 compared to 187.4 million in 2000. Although the two variables (annual tourist arrivals at borders in the case of the MPC and to hotels and similar establishments for the EU-27) are not directly comparable, the contrast in the trends highlights the dynamics of tourism flows in the two regions. In both cases, 2003 represents a turning point at which both indicators improved. For the MPC, the average length of stay in the country remained relatively stable between 2000 and 2006, at 3.3 days in 2006. In the EU-27, the average length of stay in hotels and similar establishments in 2006 was 2.7 days, and was also relatively stable over the reference period.

In the MPC, the number of bed places in hotels and similar establishments grew by 6.1% per year on average, reaching 1.6 million in 2006; in the EU-27, the average annual rate of growth for this indicator was 1.8%, resulting in 11.5 million bed places in the same year. Furthermore, during the period 2000-2006, the total number of nights spent in hotels and similar establishments by non-residents in the MPC has grown much faster than the EU-27 (9.2% and 1.3% respectively per year on average).

If you look from a strictly economic issue, from 2002 to 2005, the tourism balance of payments surplus in the MPC grew steadily; in the EU-27 the tourism balance of payments fell during the period 2000-2003, recovering sharply by 2006.

The receipts arising from the expenditure of foreign tourists in the MPC, in absolute terms, are still much lower than the European countries (Turkey with 8000 million euro in 2006 is the country with the highest level of receipts among the Southern countries), because the MPC have not had an increase in investments for the improvement of tourism. For example, between 2000 and 2006 Morocco increased not only its tourism receipts (with an average annual growth rate of 13.6%, the highest amongst the MPC), but also its expenditure on tourism (3.2%).

It will be interesting to see, from the latest available data, the impact of the actual "global crisis" in tourist flows of Mediterranean region; in particular the hypothesis will be tested that - in front of the overall reduction in purchasing power of European families - Mediterranean destinations tend to acquire more "comparative advantages" than more remote and expensive "exotic" destinations.

### **IMBALANCES AND CONFLICTS IN THE USE OF NATURAL AND CULTURAL RESOURCES FOR TOURISM**

The tortuous and often devious interweaving of demographic tensions, food deficit and environmental degradation pervades a large part of the Mediterranean area: this area is therefore considered a "laboratory" particularly suited to analysing the gap between the North and South which increasingly characterizes international relationships.

As for the tourism industry on a global scale - but especially in that microcosm of religious, ideological, racial, economic and social conflicts is the Mediterranean area - the choices of technology and environmental protection are also becoming a crucial factor in outlining future scenarios.

In recent years the European tourism sector was characterized by two phenomena: firstly, the loss of competitiveness of seaside destinations, hit by competition from tropical developing countries, and secondly, the rapid expansion of new market segments such as ecotourism and tourism related to cultural events in the "cities of arts".

Overall, the most notable feature of the tourism sector remains both the strong concentration of the tourism supply in seaside resort areas, in "cities of arts" and in the persistent backwardness - beside qualitative and quantitative - offered in the marginal areas and islands.

In the tourism areas of the Mediterranean, often particularly fragile and vulnerable to the negative impact of "mass tourism", environmental sustainability requires a fundamental restructuring of tourism activities and providing a wider variety (should be more differentiated in the variety) of destinations, in order to use tourism as a tool of policies for the economic and social development of marginal regions.

It should be noted that the environmental costs related to the mobility of tourists could be significantly reduced if a objective and comprehensive information spreads out to all tourists; this information should highlight the benefits in terms of actual enjoyment of cultural and environmental resources, staggering holidays throughout the year and avoiding concentration on the so-called "peak season".

The "short-sighted and rapacious" use of environmental and cultural resources for tourism often creates imbalances and conflicts of various kinds.

Economists have analysed, from many perspectives, the relationship between residents and tourists: recently they make use of the "theory of games". This theory has examined the two communities of tourists and residents, by examining their behaviour and their relationships. Furthermore, the conflict between two players is in fact set by the interests and preferences of each group. From the study of the behaviour of the two communities an analysis of resource use by each group is possible: the pressure on resources by either community exposes them to a conflict that is both inter-community and intra-community, that is within each community.

If it is true that the same flow of tourists has different effects in relation to the different communities that receive them (the so-called subjective element), it is also true that there are objective factors - the "carrying capacity", negative externalities (such as crowding and congestion) - that affect the relationship between residents and tourists. The latter for their way of doing and acting were generally treated like a player who plays once and leaves the game because he doesn't repeat it under the same conditions.

Tourist-players don't behave like players who respect the rules, such as reputation, which are specific to those who participate in any game. Even the tourist, who comes back to the same location, has difficulty in taking an interest in socio-environmental problems of the host territory, and for the brevity of his stay and for changes in social conditions which had occurred in the previous visit.

The drawing and use of resources for tourism activities generate a series of costs, and the various benefits are spread among the residents and tourists.

The contrast between the two communities comes out especially during the development phase of the "life cycle" of the tourist product, a phase in which tourism activities permeate the economic system of the territory, causing a "displacement effect" in comparison to other economic activities because of the high demand of resources necessary to meet the needs of the many inflowing tourists to the village.

What is more, it is essential to define the rules and objective criteria in order to limit, constrain and control the drawing of resources taking place in a given area, where local and private interests could outweigh the benefit of the community.

Therefore, the general criteria set a balance between the private marginal benefit and public marginal benefit in the use of public resources for tourism. It is possible to set the point of equilibrium using three different criteria.

With regard to the economic issue, it is necessary that the resource management criteria can satisfy:

- a) economic efficiency: this criterion requires a resource management which maximizes the production of services and minimize the use of those resources, for the same product, avoiding waste;
- b) the economic viability of investments: this criterion requires investments that create a sustainable heritage, leaving it to future generations and thus improving the initial situation;
- c) internationalization: when resource management is internationally competitive, it is possible not only to attract foreign capital but also provide a interesting model for new types of tourists.

Regarding the environment issue, resources must be used in respect of the following criteria:

- a) minimizing the adverse environmental impact for new investments: the use of resources, while reducing the stock, should not make irreversible damage in the environment. The new investments will select only those resources whose use does not permanently diminish the environmental quality of the original land, but allows the establishment of new productive processes without changing the natural and cultural environment. The new investments, thus minimizing the adverse effects on resources, should not exceed the "tourist carrying capacity", namely the ability of land to accommodate a maximum number of people in a time unit, in one hand, without compromising the economic viability and environment and on the other hand, without reducing the satisfaction of tourists;
- b) the rehabilitation of marginal areas: the use of new resources should not be concentrated in central areas, but should be spread in those marginal regions where resources are higher in quantity and quality than the areas already developed; this choice would not only develop the depressed areas, but mainly reduce the congested areas.

The social issue is another area where regulation is needed, in regards to social issues, because new investment has a positive and negative impact on community relations. To ensure the flow of benefits to the local community, it is important to apply the following criteria:

- a) affirm the principle of solidarity between different groups in society comparing different needs and traditions. This criteria is applied, for example, in places where food is an element of tourist attraction. To ensure the success of this type of tourism, the employers in general and capital investors should interact with that part of the population which knows in detail the resources of the region;
- b) ensure the development of local knowledge to improve, on a permanent basis, the use of existing resources and make more people aware of local resources like as potential of the territory. To this end, an important contribution can be provided from the enforcement of the "relational tourism". The normative interventions and the financial incentives of the European Union can give a substantial contribution in this direction: in particular the policies for transport, environmental protection and development of the marginal regions supply instruments for cross-sectional initiatives oriented to facilitate the intercultural exchanges and the comparison of "life styles" between residents and tourists. In some cases, the mix of activities among local and national authorities and international agreements can increase the reasons for conflict. In some European Countries the protection for the cultural and environmental goods of high value represents this difficult management system, above all if these goods are in the city centres of the "cities of arts". The needs of the residents - in particular mobility for the daily movements for working - frequently clash with the demands of tourist mobility. Tourists, in fact, round on the residents areas, but they have different times and rhythms. Generally the national authorities are highly sensitive to the protection of the cultural and environmental quality to the historical centres; on the contrary the "subsidiarity principle" can determine activities with short-sighted and greedy exploitation mostly for commercial and tourist aim of the territory. It has happened in the Southern and Northern coast of the Mediterranean for the tourist pressure not only in the "cities of arts", but also in the seaside locations: the strategies of the local authorities, has led to uninspired and "short-sighted" interpretation of the "subsidiarity principle" and contributed to the environmental destruction and "cultural genocide".

All the criteria can be more easily adopted when restrictions that affect the development of local communities are absent. The use of resources can happen in a sustainable manner not only by applying these criteria, but moreover by suppressing the constraints of the dominant culture and overcoming some limitations imposed by both man and nature.

The use of natural and environmental resources before tourism development, may also create restrictions on mobility and the growth of tourism. In one area, in fact, where the soil and air resources are intensively used for the carriage of goods by road the start and the subsequent increase in tourism demand overloaded road infrastructure with a consequent high level of congestion and pollution.

In many Mediterranean destinations the adoption of new management criteria is the right measure to take to improve and restructure the whole tourism supply: this is true both for its public features - transportation, fees and training - and for private factors. In particular an important tool in a hospitality industry is an overall improvement in the skills of the hotel managers, the management of the e-booking system and the improvement of product marketing.

### **GOVERNANCE OF TOURIST FLOWS IN MEDITERRANEAN FROM EUROPEAN UNION**

The European Union implements incentives and constraints for efficient "governance" and sustainable growth of tourism in the Mediterranean.

The interaction between socio-cultural, migratory pressures and technological innovations over the centuries has shaped Mediterranean civilizations: the management of these phenomena, which now take a quick and chaotic rhythm of growth, is the "Mediterranean challenge" from which Europe can not escape.

However, at this stage it should be noted that the "Mediterranean challenge" invests the vital interests not only of European countries that belong to this area, but across all Europe.

The growth of tourist flows – together with other forms of mobility, covering goods, services and capital - is an important factor which contribute to accelerating the integration between different regions of the Mediterranean.

The maximum results of integration of tourism development in the local area are achieved only with new targets and new tools of governance for improving the mobility of tourists - that is, with appropriate measures to encourage a better distribution of tourism in time and space. Otherwise, the attempts will be useless to limit environmental degradation and to improve the living conditions of local people. The application of the "subsidiarity principle", on an European scale, seems very important as it allows effective participation of local communities in achieving the objectives of economic policy.

With this in mind, tourism could be a real opportunity for the Mediterranean countries like an alternative development model instead of the industrialization model, pursued over the past two decades, so expensively and futilely.

In the European Union - most countries of the Mediterranean area - tourism is not just an economic and social factor, but always somewhat more complex because each year there are new destinations and new forms of tourism.

This strong differentiation, in both supply and demand, makes the market highly competitive in tourism services, both locally and globally. In some segments of the tourism market, many destinations encounter difficulties due to the high costs of production: this applies especially to seaside tourism, where the price-elasticity of demand is particularly high, moreover in this segment of the tourism, climatic and environmental conditions - as well as low-cost air travel - tend to favour ever more not only the destinations to the southern area of the Mediterranean, but especially more so new destinations in the tropical countries. The general tendency in most EU countries, therefore, is to favour other segments of the tourism market, particularly cultural tourism.

This is precisely the orientation shown in the Vienna Conference where it was highlighted that the large cultural heritage is a powerful attraction for tourists, especially for those who have a high spending power: it is to be noted that, in general, this category of tourists - often elderly, and tourists with high level of training and education - are more inclined to cultural tourism than the others.

In terms of infrastructural needs, cultural tourism, compared to other types of tourism - beach, mountains, cruise - has, in the Mediterranean, specific advantages and disadvantages. The regions, where "cities of arts" and cultural tourism prevail, in fact, are also those where the risk should be carefully assessed, and where the objectives of economic efficiency and environmental protection come into conflict with each other.

There are some grounds for optimism: cultural tourism has tended to concentrate in urban areas, therefore it has the advantage of not requiring the construction of new public works, since the cities are usually already well-equipped. Furthermore, cultural tourism is characterized by less seasonality, especially as regards the planning of exhibitions, festivals and other artistic events, so that environmental impacts are more easily contained within the "carrying capacity" of the existent infrastructure. However, it is a cause for pessimism - in the light of recent experience, particularly in the Mediterranean - that the influx of large numbers of tourists in the "cities of arts" may cause negative externalities to the many categories of citizens who do not benefit from tourism either in terms of income, or for the creation of additional jobs, but instead they must bear the costs of congestion, increasing exponentially. The optimistic outlook on cultural tourism emphasized by the Vienna Conference (2006) should be moderate, taking into account the "saturation limit" of the "cities of arts". In other words, one must keep in consideration not only the physical "carrying capacity" of existing infrastructures but also negative impacts - environmental, but also social and even cultural - that the "cultural curiosity" of travellers, often unprepared, could impose on fragile and already congested areas.

A strategy for growth of cultural tourism in the Mediterranean should seek to reconcile the demands of economic viability and environmental protection: in this sense a priority should be to "decentralize" the influx of tourists to places currently considered - very often unjustifiably, both artistic and landscape - of less interest. It would be appropriate to locate, in these unknown destinations, cultural events which currently tend to be concentrated in the largest and most celebrated "cities of arts".

The main criteria for identifying and evaluating the specific contributions of different cultural activities - which can be positive, but also negative - are: the involvement of local populations and the ability to produce the region's goods and services associated with that type of tourism; the interdependence between the various cultural activities in order to avail itself of the effects of "crowding-in".

The conflicting effects of the tourists arrivals in that "mobile habitat" today is represented by the Mediterranean cities, especially in the historic degraded city centres. The relation between residents and tourists is not exhaust to the conflicting phase, above just analysed. Other typologies of relations overlap to the conflicting relationships: like the mobility of the goods, of the services, of the capitals and of the tourists represents cultural models and life styles. The expenditure capacity of tourists addresses the strategies not only of the commercial activities that offer goods and services directly to the tourists: the entire productive system is progressively shaped in function of the current needs of which the tourists are often the forefront. This effect - known to the economists as "demonstration effect" - is not exhausted in the material consumption of goods, but it expands to cultural fashions, to aesthetic choices, to linguistic and gestural communication.

In this era of irreversible economical globalization the clearly visible advantages are highlighted and linked to the tourist mobility. Nevertheless, it is vital to establish a fruitful "common ground" where the needs and requirements of both residents and tourists can be met with mutual respect and understanding even if different cultural models are involved. Otherwise the cultural genocide ("abuse of cultures") of economical main models and of mass media is a strong risk as the complex historical experiences of the relationships among Mediterranean countries, and inside of each country have shown.

The guidelines of Vienna Conference are particularly relevant to the EU countries that border the Mediterranean. In these countries, in fact, although the seaside overload mass tourism seems to have been achieved in the traditional "carrying capacity", cultural tourism still has significant growth potential.

## CONCLUSIONS

A significant improvement in the economic and social benefits derived by the influx of foreign tourists in the Mediterranean can only be achieved through "quality tourism". In this strategy, the market should be planned and segmented in order to keep the distinction between different types of tourists. On the one hand there are tourists who are willing to pay high prices for luxury services and claim privileged channels for access to transportation facilities, museums, cultural events and sports. On the other hand, the mass tourism – that are also recipients of "quality tourism", but in different segment – that could overcrowd and pollute the segments reserved to tourists of high spending capacity.

The reorganization of tourism - oriented to a specific demand and differentiation of supply - is framed in a EU cultural strategy which aims to have more ambitious goals of pure and simple "sustainable mobility". This is to outline new models of "lifestyle", in which the cultural, national and local diversity - preserved or even revitalized – may set new behaviour, no more homologous to the "American way of life", but highly differentiated and highly competitive between themselves: that is "European lifestyle" which differs from the present trend of cultural mass tourism, and at the same time meets the needs of society expressed via leisure and professional goals.

Now the public opinion is persuaded that the growth of "relational tourism" can counteract the social tensions and the environmental costs caused by traditional mass tourism. This is an attractive hypothesis checking by careful interdisciplinary analysis that takes into account the environmental and cultural characteristics of Mediterranean area.

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## LOCAL COMMUNITIES AND TOURISM DEVELOPMENT. THE TRIM PROJECT

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### Abstract

One of the fundamental principles of sustainable development in a local perspective is the regard for territorial vocations and cultural identity of places, a target reachable by giving local communities a leading role in defining endogenous ways to development, so that the territory will be rescued from speculative and de-individualizing external forces or from marginalization caused by international competition.

This paper illustrates the TRIM project, aimed to promote rural tourism in the inland areas of three Mediterranean islands: Sardinia, Cyprus and Malta. It was carried out by CTS (a major Italian tourist and environmental association) on behalf of a consortium of Sardinian LAGs in the framework of the EC Initiative Leader+. It involved a multidisciplinary team of researchers and two operators dedicated to the promotion of sustainable tourist packages. The project aimed at safeguarding place identity while offering the local communities true opportunities for development, by designing and marketing a competitive tourist offer.

These rural areas are close to well known seaside resorts; however, they still retain prominent rural features, where traditional activities and products survive in a wonderful context with some points of excellence (eg. the Barumini Nuraghe, a World Heritage Site). From a tourist point of view, Sardinian inland areas shows some critical features which are common to most rural contexts:

- Inadequate infrastructures
- Enterprises unevenly distributed and far away from each other
- Small size facilities with few beds
- Poor offer of leisure and sports activities
- Individualism/no practice in cooperation
- Poor tourist and enterprise culture

Nevertheless, by starting from an in-depth analysis of the local areas, the production chains and the businesses to be involved, using a network approach it is possible to overcome the limits of this socio-economic fabric, thus:

- Increasing accommodation capacity and offering integrated tourism services
- Improving promotion and selling opportunities in a co-marketing perspective
- Exchanging experiences and know-how
- Offering a variety of products with common quality standards

The project aim is to override parochialisms and create a network between tourist operators looking at the market tendencies and respecting the environment and the local culture.

**Key words:** Rural tourism, sustainability, Mediterranean, community involvement

## INTRODUCTION

One of the fundamental principles of sustainable development in a local perspective is the respect for the character of the local areas and the cultural identity of places, a target that can be achieved by giving local communities a leading role in defining endogenous ways to development, so that the territory will be rescued from speculative and de-individualizing external forces or from marginalization caused by international competition.

European Union policies are more and more focused on a conception of development that goes beyond separate actions in individual economic sectors, to embrace the different and more extensive dimensions of the local context. They also insist on the needs of policy proposals which involve a large number of actors at the local level. On this basis, Italy, too, has experienced public policies focused on the principles of integrated and sustainable development and methods of participation. For this reason new practices of governance, based on negotiated planning, were developed. They generated, even in rural areas, a large number of partnerships for local development. In particular, a pioneering role has been played by the EC Initiative Leader, which indicates the Local Action Groups (LAGs) as the expression of negotiation at a local level and a meeting place between public (local and regional) and private (collective stakeholders) partners. Partnerships for rural development in Italy have so far shown they have important strategic capabilities: knowledge of the area and its resources, professional competence of operators, the ability to develop and introduce innovative solutions in the area (Campenni 2003). This leads to the importance of measures undertaken by the LAGs for cooperation, for creating locally-based supply chains and, in general, for strengthening local identity and setting up new local networks, capable of delivering economic, social and cultural innovations to the area. In particular, LAGs have given a strong impetus to the growth and strengthening of the provisions for rural tourism, by providing technical and financial support to operators, aiming to diversify the activities of farms and support income and employment. Best of all, they have enabled local players to choose their own development policies by following a bottom-up approach.

The example in this paper concerns an experiment carried out by the tourist and environmental association CTS on behalf of a consortium of Sardinian LAGs in three Mediterranean islands – Sardinia, Cyprus and Malta – in the framework of the EC Initiative Leader+. The project, called TRIM (Rural Tourism in the internal areas of Mediterranean Islands) is a model for a participatory local approach to tourist development policies for areas such as those involved, with a strong identity but underenhanced because of their rural status and because of the stronger presence on the market of better-established coastal tourist destinations.

## INVOLVING LOCAL COMMUNITIES IN RURAL DEVELOPMENT PROCESSES

For rural development policies the European Conference in Salzburg in 2003 identified the basic characteristics to respect to build governance, in line with the main trends in the definition and implementation of land policies and with the principles already set out by the OECD (2000), as summarized in the following points:

- coherence: governance must be acknowledged and recognizable by the community of citizens;
- holism: every system must reflect the strengths and needs of the territory and must adapt the policies to different circumstances;
- participation: the governance should be representative of different groups that are part of the community and are involved in territorial policies;
- coordination between local authorities, sectoral, territorial and functional agencies;
- flexibility: institutions must always be ready to adapt to economic and social changes;
- welfare and social equity: objectives must meet the needs of the community by ensuring a high level of fairness and equal opportunity;

- sustainability: strategies must be formulated to integrate economic, social and environmental targets, to ensure a strong and enduring social cohesion<sup>1</sup>.

In this new vision, governance systems are effective when they manage to increase the number of public and private actors, to make them recognizable features of the territory – regardless of their social and economic importance – to encourage a system of agreements and extended participation in territorial policies. The so-called “internal coalition policy”<sup>2</sup> is the driving force to attract the resources needed to implement development projects.

These considerations are particularly appropriate for those rural areas where the policies have become increasingly spatially referred, and where participatory processes are often seen and, in some cases, taken as a leverage and opportunity for development. In these cases, it was noticed that the community, with its relatively homogeneous system of values, is a precondition for self-reproduction. The application of the principles listed above must therefore be in harmony with the preservation of the specificity of the territory, both in terms of resources and political, economic and social relationships, in order to “improve the local identities within the limits and the corresponding perimeters of natural and anthropic actions” (Prezioso 2003, 19).

In rural contexts, then, governance becomes more specific in relation to the following factors:

- ability to allocate limited and scattered resources among several actors (such as the management of landscape and environmental resources);
- opportunity to leverage public resources, not always belonging to specific subjects (such as the local culture and traditional products);
- need to create a common vision and a cohesion in contexts strongly influenced by abandonment and obsolescence phenomena;
- need to ensure the reproduction of collective intangible resources in a specific area;
- need to start new forms of dialogue, more equal, with urban contexts where centres of decision and power are polarised (Di Iacovo and Scarpellini 2003).

The key element of the positive dynamics of innovation is planning, that is, the ability of local actors to identify resources and opportunities and in particular to develop coalitions and durable decision-making structures that can respond to changing economic conditions. This approach does not necessarily require the creation of new organisms which might instead multiply the institutional levels (reducing their power) and create conflicts with the old settings (Prezioso 2003). The goal is rather to focus on local actors and their roles: they must be seen as actors of territorial dynamics, able to forge their own identity through the interactions between space and social practices. The local area is a function of the collective action and social relationships unfold in and on it (Lussault 2000). In this sense, governance entails a change in both policy objectives – designed to promote local development – and in forms of action, which involve a rejection of the authoritative imposition of decisions, in favour of a negotiated consensus built around specific projects (Governa and Salone 2002). Neither can the management of these transformations ignore the concept of integrated development, understood as a balanced growth of all the relevant dimensions in a specific context, avoiding strictly economic visions, and embracing the environmental, landscape and cultural sphere of local society. In fact this principle has an outcome in the involvement of all local stakeholder groups in policy-making, including those that have often been marginalized or excluded from decision-making.

The role of local government decreases in the transition from decision-making and regulatory functions to steering tasks and pilotage of cooperation among local actors, both in the form of public/private partnerships – designed to co-activate economic resources – and in public/public, to coordinate all institutions. Thus,

<sup>1</sup> For reference on criteria to be followed in defining the processes of governance, see also Prezioso 2003.

<sup>2</sup> The term is used in Jonas, A. E. G. (1993), *A place for politics in urban Theory: the organization and strategies of urban coalition*, *Urban Geography*, (3):280, although referring to urban policies, it is appropriate for the rural system too.

another crucial aspect in local development policies of rural areas is identified in the connection – and not in the competition – among the various levels of government (multilevel governance), adopted to make knowledge and skills available and to strengthen existing planning capacities, by facilitating the introduction of “system skills” (INEA 2001). In this way the role of local governments becomes decisive in acting as a bridge to professionalism and best practices adopted in other areas. In contrast to forms of counterproductive competition among different areas, in fact, the idea of inter-regional cooperation becomes desirable: a comparison of experiences and the circulation of knowledge are crucial in raising awareness about opportunities of bottom-up development and competence in managing rural system transformations. The exchange and sharing of experience are the basis of the TRIM project, which works by building a network among Mediterranean islands, with the direct involvement of local actors in the leading role of rural development.

### THE “TRIM” PROJECT

Thanks to the EU programme Leader+, Sardinia benefited from more than ten years of development policies that have deeply changed the face of the island's rural world. The local players, through the LAGs (Local Action Groups), were able to independently choose their own development policy, pursuing a bottom-up approach. Along the years, the LAGs have given a strong boost to the growth and strengthening of a rural tourist offer, lending technical and economic support with the aim of sustaining income and employment and diversifying the businesses. They helped create new tourist facilities and services such as holiday farms, B&B, teaching farms, pathways, etc., while at the same time encouraging a qualitative improvement of existing ones. Nevertheless, there was still much to be done to create a sustainable and competitive tourism offer able to enhance the common rural identity of Sardinian inland territories. In spring 2007, a wide debate on this topic took place among the LAGs, which led to the identification of the following main obstacles to tourism development:

- poor inclination of tourist operators as well as artisans and farmers to work as part of a network;
- poor understanding of tourist market's practices and demands;
- poor ability in promotion and marketing of tourism products.

The TRIM project originates from those reflections with the aim of finding appropriate solution to problems, in a networking perspective. A partnership was established among the eight LAGs to carry out the project, under the guidance of Monte Linas LAG. The partnership gradually set goals, procedures and actions to be undertaken. To exploit the common belonging to the wider Mediterranean context and culture, thus contributing to the “Barcelona process”, two foreign organizations were invited to join the partnership: the National Rural Development Agency of Malta and the Larnaca District Development Agency of Cyprus. On the other hand, a public procedure was set to select a professional partner able to tackle the project specialised areas: technical assistance to enterprises and the marketing of tourist packages. The choice fell on CTS Viaggi, an important Italian tour operator with a strong qualification in nature tourism, backed by the CTS, a national environmental and tourist association having over 15 years experience in projects and studies about sustainable tourism. The working group was also supported by SL&A (a consulting society), Un'altracosatravel (a small tour operator specialized in short holidays) and ADDV Communications (a communication agency). The project proposal drawn up by the working group led by CTS and the Monte Linas LAG was awarded by the Sardinia Region with 400.000 Euro from the Leader + funds.

In the planning phase, the following general objectives, which were to guide project activities, were identified:

- integration of micro tourist systems in rural areas of Sardinia, Malta and Cyprus;
- involvement of micro and small enterprises in a process to improve quality standards;
- development of rural tourism packages and products;
- marketing of rural territories and their tourist products in the national and international market.

To reach these goals, the establishment of a network among local enterprises such as accommodation facilities, tourism services supply, commercial farms, handicraft businesses was envisaged as a fundamental step. In Sardinia nearly 90 enterprises were selected and subsequently audited on the basis of a set of quality criteria. They then had the opportunity to take part to training seminars and technical assistance aimed at improving their professional skills and helping them to comply with the standards required to enter the TRIM network. The standard definition process envisaged the identification and analysis of a number of “good practices” at the local, national and international levels concerning, in the first place, the organisation and management of tourism facilities. Issues addressed by the standard include:

- preservation of the landscape and the environment
- enhancement of artistic, cultural and archaeological resources
- exploitation of local typical production
- preservation of traditions and culture of the rural areas
- contribution to conservation and enhancement of the genetic heritage
- providing a genuine, traditional welcome for guests.

The project was carried out from January to December 2008. A crucial role was performed by the 10 local development agents (one for each LAG and Development Agency). They were local consultants selected and trained to act as “points of reference” on the spot, supporting the envisaged activities and also meant to promote the long-term sustainability of the project. A territorial analysis of all areas involved allowed highlighting the main features to be exploited considering the creation and marketing of rural tourism products. Packages and itineraries were designed in such a way as to link territories and businesses taking part in the project. Besides, an attempt was also made in order to provide reliable products with a standard quality base that may be attractive and competitive in the Italian and foreign tourist markets.

The tourist proposal arranged were:

- Day trips, to be promoted by tourist operators on the coast
- Trans-LAG routes in Sardinia
- Malta and Cyprus routes

A Communication and Marketing Plan was devised in order to match the rural tourism supply and the demand; it exploited the idea that rural Sardinia is a real place with a strong sense of identity, rich in tradition and proud of it, with a magnificent countryside off the beaten track. A place where the effort of getting there is rewarded by the pleasure of being there. The value of tourist products offered by the TRIM network was identified as residing in:

- inner strength
- exterior branding;
- reliable quality;
- a form of guarantee and reliability;
- a capacity for “preservation”;
- the open fabric of the territory and the restoration of sensation

The Network of Rural Tourism in Sardinia was formally established in November 2008 and officially announced on December 15<sup>th</sup>, 2008 during a convention and a press conference.

## IMPLEMENTATION AND ACHIEVEMENTS

The network of rural tourism in Sardinia is now a reality, able to face the national and international tourism market. Hopefully, Cypriotes and Maltese operators will soon join the Network: this will be a first step towards the promotion of rural tourism in the Mediterranean region. A primary objective of the network is in fact to construct a meeting point between the demand and supply of rural tourism at the Mediterranean and European level.

The network, in fact, seeks to be an open space for all operators, aiming at promoting quality tourism and allowing tourists to experience the daily life of the rural areas, with their arts and crafts and ancient know-how, as part of the fabric of the nature and culture of the territory.

From now on, the work of the network will be aimed at reinforcing the first group of operators; activating new commercial channels; promoting the network, etc. In parallel, work will continue from the perspective of the constant improvement of the quality of the tourist offer, encouraging collaboration between those in the network and those outside it.

The network driving forces are the enterprises that compete against each other in the creation and offering of rural tourism products. However, in a start-up phase, to have technical and financial support from the institutions may prove crucial for the network surviving. In this regard, the eight LAGs of Sardinia have already expressed their intention to further cooperate. The LAGs, which will take advantage from the European Agricultural Fund for Rural Development (EAFRD) in 2007 – 2013, have included specific actions in their own Local Development Plans, previously agreed with the TRIM project partners. Furthermore, the actions envisaged by the new plan for rural development in the Sardinia region (Rural Development Plan 2007-2013) perfectly integrate with the network goals in so far, as they lean towards integration of the rank-and-file, the membership and the Producer Organisations, the diversification of the rural communities, the quality of the products and participatory governance for independent development.

Alongside the opportunities offered by the European Agricultural Fund for Rural Development, there are several funding programs made available by the European Union which can be drawn down to help the network reach its stated objectives. In the next few months, partners will be engaged in assessing the best opportunities for raising the profile of rural tourism which, beginning with the territory of Sardinia, can be extended to other rural areas in the regions of Italy and Europe.

## CONCLUSION

The TRIM project experience demonstrates how to create proposals for fruition in rural areas that aim to understand the true meaning of places and people from a touristic point of view and that go beyond the typical clichés predominant in coastal areas. The project also shows that, through participatory self-focused planning, we can remove some of the main obstacles to the development of competitive provisions in rural areas, such as the reluctance of operators to network, the lack of orientation to the market and the insufficient capacity to promote and sell products. The constant close contact between all partners, the mutual exchange and the implementation of project activities in a transparent and participatory way, has enabled the development of a myriad of new relationships between actors belonging to different local realities, undoubtedly contributing to enhance the skills of each participant and the overall success of the project.

It is evident that the opportunity to benefit from a governance approach is heavily influenced by the real ability to manage the planning, the dialogue, the representation of multiple interests, and the negotiation both in local and global networks. Rural areas emerge as optimal for the production of models of governance; they allow mechanisms of cooperation and cohesion to be activated by “placing quality of life as a target, by going through a different concept of services” (Prezioso 2003, 216), so that economic development opportunities will be reconciled with the needs of environmental sustainability. The experiences of partnership can be extremely positive, not only because they bring the decisions on development near to the areas involved, but also due to leadership skills that can actually enable virtuous processes in rural areas, with spillover effects in terms of welfare on local population. In this perspective, the TRIM project is a first step towards the promotion and development of rural areas, a stimulus to the continuing improvement of the quality of the tourism product through constant dialogue and exchange of knowledge between the realities inside and outside the network and, above all, a model that other rural areas of the Mediterranean can use in planning policies for local development.

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## INTO THE DEVELOPMENT OF RELATIONAL TOURISM: OPPORTUNITIES AND THREATS<sup>1</sup>

Marcantonio Ruisi\*

### Abstract

These findings aim to investigate both on the opportunities and the related threats in developing and raising a different way of conceive the entire tourism industry by delving into its human content based on tourists' experiences and relationships thereof. Although the different opportunities, few threats arise accordingly. From this side, the effectiveness of the entrepreneurial governance assumes a relevant importance. In this scenario, this paper not only supports the top management by providing tools, but also offers a case-study on the Couscous fest that takes place every summer in San Vito Lo Capo, a very famous and recognized tourist destination of the north-west coast of Sicily.

### INTRODUCTION

Since 1980s, the term "tourism development" has been abused by the overall politics and argued on many worldwide round-tables. Sociologists, economists, environmentalists, anthropologists and many other technicians studied the phenomenon according to their matter. Topics like the environmental sustainability, renewable resources, fair distribution of wealth, information symmetry, integrated logistics and so forth, encompassed the entire industry over the last two decades with a particular emphasis on the globalization strictly linked to the living matter of the "*business localism*".

The latter relationship between the globalization and the upcoming business localism becomes relevant in this context, above all if analyzed from a humanistic viewpoint. In this direction the focus is based on shared values and principles belonging to each human being rather than highlighting the homogenization and the generalization; principles that transcend differences in terms of languages, religions, ideologies, skin colour and so on. Indeed, one of the major aspects of the globalization from an anthropological perspective involves an interactive relationship as a result of active actions aiming to promote and propel altruist approaches rather than selfish ones<sup>2</sup>. An approach that outlines the purpose of the so-called "fair globalization" stuck on a planar communion and law of gift<sup>3</sup>.

Given that, the proper combination of these shared values overlooked human development, flows into a network of social and economic operators. Promoting and sharing relational experiences may arise from real projects of local marketing, nowadays more than ever.

### THE RELATIONAL PERSPECTIVE OF TOURISM INDUSTRY: FOR A SOCIO-ECONOMIC AND HUMAN DEVELOPMENT

Since several years, the emerging need to human relationships is shifting the entire tourism industry, both supply<sup>4</sup> and demand, towards a different scenario, called above as "**relational tourism**", in regard to the

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2 It being understood that among groups, people build deeper bonds.

3 For an in-depth examination it's suggested: Caillé A., *Il terzo paradigma*, Bollati Boringheri, Torino, 1998; Godbout J.T., *Lo spirito del dono*, Bollati Boringheri, Torino, 1993.

4 For an in-depth examination it's suggested Ibidem.

overall match point between supply and demand of tourist services and goods. This perspective is due to the combination of relationships in which on one hand suppliers develop a depth attitude of sincere and shared hospitality beyond a mere orientation to the sale, in order to retrieve the feeling to let customers rediscover the beauty and the peculiarity of historical, artistic folkloristic, gastronomic and especially human patrimony in terms of goods and traditions; on the other hand, users invert the usual role of final consumers to become protagonists, value-generators actively involved into the life-cycle of the tourist offer.

Whether tourism generates relationships that stimulate each actor to be itself rather than to have or to pretend, to enhance the *logos* rather than satisfy either curiosity or *potos*, then becomes clear the importance of investing and reshaping both supply and demand, in order to create and motivate tourist relations with consequent benefits in other social and economic fields. Indeed, the perspective adopted by the relational tourism encompasses the valorisation of a local and endemic tourist economy, given that the idea of vacation is now far from implying concepts like distance, escape from routine with the consequent anguish of return. Nowadays the idea of vacation symbolizes the possibility to break from habits and enjoy the own territory, that means changing habits and living the territory in a different way<sup>5</sup>. The success of this perspective also lies in a cultural change, at least across western societies, that is a rejection of the superficiality and banality of the current consumerist age, based on pressing technologies and industrial artefacts. This countertrend is allowed by the emerging desire of deeper intelligibility of the daily life without filters and mediations, a desire of genuine aspects and values. As stated by Mazzette<sup>6</sup>, <<we are assisting at the creation of cultural assumptions through which people are enabled to develop the attitude to get astonished and surprised in front of a reality that deserves to be rediscovered and recognized>>. Following this approach, on the demand side we do interpret the enjoyment given by some tourism forms like the agro-tourism, the rural tourism or the naturalistic one, as high-potential forms of relations. All these forms let each individual discover itself and the surrounding world, in antithesis with the conventional recourse to theme parks where artificial experience are merged into a sort of science fiction. The character of the post-industrial society is apparently moving the emphasis and the core of tourist experiences from theme parks and packaged vacations to those complex human sites still able to preserve, generate and communicate own cultural resources, either original or as a result of interactive relationships with outer groups<sup>7</sup>.

#### **CURRENT DEBATE ON THE EFFECTIVENESS OF RELATIONAL PROPOSAL**

Needless to remember that the purpose of the relational tourism lies directly in the socio-economic growth, as well as in the human development, especially for those territories pressed upon the massive tourist enterprise<sup>8</sup>. The effectiveness of the offer of relationships through a proper use of tourist initiatives is based on the implementation of a systemic effort aimed to find out the ideal combination of two pillars: on one hand the economic governance and on the other the socio-cultural animation within the territory and its networks.

The first and most important pillar concerns the definition of the complex system of product/service to produce and offer; i.e. the intrinsic definitions of strategy<sup>9</sup> and leadership (meta-management); below renamed as "business definition". Furthermore, the governance relies also on the definition of partnerships and on the implementation of communication plans.

5 Mazzette A. in *"Reimmaginazione della società e turismo"*; Guidicini P. e Savelli A in *"Strategie di comunità nel turismo mediterraneo"*, Franco Angeli, Milano, page 97.

6 Ibidem, page 98.

7 Savelli A., *"Strategia di comunità nella relazione turistica"*, in Guidicini P. e Savelli A. (realized by), *Strategie di comunità nel turismo mediterraneo*, Franco Angeli, Milano, 1999, page 38.

8 Normally the rise of multinational companies is coupled with the current economic globalization phenomenon.

9 On the economic meaning of Strategy, we refer to Ruisi M., *Analisi strategia. Per una ricerca delle determinanti del successo aziendale*, Giuffrè, Milano, 2005.

The second pillar regards two different dimensions: on the one hand the demand orientation (educational purpose); on the other hand the social awareness of the entire territory through the formulation of operational plans (pragmatic purpose).

Regarding the mentioned business definition, the management in charge of the network's governance should proceed step by step as follows. First and foremost, the process begins detecting the own resources of a territory, then mapping the real patrimony in terms of naturalistic, architectural, monumental, historical, literary, folkloristic and enogastronomic items. Secondly, obtaining information on the wide range of factors, both national and international, influencing the purchasing power and the overall demand, in view of their satisfaction through the proper combination of the detected local resources. Thirdly, the process continues considering the opportunity to fulfil the set of resources through the acquisition of external resources; obviously after a deep evaluation of how integrate those resources with the existing ones. The closing step foresees the planning of the tourist supply's implementation procedures.

Anyhow, the supply's definition must be addressed to the overall mission contained into the network's strategy, with reference to the final goal, but also to the short and medium-term scopes; the needed tools and the general network's plan, hence the necessary techno-organizational structures, the operational devices and the related communication plans. Besides, it must be also taken into account the several ways of conducting the leadership in regard to the institutional and organizational context encountered, as well as the ethical and behavioural code<sup>10</sup> to be formalized in order to suitably manage relations within the network.

The whole process should be worked out by a supporter/promoter business unit made by public economic operators also in accordance with those private stakeholders involved to<sup>11</sup>. The institutional organization, i.e. the selection of possible partnerships, is seen as one of the most relevant strategic step, hence hardly to face and manage.

If we do consider the network's constituent phase, the member selection must be conducted with responsibility, since the experience shows a general underestimation which pushes this phase toward the involvement of all the concerned operators within the referential territory. Beyond any considerations based upon the will to promote or attenuate the admittance of new partners, from time to time stands the evaluation of the convenience to broaden the network with new members.

The association requirements differ according to the complementary level pursued, which can be vertical or horizontal. The former is typical of wide general tourist networks, while the latter of specific hotel ones. Nevertheless, an essential requirement concerns the compatibility among the different structures, the numerous goals and also the several orientations adopted by each potential associate.

In this direction, an increasing role is assigned to some technical tools able to underline complementarity and compatibility statuses of the potential participants.

The following table highlights the different contribution given by each tourist operator involved into the network's constituent phase (Table 1<sup>12</sup>).

The above table reports the most relevant contributions in order to evaluate the level of complementarity achievable among the potential participants, in terms of resources, skills and services. Each contribution is split into different levels: high, medium and low for the monetary and physical resources and for skills, while we have innovative, updating and obsolete for the technological resources and wide and limited for the service range.

<sup>10</sup> The ethical code should underline the role assigned to each relational value, such as the ability to listen, loyalty and compliance, fair play toward clients and partners and so on. For an in-depth examination it's suggested Ruisi, reference mentioned, 2004.

<sup>11</sup> Through an effective communication plan.

<sup>12</sup> Reprocessing of Depperu D., *Economia dei consorzi tra imprese*, EGEA, Milano, 1996.

Contributions	Partner Level	Company A	Company B	Company C	Company D
Monetary Resource	High Medium Low				
Technological Resource	Innovative Updating Obsolete				
Physical Resource	High Medium Low				
Procurement Skills	High Medium Low				
Marketing Skills	High Medium Low				
Sales Skills	High Medium Low				
Service Range	Wide Limited				

*Table 1 - Matrix of Partner's Complementarity upon contribution*

Apart from the described complementarity, the related compatibility must be also evaluated as previously stated. For this purpose the next matrix shows the type of human resources' organization and management, of external reputation, of process motivation in defining the product/service, of total quality attention, of approach to the overall market and context and lastly of environmental sustainability. Even in this case, we encounter different levels of articulation according to the four hypothetic business realities taken in consideration. Thus the organizational structure may be bureaucratic, directive or participative; instead, the reputation, i.e. the perceived image, shifts from good/elevate, moderate/medium or bad/low; the motivation behind the so-called business definition is split into innovative and customer oriented. traditional/conservative or speculative (low quality and expensive price); the business processes orientation towards total quality or the mediocrity, that means respectively pursuing entrepreneurial excellence rather than medium qualitative standards; the market approach adopted as proactive, active or passive while the approach toward the surrounding social environment as collaborative, indifferent or hostile; the environmental sustainability as oriented toward the valorisation, compatibility or deterioration. Although the business definition is the core of networking, there is a further dimension that needs a separate but brief deepening, in order to give effectiveness to the overall relational tourist offer. We refer to the second pillar and therefore to the socio-cultural animation on the referential territory.

Entrepreneurial Formula	Partner Level	Company A	Company B	Company C	Company D
Organizational structure	Bureaucratic Directive Participative				
Business reputation	Good/elevate Moderate/medium Bad/low				
Business definition motivation	Innov./cust.oriented Traditional Speculative				
Orientation	Total Quality Mediocrity				
Market Approach	Proactive Active Passive				
Social Context Approach	Collaborative Indifferent Hostile				
Environmental Sustainability	Valorisation Compatibility Deterioration				

Table 2- Matrix of compatibility between partners according to the different elements of the entrepreneurial formula

That means the organization of recreational meeting, debates and social moments where residents may share ideas on how increase that sense of hospitality at the base of both a individual and community's growth. In view of that, it arises the need of systemic actions aiming to pursue the same scope with synergy. It seems also evident the need to rely these contents to the means characteristics of the target<sup>13</sup> (age, instruction,...), not only in regard to the local community but also to those non-residents that use to spend their vacations on the site and in general to all the stakeholders. The cultural importance of the pursued mind-changing should derive from the continuity of these social initiatives that base their effectiveness also on the diffusion and the spread across the overall society. This means investing on educational programmes firstly addressed to kids through schools and then to adults through innovative approaches based on personal experiences and sharing best practices. So, editing and then following an ethical-relational code and/or a socio-relational balance sheet<sup>14</sup> becomes a prerogative.

<sup>13</sup> In some communities the average age is very high due to the scarce presence of young; in other communities the personal behavior is too introvert and so on.

<sup>14</sup> For an in-depth examination it's still suggested Ruisi M., reference mentioned, 2004.

### **A SNAPSHOT ON A RELATIONAL TOURISM EXPERIENCE: COUSCOUS FEST IN SAN VITO LO CAPO (TP).**

The event held in San Vito Lo Capo (TP), one of most coveted tourist destination of the north-west coast of Sicily, will be presented through the words of two protagonists as a clear example of relational tourism<sup>15</sup>. Indeed, the enogastronomic Festival of the entire Mediterranean, abbreviated as Couscous Fest, lies on the organization of an international gastronomic competition focused on the preparation of dishes containing couscous, which consists of spherical granules made by rolling and shaping moistened semolina wheat and then coating them with finely ground wheat flour. In the latest ten years the Festival hosted many Mediterranean delegations, such as Algeria, Egypt, France, Israel, Italy, Libya, Morocco, Palestine, Tunisia, Turkey followed by Brazil, Côte d'Ivoire, Mauritania and Senegal. This event, held immediately after the summer season, recovers a former local festival and represents a long range and strong local marketing initiative, hosting different thousands of visitors. Starting from 1998 until 2009, the ranking encounters in order: Tunisia, Israel, Tunisia, Palestine, Italy, Morocco, Tunisia, Algeria, Côte d'Ivoire, Israel, Côte d'Ivoire and Italy.

Although it's impossible to find out a close correlation between the event itself and the overall tourist flow, the tourism's growth is picked up since the event started in 1998, in terms of arrivals, stays and average length of stay. The aseptic statistical data is translated in the field of sensations, emotions and perceptions by the different protagonists, through the words of the first citizen:

*<<In these year we registered an exponential growth of tourists in San Vito Lo Capo. In 1998 official stays were less than 130 thousand, while in 2006 this number more than tripled in size arriving to 440.000. Clearly this outstanding growth is not only given by the Couscous fest, however it's undeniable that the Festival let the entire site be known all over the world. Behind the entire event, stands a very important message of peace. In fact, the Festival lets the various delegations sit around the same table for the same shared goal, like Palestine and Israel do each year. This is also acknowledged by the all population, no matter the belonging political party. Among the different merits, the Couscous fest allowed a fair distribution of tourist stays across all the swimming season, not only along July and August like it was in the past. Indeed, nowadays tourist operators work from May until October. Perhaps people know more the combination "Couscous Fest/San Vito Lo Capo" rather than "San Vito Lo Capo/Couscous Fest">>. (Prof. Giuseppe Peraino, Mayor of San Vito Lo Capo).*

A further confirmation accordingly is provided by the event organizer:

*<<A statistical survey shows that tourist flows nearly quadrupled in the last ten years. This phenomenon arose from the efforts of the actual local administration, which aimed to deseasonalize tourism all over the summer season through the Couscous Fest and many other festivals to be held in September and October, seen the overcrowding experienced on July and August. On the other side, during September and October the demand becomes more qualified and hence requires higher standards than it normally does in high season>>. (Doctor Marcello Orlando Cascio, Managing Director of Feedback srl).*

Such a success is mainly given by the synergy among all the actors involved within the organization; therefore we tried to identify all those players, the role covered by each of them and the related relations, given all the difficulties of an approach based on dynamic relations, like the network is.

*<<Behind the organization of the Couscous Fest stands a very complex organizational machine, since the event involves too many actors, starting from the Municipality, the tourist Association "Pro Loco", the organizer Feedback srl, plus other players like schools, restaurants and many other volunteers. It's clear that only a strong synergy between the different actors may generate an event that exceeds the skills of a small territory of 4000 inhabitants. The difficulties faced go from the design to the operative phases starting before and continuing during and after the event*

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<sup>15</sup> Mostly imbalanced toward public operators, rather than private.

*itself. There are other factors to take into account: a reporter that arrives in late asking for a transfer to the airport; the storage of oil, bran and many other typical products to be distributed to the various cous cous firms; etc... Clearly each player involved into the realization of the event has a proper role. Apart from the mentioned players, we encounter also the press that is enrolled by the organizer and hosted for the final goal of writing articles on the event, then published on different newspapers paid by the Municipality. The benefit coming from the press review goes over the financial resources of the Municipality>>. (Prof. Giuseppe Peraino, Mayor of San Vito Lo Capo).*

The following clarifications are provided by the organizer: Feedback srl.

*<<The event's holder is the Municipality of San Vito Lo Capo that holds the brand e funds the initiative. Feedback srl is the organizer company. It plans and performs the entire initiative, as well as it is in charge of the communication e fundraising. The company is funded by the Municipality for the 5-10%, the rest is financed by regional, national and European programs and through private sponsorships. The local tourist association "Pro Loco" is in charge of various logistical aspects and in particular of the public food and wine tasting. Its contributor is free of charge. Furthermore other associations are involved, such as the "Tourist Operators Sanvitesi" and the "Caterina Cuochi Sanvitesi". The entire community is currently involved in many other forms.*

*Regarding the media, an important role is played by the Couscous people who travel and participate in various enogastronomic events. These friends are mainly VIP, showmen and reporters who give exposure to the event through the word-of-mouth or other editorial activities, driven not only by the event's worthiness, but also by the general interest around its local marketing implications. Nowadays, San Vito Lo Capo generates significant economic flows for the entire neighbouring area, bearing in mind for instance that during weekdays the average car traffic density is estimated at 30 to 50 thousands motor vehicles. The public relations and advertising activities require both a day-by-day engagement. The main jury's commitment is to drive the mass media interest toward the event and for this purpose jury is hardly selected in advance among many experts. This year we do hope to bring Rai 1 and Rai 2 indeed>>. (Doctor Marcello Orlando Cascio, Managing Director of Feedback srl).*

The relational dimension of the entire festival is confirmed by further participations and initiatives between different economic actors indirectly involved into. In fact, the community becomes protagonist as a result of a relational tourism initiative.

*<<In San Vito Lo Capo everyone is directly or indirectly involved and takes advantage of the event. If twenty-five years ago the residents were forced to emigrate, nowadays the entire hinterland is involved into the Couscous fest. Although tourists are the welcome, they are hardly tolerated. Clearly there are almost 18000 people within San Vito Lo Capo during the summer season and therefore this negatively impacts services in general, even if public operators are more affected by the overcrowding, in terms of slagheap, traffic control, security systems and so forth. Besides, the event affected also schools and its students by granting free stands and stimulating the realization of projects within the P.O.F. and then presented during the event. Among these projects, we mention the integration among different cultures, and so on. The entire community is involved and willing. Nevertheless, on each of my fellow citizens I notice a well attitude to entertain relationships with tourists, whatever the level is: from hoteliers to restaurateurs, from shopkeepers to fishermen.*

*We have a sincere and diffuse sense of hospitality without any discriminations, unequal treatments in terms of selling price and service furniture. On the contrary we encounter solid attitudes, such as honesty towards customers, willingness to help, cooperate and provide any kind of information and assistance. Once, at the end of a meeting I met someone waiting more than a hours just to congratulate for the hospitality and cordiality provided to his family during a vacation in San Vito Lo Capo. Another time, a tourist shared a similar experience in which during the last day of his vacation the fisherman where he used to buy fish for the entire stay refused any sort of payment in view of his departure>>. (Prof. Giuseppe Peraino, Mayor of San Vito Lo Capo).*

In brief

*<<The local community responds well. The Couscous fest is expected; nowadays, even ten days before the beginning, residents start to be interested in the organization, they ask for and look around... San Vito stills full, we register stays until the event. During the hottest days, normally Friday and Saturday, shopkeepers earn more than in mid-August holiday. Even common people wait for the event and wish to assist to the news of the year>>. (Doctor Marcello Orlando Cascio, Managing Director of Feedback srl).*

If further steps have to be implemented in San Vito Lo Capo concerning the Couscous fest in terms of relational tourism or broadly of relational entrepreneurship, those steps would regard the financial participation of private operators.

*<<Among the operators there is not an active dialogue on some activities, like the sponsorship and the fundraising for new initiatives within the Couscous fest. The dialogue could flow into the realization of concerts or many other initiatives in order to release public resources that in this case would be addressed to finance further promotional actions. Unfortunately this happens because of the general belief that the municipality itself may support the entire festival, rather than for the lack of interest of those potential private operators>>. (Prof. Giuseppe Peraino, Mayor of San Vito Lo Capo).*

In brief

*<<The recourse to new forms of self-taxation is absent, mostly because economic operators wrongly believe that the Municipality may support the entire initiative itself>>. (Doctor Marcello Orlando Cascio, Managing Director of Feedback srl).*

## CONCLUSION

Since several years we've been called to speak in public, to write or to plan and manage educational activities, moreover we've been called to sit around the same table with other colleagues, business operators and politicians on the theme of relational tourism. Beyond doubts, our interest is been and is still felt and active; from each of us we encountered the generous willingness to offer contributes and suggestions on the argument. In some contexts, however, we felt the impression that such stream of remarks and considerations arose, on one hand taking for granted the intuitive meaning of the terms in use and the effective understanding of those terms among the various interlocutors; on the other hand, underestimating the need of the implementation of concrete actions in order to let values, ideas and relations being seen on the activities of the numerous socio-economic players; activities aimed to confer the adjective "relational" to the word "tourism". Taking for granted the understanding of those meanings, the accent remains on how all that could be actualized. How could we maintain the same direction, based on a relational development, if we wrongly undertake degenerative itineraries?

In case of successful governance of tourist initiatives based on relationships, how could we broaden the quality and quantity of the various initiatives aimed to increase the participation of actual and potential interlocutors?

The notes reported in this finding, as the one formalized in the past, and the introduction of a real case-study that leaves margin of improvements, aim to offer a preliminary study on the argument, not only in terms of definitions, but also in terms of planning and governance; in this sense we recall the institutional structure, partnership, ethical and relational code and so on. These findings are launched under the auspices of actuate future roundtables starting from a shared and common terminological awareness and from the modest belief that an interdisciplinarity based on contents requires a pluralism of knowledge and skills.

## TOURISM DEVELOPMENT BY COOPERATION BETWEEN TOURIST FIRMS AND BANKS

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### Abstract

International tourism is considered one of the important aspects which has a great effect upon the economy of the nation. Tourism industry played a great role to develop the national Income. Tourism Sector is highly affected by the political, social and economical situations of the counties, as well as the high competition between the different nations to achieve the aim of attracting more tourists.

Therefore, Tourism Sector requests new ideas to help the Tourist cooperation to find new systems to ensure the increase of its selling services and profit, which assist in providing a stable situation in the market.

The study mainly aims that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist Firms" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats...etc. Tourist Firms include travel agencies, airlines companies, transport companies ..etc.

The study discusses the value of that "Certificate of Deposit", maturity, interest rate and the different services which one can obtain in return of the interest of that "Certificate of Deposit".

This provides the "Tourist Firms" with a new system for selling its services, as well as having long term planning to ensure the great benefit for both the tourist and the "Tourist Firms". Furthermore, it provides the banks with more chances to increase its Certificate of Deposit which means more investment in the nation economy. This new system can be applied nation wide, as well as overseas among the different countries.

On the other hand the study is concerned with having a deal between the Tourist firms and the banks for issuing a special type of "Credit Cards" with the name of the company to allow the clients to pay for their services by installments (monthly payment). Moreover, this will increase the profit of the firms and at the same time allows the tourist to pay in a long term rather than paying cash.

Consequently, the Conclusion of this study will provide us with the great increase in the tourists number. In addition to the regulation of the profitable returns and the great planning to ensure the development of the Tourism Industry.

### METHODOLOGY

The study depends on describing the requests of the Tourism Sector and mentions some new ideas to help the Tourist Firms to find new systems to ensure the increase of its selling services and profit.

**Key words:** Tourist Firms - Certificate of Deposit -Tourist Programs – Banks

### INTRODUCTION

The study start with the Tourism development, then the importance of tourism market planning and represents the most receiving and exporting nations. It presents the main ideas of the study which might increase its selling services and profit.

- 1 Tourism Sector is highly affected by the political, social and economical situations of the countries.
2. There is high competition between the different nations to achieve the aim of attracting more tourists.
3. Tourism Sector requests new ideas to help the Tourist Firms to find new systems to ensure the increase of its selling services and profit.

Tourism development means the different programs aiming to achieve a continuous increase in the tourism resources for flourishing the economy of the nation. Consequently, there should be a scientific planning for the Tourism development to ensure the full organization between the different Sectors, as well as the perfect balance between the competitive demands upon the limited resources.

The aims of the tourism market planning:

There are several aims which can be acquired from the tourism market planning such as: ( Dwyer , 2004)

1. Achieving the efficient control upon tourism market planning.
2. Achieving general goals on the economy of the nation and the tourism sectors.
3. The coordination between the different activities related to the tourism marketing.
4. The assistance in specifying the tourism marketing strategies according to the activity of each tourist cooperation whether it is a travel agency or hotel, ...etc.

Tourism Marketing:

It is the intersecting point between the tourism demand and tourism supply, which means the exporting nation representing (tourism demand) and importing nation representing (tourism supply).

The Tourism Marketing is divided into two sections :

1. External market: It represents the exporting nation, where the expected tourists meet with the travel agencies to present its tourist programs through marketing and contracts.
2. Internal market: It represents the receiving nations where the tourists meet with the different tourism services in the archaeological sites.

Therefore, the next table represents the most receiving nations in 2008 all over the world. This allows us to keep an eye on that nations which can apply this idea to have tourism market planning and to increase the selling of the tourism programs.

*The most receiving nations in 2008 ( by million)*

Nation	Rank	Tourist number	Nation	Rank	Tourist number
France	1	79.3	Turkey	8	25
U. S. A	2	58	Saudi Arabia	17	14.8
Spain	3	57.3	Egypt	21	12.3
Italy	5	42.7	Morocco	30	7.9
Ukraine	7	25.4	Tunisia	34	7

*Report of the International tourism Committee.*

From the table we can notice that the most receiving countries are France, Spain, Italy and Egypt . Therefore, these nations need new marketing strategies to increase the selling of its tourist services.

*The most exporting nations in 2008 ( by milliard Dollar \$)*

Nation	Rank	Expenditure	Nation	Rank	Expenditure
Germany	1	91.2	Russia	9	24.9
U S A	2	58	Spain	11	20.3
France	4	43.1	Austria	20	11.3
Italy	5	30.8	Egypt	49	2.9

*Report of the International tourism Committee.*

From the table we can see that the most exporting nations are France, Italy and Spain from Mediterranean area and Germany, U S A and Russia from the whole world. So our aim is to send our message to these countries which represent the (International tourism) as they are the most exporting nations, so they have highest expenditures in the tourism field .

There are three types of the market strategy: (Wahab ,1997)

1. General strategy : close, open , cost and shrink marketing.
2. Defines strategy : pricing , following , copying, opposite marketing.
3. Attack strategy ; expansion , domination , creation , competition.

From the Attack strategy the tourist firms can go to new market , a long term contracting and use many kinds of propaganda or can create marketing ideas to get a large amount of tourist, but it needs a very good management and reputation to lead the market .

Market Segmentation:

The tourism marketing can be divided into different categories according to various factors: (Wall , 2006)

1. Location:  
The neighboring exporting nations usually enjoy some common features so they are gathered in groups as for example: the Arab nations, Mediterranean area nations, European groups, South America, ...etc.
2. Social Level:  
The social level of the tourists plays an important role as it divides the tourists into categories such as the wealthy people who will always travel on the first class, reside in five stars hotels, ... etc. On the other hand appears the middle class and the poor people.
3. Cultural Level:  
It is an important aspect for the fact that it divides the society into categories according to their cultural interests as for example the doctors, engineers, professors, archaeologists, ...etc.
4. Aim of visit:  
It differs from one person to the other as some tourists looks for Recreational tourism, some seeks Religious tourism, others look for Medical tourism, Adventure tourism, Cultural tourism, ...etc.
5. Age and Sex:  
The tourists can be classified according to the their ages as the interests of the youth is quite different from the interests of the old aged people and certainly different from the attractions of the children. In addition, to the fact that the interests may vary from male to female.  
Kinds the Tourism of Market :
  1. Main Market :which is the main resource for the tourist demand.
  2. Secondary Market: It is less important mainly for the receiving country.
  3. Active Market : which have a large efficiency and contracting.
  4. Possibility Market: It is not a market now for some economic reasons.
  5. Potential Market : It needs hard work in marketing.

These different kinds of markets allows us to specify our target market. Consequently, Egypt has to direct its methods of marketing for that different markets, as the main market (Italy- France ), Active Market ( Russia) and the Possibility Market (China – Arab nations)

Tourism in Egypt is considered as one of the important sources of the national income as it represents 40% of Gross export services. The Number of tourist in year 2008 is 12.8 million tourist and the revenue is 10.9 milliard dollar and it is always increasing .(Elahram, 2009)

Years	2008	2007	2006	2005
Number of tourist	12.8 million	11 million	9 million	7 million
Tourist revenue	10.9 billion\$	9.5 billion\$	7.6 billion \$	6.9 billion\$

*Central bank report , Egypt 2008*

The aims of the Tourism development:

There are several aims depending on the tourism development such as:

1. Achieving a continuous balanced increase in the tourism resources of the nation.
2. Strengthen the relationships between the different sectors.
3. Increasing the positive impact of tourism in relation with the cultural and social directions.
4. The contribution in developing and preserving the environment.

Moreover, one the most important requirements for the development of tourism is the improvement of demand and supply. Therefore, appears the importance of the developing of the tourism demand. Additionally, it needs different marketing methods to attract more tourists and to increase the ability of the tourist firms in selling tourist services such as: tourist programs, tickets, ...etc, which in turn will help in increasing the tourism demand.

Recently, in Egypt there was a great increase in the number of the travel agencies which led to a high competition between them and this made the hotels lower their rates. This table shows the increase in the number of the travel agencies in Egypt from year 2003 till year 2009.

Years	2003	2004	2005	2006
Number of travel agency	1083	1083	1191	1334

*Resource : [www.idsc.gov.eg](http://www.idsc.gov.eg)*

Therefore, the idea of the study can be applied in Egypt and other tourism nations depending on cooperation between the banks and the tourist firms by the usage of the interest rate of the Certificate of Deposit in that nation. For example the interest rate in Egypt according to most of the Egyptian banks is around 8 % to 10 % till October 2009.

The first idea : The Use of the Certificate of Deposit:

The study mainly aims that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist firms" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats...etc. Tourist firms include travel agencies, airlines companies, transport companies ..etc.

The steps for applying the idea are as follows:

1. Advertisement of the new method for enjoying the tourist services including internal and external services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats...etc.
2. The only Tourist firm which can perform this activity should have experience and good reputation in the market.

- The study mainly aims that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist cooperation" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats...etc.
- Tourist firms include travel agencies, airlines companies, transport companies ..etc.
- Advertisement for the different tables by which the tourist can obtain variety of services, in return of the interest of his Certificate of Deposit::

No days	Room level	option	Certificate of Deposit	dates	Int. rate
1 day	5 Star	B&B	3000 L.E	1 year	10%
2 days	4 Star	B&B	5000 L.E	1 year	9%

- The new client put a Certificate of Deposit in any bank or in the tourist Firms bank for 1 year or more .
- Block the interest of that Certificate of Deposit to the benefit of the Tourist Firms in return of obtaining different services .
- The client obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats...etc, as well as the table which is advertised from the tourist Firms .

These are some examples :

- Tourist Programs ( hotels )

This table shows the tourist program for the tourist if he desired to spend some nights in Sharm El-Sheikh or Hurgada and how much is the Certificate of Deposit which should be put in the bank and for how long.

program	No days	level	option	Cert of Deposit	dates	Int. rate
Sharm.S	3 days	5 Star	B&B	10000 L.E	1 year	10%
Hurgada	4 days	4 Star	F.B	8000 L.E	1 year	9%

For annual use of this tourist program for 5 years you can invest the Certificate of Deposit for 5 years at the best rate.

- Trains, Busses, Boats

This program is suitable for the client who needs a Train or Bus ticket to use it in the summer to go and return from the Beach .

Ticket	Ways	level	Cert of Deposit	No. Used	Int. rate
Cai/Alx	2 ways	1 class	1000 L.E	1 Time	8%
Cai/Alx	2 ways	1 class	5000 L.E	7 Times	9%

- Air-tickets, Sea-tickets

This program suits the client who wants to have an Annual Air or Sea ticket.

Ticket	Ways	level	Cert of Deposit	No. Used	Int. rate
Cai/Roma	2 way	1 class	17000 L.E	1 Time	10%
Cai/Madr	2 way	1 class	18000 L.E	1 Times	9%

The client put a Certificate of Deposit with the amount 17000 L.E and use an Air or Sea ticket every year to visit a different country.

- Tourist Programs ( International )

This program is suitable for the Egyptians who want to visit an International Country like Italy or France, and prefers to visit a new country every year, this customer has to put a Certificate of Deposit (C.D) around 25000 Egyptian pound(L.E.) to have an annual vacation in Europe.

Ticket	days	level	option	Cert of Deposit	dates	Int. rate
Italy	6 days	5 Star	B&B	30000 L.E	1 year	10%
France	5 days	4 Star	B&B	25000 L.E	1 year	9 %
Spain	5 days	4 Star	F.B	20000 L.E	1 year	9%

- Islamic Programs ( Omra - Hajj)

This program is suitable for Moslems who wants to visit Saudi Arabia to make (Omra or Hajj ). These are some examples for the Islamic Programs.

program	No days	level	option	Cert of Deposit	dates	Int. rate
Omra	10 days	4 star	B&B	30000 L.E	annual	9%
Hajj	10 days	4 star	B&B	30000 L.E	10 year	10%
Omra	10 days	5 Star	B&B	10000 L.E	3 year	9%
Hajj	10 days	4 Star	F.B	60000 L.E	5 year	10%

- International tourism in euro :

These programs are suitable for International tourists in Italy, Spain or Germany who want to visit Egypt every year and to visit each time a new part in Egypt like Sharm El-Sheikh– Hurgada – Luxor – Aswan - Cairo – and revisit it .....

program	No days	level	option	Cert of Deposit	dates	Int. rate
Sharm.S	3 days	5 Star	B&B	equal1250 euro	1 year	10%
Hurgada	4 days	4 Star	F.B	equal1000 euro	1 year	9%
Luxor	7 days	2 star	B7B	equal 2000 euro	annual	10%

And the deal will be with the Egyptian tourist firms or with his country tourist firms and then it makes a deal with the Egyptian tourist firms.

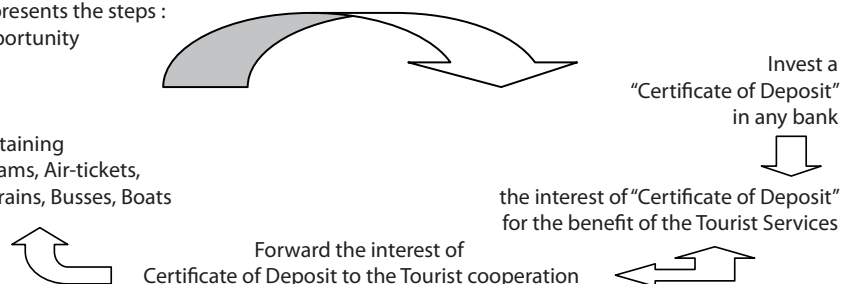
The expected results are :

1. The Increase in the selling of the Tourist cooperation services
2. Tourist Firms have long term planning to ensure the great benefit for it .
3. The tourist obtained the Tourist Firms services for free. (by using the interest of his Certificate of Deposit yearly).
4. The banks have good chances to increase its Certificate of Deposit which means more investments in the nation economy.
5. This new system can help Tourist cooperation to have a great planning to ensure the development of the Tourism Industry.

Figure (1) represents the steps :

A tourist opportunity

The client obtaining  
Tourist Programs, Air-tickets,  
Sea-tickets, Trains, Busses, Boats



The Second idea : The Use of the Credit Card :

Having a deal between the Tourist firms and the banks for issuing a special type of "Credit Cards" with the name of the company to allow the clients to pay for their services by installments (monthly payment ). Therefore, this will increase the profit of the firms and at the same time allows the tourist to pay in a long term rather than paying cash.

The steps of the idea are:

1. The tourist firms advertise that there is a tourist opportunity which is paying by installments for the tourist services such as: Tourist Programs, Air-tickets... etc.
2. The Tourist firms make a deal with any bank in the country for issuing a special type of "Credit Cards" with the name of the tourist company.
3. That Credit Cards allow the clients to pay their tourist services by installments (monthly payment).
4. The clients apply for a Credit Card in that bank to use it to pay the installments.
5. The bank study the client as a separate case for each customer by acquiring his income statement ,age ,work situation , Credit history...etc.
6. The client gets the approval from the bank to issue the Credit Card with the name of the company. The administration of the bank indicate the limit by which the customer can use this credit card. (For example 5000 L.E).
7. The client use the card to get the tourist services within the limit of the Credit card.
8. The client pay the amount by installments in a monthly payment for a year .
9. The client can use the card again in other tourist services from the same tourist firm .

For example if the client takes approval from the bank to issue a credit card with the limit of 5000 L.E , he can use tourist services (Tourist program , Air ticket,...etc. ) from the tourist company within that limit and afterward he pays the amount used by installments in monthly payment ( for 1 year ) and so on for the next year or until the debt is completely paid.

The expected results are :

1. Tourist Firms will increase the selling of its services.
2. Tourist firms will have long term planning for its services to ensure the great benefit for it .
3. The tourist obtained the Tourist Firms services and pay for it by installments in monthly payment.
4. Revival of tourism in the nation by helping the people to get tourist services even if they do not have the liquid amount to pay for it and then paying it by installments.
5. The banks will issue more Credit Cards which is one of its important products.
6. The banks will get the interest of the installments which are paid in monthly payments and this will increase the banks benefits.
7. This new system can help Tourist Agency to increase the profit of the firms .

Figure (2) represents the steps:  
A tourist opportunity

then pay by installment  
it in a monthly payment



The client use the card  
to got the tourist services



deal between  
the Tourist firms and  
any bank



issuing a special type  
of "Credit Cards" with  
the name of the company



The clients apply for a Credit Card  
And got the approve

### Conclusions

The conclusions of that study is that the tourist invest a "Certificate of Deposit" in any bank and the interest of that "Certificate of Deposit" will be given for the benefit of the "Tourist Firms" in return of obtaining different services such as Tourist Programs, Air-tickets, Sea-tickets, Trains, Busses, Boats...etc. Tourist Firms include travel agencies, airlines companies, transport companies ...etc.

Then, the study put the value of that "Certificate of Deposit", maturity and interest rate compared with the different services which one can obtain in return of the interest of that "Certificate of Deposit".

The second idea in the study is concerned with the deal between the Tourist firms and the banks for issuing a special type of "Credit Cards" with the name of the company to allow the clients to pay for their services by installments (monthly payment).

So we expect some results:

1. The "Tourist Firms" will use these new systems to increase the selling its services
2. Tourist Firms can make long term planning when they know the number of clients who had invested in its bank and the tourist program they required .
3. There will be a great benefit for both the tourist and the "Tourist Firms".
4. The tourist obtained the Tourist Firms services for free (by only using the interest of his Certificate of Deposit yearly).
5. The banks will be provided with more chances to increase its Certificate of Deposit which means more investments in the nation economy.
6. Great increase in the tourists number due to the new facilities.
7. The regulation of the profitable returns and the great planning to ensure the development of the Tourism Industry.

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## MOTRIS An History of Mediterranean cooperation

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### Abstract

The Integrated Relational Tourism (IRT) arises as hypothesis of cautious using for tourist purposes of physical and immaterial resources of old towns and rural territories in Sicily. This hypothesis has been formulated during the town planning course by Leonardo Urbani at faculty of Architecture of Palermo in the '90s, focusing the attention to the Mediterranean cultural style old towns. In response to a meeting on the Mediterranean tourism in 1999 about the idea of a cultural tourism on cultural heritages, it has developed the idea to join to the material and immaterial cultural goods also the relational good developed subsequently by Stefano Zamagni. The testing of IRT has been financed by the Sicilian Region with the project Motris (Mapping of the Integrated Relational Tourism offer in Sicily<sup>1</sup>). The IRT, in collusion with the objectives of territorial common cohesion, wants to provide an answer for the territorial integration of policies and experiences about the objectives of qualification of offer and demand of a sustainable tourism and/or social, economic, cultural and environmental re-qualification, placing the human person to the centre of rationalization policies and valorisation of tourist offer of local relational resources. The IRT identifies itself as the border between the set of tourist activities taken in their drawing near the other productive human activities not only as regards to the other activities of the tertiary but also those of agriculture and industry.

In the reference frame of innovation of the concept of sustainable tourism which is present in many international documents (OMT 1985, 1997, 1999; Lanzarote 1995)<sup>2</sup>, a research, application and training activity have been started over the last few years, which aims to refuse concretely in the insular territory, the qualification of the tourist offer of local systems by the reinforcement of approaches derived by town and country planning.

The IRT goals are: 1) the re-territorialization of local productive economies accepting the challenges of network with the global economy, 2) the re-contextualization of the cultural identity valuing the rooting

<sup>1</sup> *Motris is a project of the Sicilian Region Presidency (art. 16, l.r. n. 10 2005) carried out from the University College Arces of Palermo. The Master of II level has been promoted by the university of Palermo together with the faculty of Architecture of Palermo and the Faculty of Tourism of Helwan, Cairo (Egypt).*

<sup>2</sup> *Mauro D'Incecco (2007, p. 37) suggests this list of treatises and documents of international level: international meeting by Lanzarote (1995), international meeting by Calvià (1977); international congress by Sant Feliu de Guixols (1998); the Global code of Etics for the tourism of the World Tourism Organization (1999); the Mediterranean Action Plan on Tourism (1999); the Tour Operator Initiative by UNEP, WTO e UNESCO. In Italy, the Carta di Rimini of 2001 is certainly to consider as a thematic reference.*

<sup>3</sup> *In "Modernità liquida" (2000, p.14), Barman defines the changing of society, in contraposition to the logic schemes by Marcuse about the liberation of the masses, making a comparison between it and the organization of a camping for caravans. «(...) we can say that "a critic to the consumers" has substituted the former critic of "producer". Contrarily to that, is a spreading habit, this decisive changing isn't simply possible to explain it as a changed state of mind of public opinion, a minor longing of social reform, doze off the interests for the common good and the ideals of good society (...) although all these phenomenon are prominent features of our age. The causes of the changing are deeper, rooted in the deep transformation of the public space, and generally, in the way as the modern society works and lasts itself».*

phenomenon without giving up to the total openness to the other cultures, 3) the re-composition of the society counteracting the disruptive, standardized and alienated factors of the finalization of the existence to the profit logics.

The research way already fixed in a phase of methodological planning (Gulotta et. al. 2004) points to the places' qualification taking into account urban decay tendencies of local meaning (Augè, 2005) or in terms of communication (Baudrillard, 1996) or because of the changing of modernity (Harvey, 2002; Bauman<sup>3</sup>, 2000), to the targeting of local resources perceptible to a well-respectable tourism to the people' values (Butcher, 2003), economically founded on the concept of relational good (Zamagni, 2007; Ruisi, 2004), socially sustainable even when it is evolved in terms of life experience (Zurick, 1995) and investigates the correlated terms of the responsible use of local territories according to the style of government and Mediterranean life (Cassano, 1996; Lo Piccolo et al., 1998).

The line of research is oriented to the gathering resources to promote a sustainable tourism "evolved" and a scientific improvement of correlated terms to the responsible use in the euro-Mediterranean area.

The enforcement deals with the promotion activities of local subjects of institutional and corporate area as well as of possible other types of subjects which bring to the spread interests, involved in the participation in active partnership to define strategies and territorial calendars to put in practice the IRT theoretical tasks. The activity of the training line have been started (even previously the nominal date of Motris beginning) and concentrated on high training level through the Master of 2nd level for the training of area operators in IRT (destination manager); the aim successively is going on with other training levels (superior and professional). The three lines of action are developed in an integrated way and their parallel development is marked by moments of seminars comparison open to the research world and international, national and regional undertaking.

**key words:** local tourist systems, relational tourism

### **TERRITORIAL DISCIPLINES AND TOURISM**

The contribution, about town planning which territorial disciplines can give, about the town planning, mainly consists of answering "where" determined interventions have to be realized and also qualifies in a physical sustainability all the issues of "how" realized determined actions and conditions of support for the enterprises. The tourism has been growing all over the world and also in the Italian territories, in which signs of a renew entropic pressure are clear, as soil consumption and growth of pollution and urban decay factors. In the approach of the economical studies, the tourist offer is analyzed according to a quadruple scanning of inescapable elements which represent the territorial categories which interest directly and indirectly both the town planning government and the territorial governance (Roma, 2004, p.16 e seg.).

If, (...), it's only from the territory that the tourist product acquires wealth and complexity, and the specific connotations which empower uniqueness and oneness, we can also say that the tourist offer includes four elements which are impossible to leave aside:

- accessibility, receptiveness, reception, the events. If the tourist product is an eminent territorial local product, the tourist experience or the fruition/use of this product implies the explicit or implicit, direct or indirect involvement of the four already quoted elements:
- the equipment of medium range infrastructures which allow an easy accessibility of localities and principal terminals of international junctions ;
- the presence of hotels of residential or complementary hospitable typology which ensures appropriate levels of reception;
- the organization of basic services from a territorial point of view (such as, the management of garbage

disposal, the viability and local transports, information services) to grant the place usability in terms of reception in the widest term meaning;

- the creation and promotion of cultural events and adequate leisure occasions.

As we can see, at least three on four, except for the organization of events, are about the components of territorial tourist offer which strongly influence the territorial governance and need of specific interventions in the ordinary and sectorial instrumentation. It's clear which both the accessibility and the reception are two aspects which more directly characterize the entropic pressure on the territory on the target of natural ecosystems.

If from an estimation point of view, for a lot of time, systematic and practical methodologies of impacts' control exist (above all caused by the effect of the application of the directive Uccelli which brought to the introduction of incidence estimations for the sites of communitarian interest and special protection areas), before by the estimation of environmental impact and then, recently, by the strategic environmental evaluation (VAS); it's in the construction of the provincial town planning which is the most important point of the local choices about the potential development of expansion manageress (accessibility) and the growth of the building trade (receptivity).

In a recent research of INU group of Abruzzo section (Radoccia, 2007, p. 29), some aspects of town planning of sustainable tourism have been studied.

The following considerations emerge from the research:

1. "the sustainability derives from the conciliation of value and knowledge, from defining objectives, adopting prudent and precautionary rules";
2. the sustainability research "is addressed to the research of different solutions, which respect the territorial specificity, based on the capacity of local invention, which they know how to activate changes and work on the exigency to spread the relationships with external markets";
3. we changed from the enlargement of regional, territorial surfaces to embellish parks and reserves and from the valorisation of ethnic-folkloristic cultural resources "style tourist changing and diversification" (research of luxury goods and typical products, nightlife, qualification of traditional tourist activities such as not massive sea and thermal relax).

In addition to the modifications, in positive terms, of the regional image on the tourist markets, there's an undoubted awareness about the adaptation of strategies in the programs of different levels of government for "the transformation of cities, equipped areas or preserving villages and parks".

Quoting Mac Cannell (1974), it's underlined in this study, the importance to control the communicative and relational ways which establish each other among the external productions of cultural events so that the same tourists are actors and builders of the offer and not only the consumers or the final beneficiaries.

Taking cue from Fabietti (2007, p. 31), who has contributed to the same INU research, previously quoted, is possible to affirm that:

- "the primary tourist source points to understand, besides to the artistic-historical and environmental features (...) the equipments and infrastructures and services (transport, receptive, cultural means, etc.), which become themselves tourist resource" without them, it isn't possible to develop any tourist activities even if there is only a level of potential area as their lack is an actual deterrence which writes off the tourist attractions even those traditional already existent.

We can notice that in tourism "the gradual passage from a purely speculative logics bounded to differentials of natural/cultural resources, to an entrepreneurial logics bounded to tourist resources (equipments, services, infrastructures) now in an advanced phase", the natural resources don't constitute valid attractions but the equipments and the indication of local tourism specialization as they are become themselves a productive sector. Consequence of the preceding point is that territories of equal levels or even inferior in terms of supply of cultural/natural resources are competitive at the same way respect to their performance capacity in terms of equipments, services and above all organized, managerial and

communicative capacity (this explains, and not from now, why Rimini is a tourist district which has no equipment of absolute resources but the trade off, meaning organized trade off, has been conquered for ages).

- The tourist profile is of active enjoyment rather than contemplative as happened in the past. "In the different attempts achieved to regional and national level to individuate tourist attraction areas (districts, Stl), apart the meaningful role assigned to the receptive component, we often referred to the capacity to individuate areas of specialized offer where a fundamental role is played by the actors of local milieu and their positive actions of transformation".
- To grant the sustainability of processes of resources' valorisation in terms of equipment, management and services also in appreciable areas (mountain, coast areas, etc.) is necessary to activate protocols of tourist promotion based on the integration and involved and shared planning;
- It's necessary to avoid the fragmentation of competences and decisional subjects just for the reasons listed above, which give the priority to the managed and organized aspects; it's necessary then that the subjects safeguard the resources, act together to those that plan and realize necessary infrastructures to the valorisation of primary resources, to those that preserve the subsistence and spread the diffusion (etc.);

Generally: "the possibility to follow many objectives through individual interventions (always connected each other) represents without any doubt, a modification of the behaviour respect to the past, but mostly it is the passage from a market promotion point of view, of tourist areas, to a territorial promotion and better of tourist government".

Of all productive activities, that of tourism doesn't know failure and its rise, in terms of added produced value, appears always more unstoppable: every time that a country manages to develop, conditions of a strong push to mobilization of human resources are produced because of the reasons of context and personal, the most infinitely diversified. The race to the creation of tourist offers and demands is involving all the developed world and that of recent growth leaving the rest of the planet to a marginalisation always more evident. The tourism is becoming a strong element of discrimination between strong subjectivity and weak territories, and if we stop all this, the tourism can become the most lethal of the factors of the environment, bringing to the fight among civilities. Without the appeal to governmental tools and social and economical governance of territories characterized in a rational meaning, the approaches only based on the rational (absolute) organization of spaces and network of external and internal existing resources to the different systems taken from the different scales of representation, couldn't be sufficient anymore to stop, block and invert the tendencies to the decline. As the cities and the infrastructures, such as the nature and its processes can't be changed on the contrary of human action, they represent just the men and the dimension of concrete reality physically sensible that they represent to interfere with the course of events and contributing in an always less aware and gradual way to the change of territory of the innovation for deep discontinuities, for unseizable logical leaps and, at least apparently from a social point of view for space-temporal morphology, violent and marginalized.

Without a logics of programme, plan and project wisely orientated, the tendencies already acted of the diffusive cities (in the developed western) and dispersed (in the rest of the planet) will be crossed the hopes to keep logics of development. The IRT, in its declarations confirmed at the beginning of concrete experimentations and because of a quantity not indifferent of remarks around the theme, wants to furnish a contribute in the direction of re-balance between city and country supporting the latter, weaker between the two and today totally depending on the former.

### SOME SPECIFIC GOALS

By Motris, the Region wants to qualify the tourism offer to guide the demand, till to reach a brand of territorial quality to protect the real resources. By the operative and management connection between points of landing and old towns (without necessarily building new tourist harbours or new infrastructures of road connection which however would have problems of impact on environmental and available economic resources) is possible to re-balance the relationship between weak and vulnerable coast territorial areas, densely built and submitted to strong push of further soil consume, with the internal areas progressively depopulated and productively sub utilized and valorising the agriculture and crafts enterprises in the historical urban, rural and mountain settings, are built areas of primary productive centrality (biological agriculture) and tertiary (cultural and destination tourisms) in the areas became marginal in social and economic terms, but they still save cultural values and remarkable (and sensible) environmental ecosystems.

The public intervention, where it is possible and however carried out in a gradual way and constant over time, must promote directly or with groups of investments from abroad of local contexts, the general improvement of life conditions of local communities, contrasting the processes of marginalization and abandonment already carried out since a long time in the internal areas, in those based on rural economies and mostly in the mountain territories.

### THE RELATIONAL DIMENSION

The concept of relational good has been investigated in the economic sciences both from local development implications point of view (Rullani, 2005; Giaccaria and Governa, 2006) and economy of the third sector (Zamagni, 2007). With this term, we want to suggest the indistinguishable group of people and places; without them, today it would be too difficult the attempt to transform the use behaviours in natural, rural and urban spaces in relation with the vertical integration of localized productions of goods and services towards the junctions of the urban network of globalization. If the conception of the space is deeply changed, even that of place is enriched, probably of new interpretative apparatus. In fact from a conception of place (anthropological) as coincidence of three fundamental attributes: identity, relational and historical attributes, that is as principle of order "from which the elements are spread in relationships of coexistence" and as "instantaneous configuration of positions" (Michel de Certeau, cit. in Augè, pag.53), we pass to another concept in which "the intellectual status of anthropological place" reveals itself "ambiguous", that is "it is just the idea, partially materialized, that those who live it, have a personal relationship with the territory, with their neighbours and others"; (op. cit.,p.54 ). The centrality of the places, of men of power and the urban centers themselves are accompanied by thought and realized infrastructures to move around (ring roads, centers of inter modal exchange etc.) even if rethinks present and communicative tools are continuously set to help centers to remain in the framework of the traditional geographical geometries (lines, line crosses, cross points of such lines). The "non place" is then a particular kind of space which has to use in a different way, where it isn't possible to find the coincidence among the three fundamental tools of the place: the "non place" doesn't show any characteristics of identity, relationality and historicity, all this has to do with tourism and the possibility which a place becomes a "non place" through the mercification or, on the contrary, the possibility to find again other senses to "non places", hoping in new autonomous and local meanings given by local people: new places instead of "non places" (think to the term promo-commercialization so much used in the policies of local development). From the attribution of meaning to "Non places", the relationality is one of the three fundamental conditions together with the identity and history which keep to the preservation and knowledge.

Wim Wenders (1994, p. 391) seemed to confirm the difference between space concept and place and past and present in which emerges however a critical connotation of human existence: in other times, the

identity concept didn't exist: it wasn't necessary. People identify themselves each other or to their own setting. They belonged to a place and identity couldn't be brought into question: it existed. They only knew to belong to a kind of context, to themselves and their feelings. The dissociation is a XX century disease: we are dissociated from places, languages and our family. All this has to do with the solitude. It's been getting hard, in our times, to establish which place you belong to, who you are, what you would be. The relationality uses the interpretation of local territories in a prevalent way as interactive spheres, in which the communicative dimensions prevail among responsible and competent subjects about the innovative and management transformations. Place creations, where previously absolute spaces and networks have been already created, the result of constrictions and transformations of space-temporal relationships in modern times (Harvey, 2002).

### **CONTENTS AND ACTION MODALITIES IN THE THREE SPHERES OF MOTRIS INTERVENTION**

Till the end of 2007, despite the experimental level of the initiative, the concrete results have been different and variously consistent. For the training, the reached goal consists in the conclusion of didactic activities of the first Master in IRT and the starting of the second one. Besides, during the Master, the stage activities and project works above all, have furnished useful indications to direct application activities and research. The resulting aspect more decisive of the training has been that of the preparation of different area operators who will be able to act in a competent way the role of local development agents using principles and methodologies of IRT starting from the concrete experiences lived both in Sicily and Egypt.

The application of Motris is the action on which the research line is reflected; it is reinforced by the didactic experiences of the Master. The application, then, is strictly integrated to the research and training. The IRT operators, in different fields of actions (directly in the Nebrodi, in the Calatino and Agro Ericino and indirectly in the provincial territory of Enna and Ragusa, but above all in the pilot case of Val d'Anapo) act as an organic structure of counselling regards to the local participation will. The modalities of involvement and selection of those who are proposed as actors (sometimes reluctant and other times open minded) are left to the free decision of auto-organized PA further to agreements ad hoc and that are coherent with IRT principles, drawn up with the same administrations and can lead to the involvement of subjects and/or agencies of local socio-economic development. The IRT external operators don't propose new planning from the external but they produce analysis of context and interpretative synthesis of the existing resources selecting those which present potential characteristics respect to IRT principles where, then, to the properties resources and local settings correspond or can concern some active, existing and available human resources which take care of the organized and management load.

Firstly, examining the products of the survey and filmed interviews, it's possible to observe that the local planning is not caused by the external but supported or, one might call it, "re-animated" by the area's operators who try to stay physically in the assigned territory for a long period of time.

The application, in this sense, experiments concretely the principle of training between external know-how and local protagonists which is the principal method to transfer and trans-active interacting of knowledge, competences, creative capacities and above all the will to build future visions (pointing to the innovation of model development which means not only the territorial competitiveness, often source of alienation, but also driving roots) among the involved subjects of IRT. Secondly, the application declines as process and not more only as finished and defined project-product (as an industrialized or traditional tourist "package"). The area operators propose a methodology of planning construction entrusted to local subjects which has as a starting point, an animation phase in which follows a concertional one and, finally, involving phase so it's possible to define or at least delineates some strategic lines and prospective vision based on sharing.

It comes out the importance of direct experience of the building of such visions in the conventions, meetings and organized events from the same local PA. A concrete possibility of continuation of the project is that, these produced visions are then put forward to financing in the foreseen modalities by the operative programs of

structural funds for Sicily (period 2007-2013). The animation is directed to local PA and to the institutionalized agencies in two types of action: a) the mapping of actual and potential resources of IRT based on the levels of already reached knowledge locally or the large area (in support of the synergy of regional administration); b) the sharing building of planning sceneries and visions by the use of tools of code policy making (as EASW or similar, modified according to the local context). The group of experts think that the experiments of a direct democracy are essential for the good result of the local initiatives.

Following the conclusion of the project will be possible to verify the efficiency of this choice which is a tendency against the local demand of external planning, which is believed, rightly or wrongly, good.

The main goal of the application is to prevent, at least, in a planning vision, an itinerary of experimental integrated relational tourism, which can contain important aspects for the environmental governance of the involved PA; these aspects are about the fields of the technological innovation: about data transmission (wireless nets in hardly reached settings in a traditional way by cable connections), waste management, compatible use of water resources and above all the experimentation of alternative energetic sources in rural and semi-rural spheres (biomass). The project, which is in a concertation sphere among PA, shows itself as a local development project; it is anticipated by a context analysis and a Swot one, both are the support for the guide – idea definition.

The animation is also for the private operators, all considered through the modalities of interesting manifestations which point to the auto-nomination of active participation to the project. The chosen tool of action, proposed and realized with success (un-hoped for) is that of the film interview. The interview is realized in the places where the subject works. If, during the interview, which has a type-questions scheme useful to define also the possible comparison to the answers, emerges the reference to a specific place, the operators carry out shots of those places which will be recorded in the next editing. The final filmed documentary is constituted by a selection of total materials and is shown in the public meetings after that all the realisations have been obtained. The material containing all the interviews in their wholeness, is a sort of saved knowledge for area operators where you can draw on some both analytic and planning arguments. The interviews are useful to join the matrixes of local actors' involvement. The goal is to let participate privates to the occasions of public concertation as quoted before, and to create the right conditions to: a) let to the involved operators be the main relational resources around which to build experimental itineraries of integrated relational tourism, b) to promote the creation of club of product when among private operators are agriculture products or traditional crafts or, generally, who is able to organize a cultural offer orientated to the defence of valorisation of local identity; c) to build experimental itineraries of IRT, the local operators can form IRT clubs and join actively to the auto-definition of a rule list of behaviour; so, it could think to a "Decalogue" which would have the functions to discipline to set as the basis of internal agreements for local partnerships. The IRT and product clubs can enjoy of granted subject to a regional level of different requests of union between local level and that of regional strategic coordination.

These subjects can be individuate to an experimental level in the four spheres of delegation and governance followed all the regional level but strictly integrated to localized clubs territorially:

1. private operators: agriculture, arts and crafts, social and cultural identity associations;
2. groups of local action of leaders are the subjects who protect and value the policies and rural experiences development that in the new planning must orientate these actions to the international field;
3. provinces: competences, in terms of governance of social and economic development which, above all of concrete planning in strategic sectors of the environment, tourism, superior instruction and transports;
4. region: competences of direction and surveillance of local tourist systems.

The research work is till now concentrated on the reflection of scholars and data collectors.

Such a reflection of groups of scholar, in the whole, has produced the organization of several internal meetings to the work groups and different official services in institutional and academic services.

## CONCLUSION

The IRT shows itself as activity characterized specifically to the organization of oriented excursions in environmental, social and cultural meaning and the diversity consists in the absolute uniqueness and above all the authenticity of experience and long sensorial perception and which bring to push the voyagers to come back.

They are organized and cultural and social meeting activities which cannot be reset in "packages" of tour operators and can be set just by particular local actors; the "characters" (simple citizens, promoters of development, intellectuals, restaurateurs, normal people, etc.) who have a different role of presence and, according to the residents, are able to produce a meaning to the different contexts (settings and urbanized contexts or primarily natural, rural, etc.) and without them or without the strict vital interaction between real estate resources and people who live it, would be exposed to the risk of identity value. The thought bounded to the necessity to point the actions of application (in this we should talk more completely about research-action) has made clear that IRT is certainly founded on planning contexts in which are present an itinerary, an excursion and a dominant theme, but it's decisive the concentration of the organized attention on single persons, which in their concrete living animate the places, the settings, the monuments, the landscapes and contribute to the interior production of unique, authentic and durable sensations. In some cases, thanks to the operators' stories and of some local "characters", during the interviews carried out thanks to the implementation of Motris in the pilot territory has been possible to verify and record real root principles both for the host and the voyagers themselves.

The task of the research is to inquire the possibilities to measure or think the intensity and value of positive experiences during the planning experimentation or in the cases of qualified offer already in progress which can be discarded in the good practices of IRT. There are analogies with the sustainable tourism, but in IRT, the emphasis of local development of policies seems to be based on the operative declination of territorial disciplines (town, territorial, environmental, country planning etc.) supported by social and economic sciences applied at tourism.

If the tourism in its classical meaning constitutes a careful sphere of economic sciences and if the attribute "sustainable" derives from details which imply the appeal to social competences (justice and distributed equity) and environmental compatibilities (carrying capacity) the IRT derives from the tradition of Italian town planning which is joined to the first two. As we already said, the basis of IRT is the recognition of the valued comparison among cultures and above all of the opening of a remark shared by the union among tour and cultural operators, administrations and all the other agents and agencies which are busy to found the increase of the quality level of life of residents and voyagers based on the safeguard and valorization of territorial resources. This is also different from the models of tourist districts and local systems because they are bounded to the theory of local development, while the IRT is oriented towards the inter-personal dimension and not to the simple territorial competitiveness.

The IRT points to appreciable levels of relational interaction among subjects who introduce the local tourist offer and those subjects who express a tourist demand strongly selected on resources of high level of specificity and show interests of creativity terms from which offers such resources and is able to make use of them, contributing to affirm from time to time a different value. If this is a reached goal, it should be possible to renew the terms used normally in reception policies, find again the reasons of new values of use of physical and immaterial resources and proposing words like voyager, guest, vacation in contraposition to tourist, client and lodging.

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## **RELATIONAL TOURISM: CHALLENGES AND CAPABILITIES**

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### **Abstract**

The observed changes in the orientation of tourism demand, both in taste and in the needs and preferences of the tourist consumer, in the last three decades, have brought to the birth of new ways of interpreting the tourism phenomenon; among these we highlight Relational Tourism, a phenomenon that can be perceived as human-scale tourism, clearly based on territorial, cultural and environmental constraints that include travel formats such as rural tourism, cultural tourism, farm tourism, environmental tourism, outdoor activity tourism and many new ways, which have shown an important quantitative growth of Relational Tourism demand in Europe and internationally in the last decades, offering an alternative and increasingly more appreciated tourism to the traditional depersonalized and mass consumer oriented one.

In view of these potentials, the trees should let us see the forest, meaning that the peculiar characteristics which have led to the rise and triumph of the relational forms of tourism, could simultaneously lead to its decline and failure. Being a human-scale tourism, travel services depend heavily on both the benefits offered, usually from small size companies or SMEs, and also on the interaction with the context. Occurring in a particular territorial context and depending on the local culture and customs, Relational Tourism needs also shared infrastructure and equipment (communications, transport, health, safety, energy, water, etc.), land, public services and local suppliers, which imply a high demand for efficiency and quality. In this research, we perform a thematic overview of the previous topics. We begin from the characterization of Relational Tourism and its position within the Theory of Tourism. We then describe the changes and mutations of the orientation of tourist demand and its impact in view of Relational Tourism, later to go into the business and territorial challenges that Relational Tourism faces to reach maturity, taking into account the holistic view of current tourist areas and the difficulty of companies to meet some requirements.

The overview concludes with a reflection on the measures and mechanisms to respond to these challenges. In order to address these problems, the possible solution is to emphasize the relational dynamics among regional tourist operators, administrations and public institutions and local people, who play primary roles in Relational Tourism. It must respond to fragmentation with relatedness and cooperation, promoting a dynamic clustering of cooperation among the tourist SPWP, following the logic of shared destiny. Nonetheless, it is essential that Public Authorities promote regional frameworks of cooperation between public and private land agents and are heavily involved in the improvement and efficiency of regional infrastructure and equipment.

At present, we can observe a certain euphoria about tourism in international media, many areas and territories in developing countries and their surrounding neighbors turn their attention to tourist phenomena, looking at the apparent ease of Relational Tourism response to growing socioeconomic demands. But Tourism now more than ever appears to be a complex phenomenon (and Relational Tourism is no exception) that seems to require a holistic view and complex mechanisms to be understood. Hence the need to focus on a topic of obvious actuality starting from a clear statement: Tourism should be a solution and not an added problem.

**Key words:** destination, relational tourism, medium-sized enterprises, development, rural development

### CHARACTERIZATION OF RELATIONAL TOURISM

A conceptual and theoretical approach to Relational Tourism is essential to provide its proposals with more scientific content and insight. In the following chapters we will try to outline the identity of relational tourism starting from its most essential traits with a view to better conceptualizing the same.

Discovering the most fundamental and evident hallmarks entails outlining the essential characteristics of relational tourism. The first of them, that is derived from the innermost nature of this type of tourism, is *Relationality*: it is a tourism of encounter (Grolleau, 1987 and 1988) and sharing, where the tourist experience consists of fostering customized contact of tourists with the local hosting community by making tourists participate in the tasks, customs and way of life of the local community. In other words, the aim is to promote tourists' participation in the "culture" of the territory and its several manifestations through the knowledge of and coming into contact with its food and wine traditions, ethnocultural features, heritage, art, landscape, history and environment. This provides tourists with a number of feelings, emotions and distractions that will contribute to making their leisure time an all-engaging experience. Therefore, it seems quite clear that this travel format is characterized by sociability and relationship, whose overriding philosophy is to taste life by coming into contact with places and their inhabitants, enjoying the landscape, the local food products, their flavors and fragrances, etc.

When the aim is discovering a territory and sharing its "culture", in the broadest sense of the term, relational tourism implies a direct relationship with the territory and it is referred to as "territorial" or "local" tourism, directly related to the "genius loci"<sup>1</sup> or local "identity" and, it being peculiar and typical of a given place or territory, it is difficult to be imitated or reproduced in other locations.

This "local identity" is one of the main elements to attract tourist flows.

The relationality and local nature of relational tourism entail that tourist accommodation and restaurant services are mostly performed by local enterprises, usually small and medium-sized enterprises (SMEs) that are prevalently family-run enterprises, social economy enterprises, individual firms or self-employed entrepreneurs, all of them mainly based in the area. This is a fundamental feature in the identity of relational tourism since tourist services are offered by local SMEs providing accommodation and tourism basic complementary services.

Such tourism SMEs defined by Grolleau (1993) as "human-scale enterprises", although being able to offer flexible and customized tourism services (that is exactly what tourist consumers demand for), - due to their very own nature - show some evident structural limitations in the business field that may have an impact on both service quality and customer satisfaction.

This specificity makes relational tourism very different from other tourist products where supremacy of large companies and corporations is well-known.

When dealing with the territory and its culture, great attention must be paid to local people, since relational tourism is basically a kind of tourism based on *sociability*, where the reception of tourists by the hosting community, the care for them and the empathy towards them will have an impact on the tourism trend in that place. Thus, the local or territorial community itself becomes the fundamental active and passive agent in the development of relational tourism. In other words, the community participation

<sup>1</sup> The *Genius Loci* is used to refer to the ensemble of characteristics or particular elements that make a place extraordinary, peculiar and unique and thus distinguish it from the other places. This expression derives from ancient Greek and Latin aphorisms according to which places and locations have a sort of guardian protecting spirit (*genius*), who is peculiar and unique and gives life to that place and its inhabitants shaping their character and identity and manifesting itself in all their expressions, thereby constituting the soul and essence of the place. Since it was indissolubly linked to the place, the spirit watched over and protected life in that place. As a consequence, this household divinity becomes a unity with the place it protects, embodying the very essence of the same.

(De Kadt, 1979 A and B) is crucial in that local population shares and accepts both the benefits and the costs derived from the development of tourism activities in its territory: that is what Krippendorf (1982) considers as the fundamental “community involvement” for the functioning of tourism at a local level. This active participation by the community in the planning of tourism development is a common topic in the literature (Gunn, 1994; Hall, 2001; Inskeep 1991, 1994, 1999; Crosby 1996; Solsona Monsonis, 1999; Schulte, 2003). We should not neglect the enormous social impact of tourism since it carries social innovation and transformation (Murphy, 1983); thus, the consensus about tourism of the local population is of crucial importance for the social –and ultimately economic – profitability of tourism.

Finally, the territorial or local nature of relational tourism implies a rather accurate environmental protection and management for two fundamental reasons: on the one hand, the natural environment and the landscape are the pillars upon which the tourist activity is developed and, on the other hand, they are simultaneously one of the most important attractions for tourists. Therefore, the endeavor to achieve a balance between economic goals and the conservation of tourist resources becomes a priority in the agendas for the management of the territory involved. In turn, the observed evolution towards an ever-growing attention by the users to the conservation and quality of the surrounding environment prompts stakeholders to take this aspect in great consideration when implementing relational tourism activities.

It should also be pointed out that such concern for environmental conservation is “something new” for many territories. Although it has always been present in many western countries, this concern for the environment has begun to materialize over the last 20 years in the rest of the world: initially regarded as something without value and thus susceptible of appropriation and exploitation, the natural environment is now enhanced and considered as a heritage for present and future generations and therefore susceptible of protection, conservation and regeneration through the promotion of an eco-efficient use.

A theoretical approach to relational tourism could be performed within one of the main frameworks of tourism theory, i.e. the systems theory. Analyzing tourism as a systemic phenomenon (Sessa, 1988; Mill and Morrison, 1985; Guibilato 1983) implies an adaptation of the General System Theory (Von Bertalanffy, 1945) to the tourist phenomenon, thereby considering it as a complex one, a dynamic whole made up of several parts permanently interacting among themselves. Hence, travelers interact with the territory and its population, thereby triggering a number of interactions and interconnections among the activated parts. From an open system viewpoint, the tourist activity depends on the social, geographic and cultural context in which it is developed, it being affected by the changes that may occur in this context. According to Merinero and Pulido (2009) the systemic approach to tourism entails the supersession of fragmented views and the formulation of a holistic perspective that may help to better understand a complex activity.

### **THE EVOLUTION OF THE INTERNATIONAL TOURISM DEMAND: A FAVORABLE FRAMEWORK FOR RELATIONAL TOURISM**

A common topic in the tourism literature of the last decades is the evident evolution observed both in the components of Tourism Demand (European Commission, 1990; WTO, 1991; WTO 1990) and in the changes of the tourist consumer's trends and preferences (Torres Bernier, 1996). This evolution implies that the present-day tourism industry steers for a product/service customization, a greater participation of the tourist in the design of the activities to be performed in the place of destination, the configuration of the travel product according to the consumer's preferences, the great abundance of tailor-made formulas for the tourism product sale, management and after-sales support, in which information and communication technologies play a key role, along with holiday deconcentration and seasonal adjustment.

Nevertheless, a marked emphasis is placed on the general service quality and in the strengthening of the new tourist motivations that would act as magnetic fields to attract tourist flows: the attention to

the environment and the environmental quality (Ehrlich and Mellado, 1993; Zimmer, 1990), sustainable development, the product "genuineness", the active role of the tourist, etc. These aspects are summarized in Table 2.

These new coordinates of the Demand are fully confirmed by the tourism marketing strategic plans of various official organizations and by scientific studies carried out in the major tourism outbound countries, such as Germany (Studenkreis fuer tourismus) or the Netherlands (Stichling Milieu Institut) where the new azimuths of tourism demand are "non-mass tourism", "greater contact with nature", "an acceptable level of environmental hygiene", and appealing complementary resources, and all that within a reasonable price range (García Lorca, 1994).

The observed consolidation of such trends over the last few years implies the transition from a typical "Fordist" model of the tourism economic structure, based on mass and rigidly seasonal tourism and pivoting on the concept of "all-inclusive package" juxtaposing all the basic services required by the tourist (travel + accommodation + stay) to a flexible production model, or "Toyotist" model, characterizing just-in-time production systems. It should be pointed out that the "holiday package" is the hard core of the Fordist tourism, a standardized and mass tourism model typical of the 1960s and the 1970s that is continuing until the present day, although with some changes and adjustments. The "Fordist Tourism" appears to be a rigidly seasonal model, subject to school holidays dates in the western world.

#### **THE TRANSITION FROM MASS TOURISM TO INDIVIDUALIZED TOURISM.**

The economies of scale and standardization represented the cornerstones of tourism management in the Fordist scheme: the aim was to reach high production and sales volumes and mass consumption was the means to achieve this goal. These schemes responded to the adaptation of the Taylorist or "assembly-line production" theory, typical of the manufacturing sector, to tourism activities: the end was merely to achieve high demand volumes and therefore high production and sales volumes with a simultaneous costs reduction, thereby producing "homogenized" services for undifferentiated groups of consumers (Fayos Solà, 1993).

So long as such was the case, tourism enterprises focused their attention on production cost minimization, without taking into account any other aspect. Certainly, this scheme could only be successful if consumers' motivations and experience - and thus their requirements and expectations - were very low or basic, such as the demand for beach resorts, or traveling to a place which was different from the place of living for a given period of time, or escaping from the everyday life, the quality of the consumed product not constituting a priority, and all that at a very low price.

In this framework, the consumer's satisfaction was derived from the mere fact that he could consume the product and not from the correlation between the product/service attributes and his expectations and requirements. Nevertheless, price was a fundamental factor in the differentiation of the destination. Since enterprises took these coordinates for granted, they opted for non-quality and low costs.

The conditions underlying mass tourism consumption phenomena underwent some structural changes that have implied a considerable evolution in the way to conceive and manage tourism products and destinations, starting from a fundamental consideration: the consumer's profile has changed considerably and the modern tourist is an experienced and "mature" consumer with a critical attitude in the choice of the holiday destination and is inclined to constantly select and change the same (Calderon Vazquez, 2005).

The modern tourist considers his holiday time as an "essential asset", since it is segmented into shorter periods, and active leisure as the guiding principle. This evolution has entailed a new configuration of the tourism consumer: an active tourist demanding for the quality, safety and understanding of the context. The present-day tourist moves to holiday destinations not only to "see", as in the past, but also to

“know” and, above all, to “do” (Avila and Barrado, 2005) and he needs to be informed beforehand about his activities during the holiday and how his time will be structured.

Additionally, it is evident that a key role in the new configuration of the tourism scenario is played by technology innovation (Werthner and Klein, 1999) and above all by the ICTs (Scherltner and Berger, 1999) that have considerable impact on the tourism product/service production, in particular the marketing, sales, delivery, communication and promotion functions (Baker and Reinders, 1998).

Due to this transformation, we are now in a “New Tourism Era”, to use the words of Eduardo Fayos (1993), an author who believes that the fundamental milestones of this stage are: the maximum segmentation of the Demand, the flexibility of the Supply and distribution, and the use of diagonal integration and the economies of system, instead of the economies of scale, as means to achieve profitability.

### **THE BUSINESS AND TERRITORIAL CHALLENGES FACED BY RELATIONAL TOURISM**

It seems evident that the observed changes in the components and motivations of present-day tourist consumers represent a very favorable context for the development of a kind of tourism that may be alternative to the traditional beach tourism (archetype of the Fordist tourism), as shown in the last two decades, in which the demand for travel formats with high relational content - such as rural tourism, environmental tourism, outdoor activity tourism, etc. - has grown considerably.

Obviously, this considerable increase over the last decades in the Demand of recreational, cultural and leisure activities in spaces that only three decades ago were not considered appealing by tourists (such as rural contexts, villages and medium-sized towns) has become a driving factor in generating the Supply of relational tourism, a Supply that is increasing in quantitative terms (AEIDIL, 1997).

The growth of Relational Tourism Supply appears logical if we consider the effects generated by tourist activities in the territory where they are performed.

Generally, tourism-related transactions chains are triggered: they are mostly small or invisible (a coffee or a drink in a bar, a taxi to move around, a meal, a souvenir, a ticket for a museum, playing on a golf course, taking a train to move to a near town, renting a car, hiring a coach for a tour, etc.) but significant, when they are repeatedly performed within the boundaries of a given area, in view of generating income and wealth in that context.

Therefore, relational tourism prompts the territorial economic activity, from a microeconomics perspective, starting from a “drag and drop” effect. The former refers to tourism impact on certain production sectors (such as construction, local trade, restaurant activities, agricultural and cattle-breeding production, handicraft products, non-conventional outlet channels for the sale of local products, etc.) and the latter refers to the development of tourism-related activities (transport, travel operator services, personal services, etc.) and income-generating activities that are complementary to traditional activities.

Moreover, we should not disregard the driving effect of tourism on the local labor market through the creation of jobs and employment opportunities for the most disadvantaged groups (women, young people, etc.) and the reconversion of redundant labor force from the traditional sectors. It is worth mentioning also the opportunities for the creation and development of small and medium-sized enterprises. Equally significant is the impact of tourism on the enhancement, conservation and sustainable use of the territorial heritage in its different aspects: the natural and environmental heritage, the monumental and architectural heritage, the historical and artistic heritage, the food and wine, anthropological and cultural heritage, traditions, etc.

Furthermore, the socio-economic effects of tourism are even more evident, in terms of intensity and impact capacity, when they are generated on small-scale areas, i.e. locally or regionally (WTO, 2001). In these small areas, the transversality of tourism and its cross-sectoral inductive effects are especially evident if we consider the proliferation of productive linkages and the drag effect on the whole economic area.

Now, the impact potential of relational tourism will directly depend on the intensity of tourist demand and the consumption capacity and, indirectly, on the production structure of the interested local economy, which will be able or not – depending on its characteristics and the circumstances – to respond to such stimuli. Therefore, the attitude of local stakeholders (public authorities, institutions, entrepreneurs, population) is decisive because in the absence of reaction, great opportunities for socio-economic development will be missed, or, on the contrary, excessive expectations or enthusiasm around tourism and its inductive capacity could lead to business and social behaviors that may be reactive to Tourist Demand and its fluctuations.

In the latter case, a very strong pressure would be exerted on local tourist initiatives, thereby causing excessive boost of the tourism development process. Such pressure would lead to an exponential increase in the accommodation capacity of the area. The obsession with increasing the accommodation capacity (seeking higher profits at all costs) results in the proliferation of accommodation facilities, thereby reducing tourist Supply to a mere accommodation service. Even if, after all, mistaking the number of bed places for profitability would be anything but a “reactive” behavior, typical of a Fordist tourism, based on the economies of scale, that would be increasingly more incongruous with the present individualized tourism coordinates, consisting of quality and satisfaction of the tourist consumer’s expectations.

An over-Supply, with an increasing response of the Demand in quantitative terms, could lead to mass tourism phenomena with consequent land speculation and environmental degradation. A mass consumer oriented tourism considerably decreases the general quality of the service and of the personalized service, that are exactly the genuine elements of relational tourism. This may result in the degradation of the hosting environment, both in natural and cultural terms, with, ultimately, a negative impact on the heart of relational tourism and its magnetic field, that is the local heritage and culture. In conclusion, a mass consumer approach entails the “industrialization” or standardization of relational tourism, thereby inevitably causing degradation of the context.

If the increase in the Demand does not offset the increase in the Supply, the consequence would be a serious Supply/Demand imbalance resulting in very low employment levels, a weak functioning of the facilities and stagnation, as well as the disappearance of economic profitability and the consequent difficulty to amortize the investments made and the impossibility to make new investments.

Besides reactive behaviors, another huge challenge for the good health of relational tourism consists of understanding the customer’s taste and requirements, first, and then satisfying them, taking into account the fact that, like any other consumer, the tourist wants to maximize his profits or benefits, both in terms of price and general quality of the tourist service (Lounsbury and Hoopes 1985; Santos Arrebola, 1999) and also as regards the expectations generated in the customer (Parasunaman, Zeithaml and Berry, 1985, 1988, 1994). After all, tourist activities imply a discretionary use of the tourist’s holiday time and therefore an investment in terms of money and time; this time can be used in other ways and, thus, is increasingly more valued and cannot be swapped for whatever kind of tourist product. That is why the tourist consumer demands for high quality in the provision of the service, he being not willing to waste his time and money without receiving a high level of satisfaction in return, exactly like any other consumer, who, when buying a product, measures the benefit or utility that he may derive from that product and, accordingly, he makes the decision.

Besides the traditional concerns for matching the customer’s expectations with the tourist service actually received or perceived by the consumer, in the new tourism era the tourist’s holistic view should also be taken into account (Calderon Vazquez, 2005), since the consumer perceives the tourist service from a global perspective, beyond the individualized or partial view of each tourist service offerer/provider. Thus, if the tourist product for an accommodation services provider merely consists of the accommodation and the relevant board, for the consumer this is only a component of the global tourist product, which will also comprise a number of factors (landscape, care and attention to natural resources, level of care for the

heritage, time spent to arrive to the destination, directional marks, distance from a health center, safety, etc.); in relational tourism, such factors are absolutely decisive for the selection of the destination and the purchasing decision. This set of components constitutes what Fayós Solá (1993) defines as the “Integral Tourist Experience”, which comprises a wide range of integral elements, from infrastructure and general services, the equipment, until natural and cultural resources. In short, the customer’s expectations extend over the whole, or the product of the above-mentioned factors, since such factors interact each other and appear to the eyes of the tourist as a sort of tourist destination-system.

Obviously, the holistic perception of the tourist consumer complicates the management of the product on the part of the tourist services vendors, because in addition to quality in the provision of their services, they will also have to consider both the quality of other services and the quality of other elements (territorial infrastructure, communications, public services, equipment, energy supply, safety, etc.); these are elements that usually escape from their perception and control, but have a positive, or negative impact on the customer’s global perception of the tourist product: his value judgments (positive or negative) on this product and the communication of the same to other potential customers (a simple conversation at home, with friends, in the work place or in a social meeting) could decisively affect the life of the tourist destination if, as Arturo Crosby argues, “The satisfaction of a visit to a given destination is derived from the result of a number of interrelated elements constituting an experience which is developed by the visitor before, during and after the visit. When one or more elements of this experience are negative, they break the experience-system *per se* and, as a consequence, the experience turns into a negative perception leading to subsequent frustration”.

We should not forget that tourism is basically a service and, therefore, an intangible product which implies a human or mechanical service (Ureña López, 1998).

The “immateriality” of services entails a number of consequences: they cannot be consumed, tried or evaluated before they are bought. In the same way, the production, consumption and sale of the service occur simultaneously at the time of provision of the same; therefore, the interaction between the provider and the customer is so decisive for the performance of the service provision itself that most services could not be provided if the customer is not directly involved in their provision.

The immateriality of the service makes it impossible to store the same, as well as the production/consumption synchronism entails the impossibility to inventory, package or transport the service. Due to such constraints, it is imperative that the Tourist Services Supply be prepared and directed according to the Demand fluctuations or, if it is the case, that Demand be directed and oriented towards the Supply existing availabilities (Santesmases Mestre, 1996).

## CONCLUSIONS AND REMARKS

From what has been stated in the previous chapters, relational tourism will have to face a number of fundamental challenges. The observed challenges entail a comprehensive approach of relational tourism, since the holistic view of the tourist implies a relational management of tourism, i.e. the creation of relational mechanisms linking the individual business units among themselves, thereby fostering their constant interaction. It seems clear that nowadays relational SMEs cannot survive if they act or compete as isolated units. They have necessarily to seek and promote interaction clustering dynamics as a way to achieve minimum levels of critical mass in terms of business, profitability and competitiveness. The Public Authorities involved in tourism development should, as far as possible, promote and stimulate entrepreneurial interaction and cooperation dynamics.

Moreover, such entrepreneurial interaction should be included within a framework of general territorial cooperation among all public and private stakeholders (organizations, associations, social leaders, etc.) involved in the development of tourist activities in the area.

Finally, since in the development of relational tourism, the "attitude" of the whole local population and their "receptivity" towards tourism are fundamental for tourism establishment and consolidation in the territory, it is extremely important for the success of tourism activities, to make people aware that the present and future of their territory depend on the implementation of a tourist development plan, in such a way that social consensus, acceptance of tourism, or at least non-belligerence against it, be the starting point of the tourist development in the territory.

At this very first stage, it is of paramount importance to stimulate tourism-supporting social behaviors, and in order to do so, a double approach is fundamental: this should include social awareness-raising and information campaigns molded on the culture and "*modus vivendi*" of the territory on the one hand, and on the other hand, demonstration actions of the potential of tourism as a driver of wealth and employment opportunities for the community.

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## SOME PARTIAL COMMENTS ON THE CONFERENCE RESULTS

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1. The several contributions and participants have been the most direct successful sign of the conference and, I think, most relevant has been the debate which, explicitly or implicitly, has developed itself around the idea of “integrated relational tourism”. Even if everybody agreed that this idea is the only direction to move toward, unsurprisingly difficulties arise when deciding which is the expected target and how to reach it. Many participants have established a link between “integrated relational tourism” and the local communities which are excluded by the big tour operator courses, other participants think that the link to the local context is crucial. Tomaselli suggested not to fret about attempting to reach a shared definition and to look for the “integrated relational tourism” in the practices which can be studied. There’s a lot of good sense in this proposal and surely it is a proposal to follow to collect possible results; however, I think necessary for the research groups, involved in the conference, to find some linguistic agreements, even if a temporary one, to make possible a dialogue,

2. The debate gave me the impression that in some occasions the same term tourism covered different meanings and this certainly does not help. Again, in the common language the word tourism means very different intentions, wishes, plans which are in turn translated into different tourism experiences. By dealing them all together under one label may create a lot of confusion. The relationship between tourism and knowledge is a critical example. To ‘see’, often very rapidly – as some groups of tourists do visiting the Offices in Florence: just a picture for each hall, and then run towards other destinations – and to ‘understand’ are different experiences and between them there is a big gap: also because we often look without seeing, or just to confirm our own prejudices or to nourish new ones, which we have already. I’m not an expert, but I think that the number of tourists who travel for knowledge and education is not a big one. The Erasmus students often come back very satisfied from their stages abroad, but they are not able to report much on diversities which should emerge from behaviours, studies, organisational and institutional aspects of the school which hosted them; neither they are able to report about merits and demerits of the same school. In many years of teaching, it never happened to me to listen to a student saying “why don’t we do what they do so successfully?” It is partly our fault, we do very little to inform them about their destination and to stimulate their curiosity and critical understanding. I mention the Erasmus case because it is linked to the key point raised by Pollice, and perhaps not just by him: how to educate the tourism demand. It seems to be a problem almost without a solution. Contemporary tourism is the concrete proof of the opportunities offered by the low cost transports and by the weakening of national borders, but it is also the occasion to show and act the less attractive characteristics of our collective and individual behaviours. To educate tourists is a quite ambitious aim, because it is like to reform the most settled behaviours of our society, particularly consumption habits. By this, we reach a key question: on one hand, tourism is by now an industry which contributes significantly to the gross national product of many countries and above all to the acquisition of foreign currency, on the other hand, a relevant part of the tourism demand chooses “exotic” destinations, because their cost is on the average inferior to that of comparable national ones, without considering the added value of the fine weather and of “seeing” new places.

3. As Semir observed, from a cultural point of view the industrial feature of tourism produces some not easily surmountable cultural constrains. It may be added that the “cultural weight” of tourism in the hosting country can also provoke hostile reactions by some residents and then the tendency of tour

operators to isolate the supply in "villages" to minimize the relationships between tourist and the local context. If we don't take into account these aspects, it will be difficult to orientate ourselves towards the construction of policies which can transform the relationship between demand and supply towards a relational and integrated tourism. Facing these difficulties, a paradox may arise: because whereas, the intuition of an integrated and relational approach as a different and innovative way, even if partial, to urge a transformation of tourism, is a good one; nevertheless, the impression may arise that nothing more can be invented, trying to devise new policies to develop the intuition, and everything useful has been already done.

4. Since at least twenty years, in many Italian regions have been experimented often successfully local policies aimed to develop small centres, usually set in rural areas and excluded by or situated at the edge of the tourist fluxes. These are integrated policies, as the ones suggested by Urbani, trying to link nature and history, production and culture. Gastronomic, landscape, religious, health, etc. itineraries and networks have been built to link and reinforce the activities of different communities, where feasts, literary prizes, museums, and exhibitions have been organised. Monumental and environmental projects of rehabilitation have been implemented to revive old towns attractiveness. Some tools have been invented such as the scattered hotels, which increase the value of the localities and facilitate the contact of the visitors with the hosting context. Is then everything all right? From an economic and a certain social point of view, the answer is probably positive. These policies, besides attracting tourists and money, have woke up an enterprise spirit and also a local pride which may have produced positive effects on the local communities. It would be interesting to know the real profitability of the implemented interventions, which have involved a lot of public funds, but it should be agreed that it is not easy to assess the social profitability: for instance, did the intervention produce a return of young people with consequent new productive initiatives? It is not easy to evaluate this kind of experiences and I have no competence to do it, I think however, that referring to them, the question is whether it is possible to design policies more favourable to a relational tourism.

5. Despite the described initiatives are characterized by a strong cultural character (which has been to some extent imposed by the supporting financial institutions), they risk to reproduce, even if with different measures and modalities, the commodification processes typical of tourism. In other words, the segmentation of the supply, which allows to insert in the circuits also the supply produced by the local communities settled in rural contexts, implies a segmentation of demand to meet the supply itself, but everything goes within the tourist industry and according to the rules of the system.

For example, once restored many house of the historic centre, taken away the asphalt and paved the roads as in ancient times, changed the public lightening and so on, in the beautiful village X the visitors, hosted in a scattered hotel, are greeted in a local association centre, and before being offered a dinner of local products, they have to attend for an hour or two the presentation of the local delicatessen and wines, of the local modes of production, and of the cooperatives of production, etc.

Even if personalized and friendly, it is a marketing operation anyway, and the sometimes bored expression of the visitors, is just a little less bored than the tourists' listening to the useless and dull comments made by their guides leading their visit to a museum or the pyramids. It is quite evident that there is a big difference between organizing and actively taking part in a procession, a commemorative parade or a feast for celebrating a memory or just for fun, or for the zest to do it, or just looking at it from a pavement's edge with a camera in the hands. The line dividing producers and consumers is not easily overcome, whatever may be the way the product is offered to consumers, even if it is right to recognize that different ways of consumption do exist, which, at a certain extent, may be closed to the use relationships and not to an exchange one. Would it be possible then to orientate the consumption relations in a way that might increase their participative value? It is clear that no matter as we operate within relational

forms characterized by an integration of culture and production, there is an unbalance in favour of the production, as culture and production are both dominated by the industrial character common to the different segments of tourism.

6. If the goal is to develop the rural communities and remove them from their isolation, to bring some wealth where needed, the local development integrated policies, till now experimented, are sufficient to pursue it. However, these policies are not immediately exportable from the context in which they have been applied, and to some extent these policies must be personalized. But these policies grant very little to relationality, according to the meaning defined by Urbani and generally shared by the conference, while the critical element of an integrated and relational approach is the rationality itself. After all tourism originates as a relational activity. In the eighteenth century the obligation of the Grand Tour was aimed at giving to the future leading classes the ability of understanding different contexts, to be prepared to govern them and, more generally, to face any emergency. This is an intentionally relational tourism, which becomes integrated through the practical experience, thanks to the tourist's intention to seize the different aspects of the visited reality, to understand trends and habits, logics and styles. The tourism of a cultured and committed minority is a completely different condition from the contemporary one, however the contemporary condition is equally instructive. Even the most commercial today tourism is often integrated and somewhat relational, because it tends to sell a certain amount of local "culture" and to determine some sort of relation with the territorial context. The differences with the past are however significant: integration and relationality are no longer determined by the tourist's intention, they are mostly included in the supply package which tends to harness and limit its initiative, to lead its experience in poor, banal, and truly stereotyped schemes. Everything is organized not for discovering and understanding, but for confirming old prejudices and urging new ones.

7. A new relationality is aimed at the restoration of the visitor's autonomy and the effort that tourism be again a voyage, so that it would transform what it is usually an escape and distraction in a classic form of education and knowledge. In these conditions, just a minority can be involved in a project of new relationality, because, in some way, this project is different from that promoted by the tourist industry, different from that desired and required by most tourists. A project addressed to a minority which, differently from the past, has a varied social composition and an uniform will of "learning". To transform tourists in visitors, giving them back initiative and intentionality, and to transform the residents in hosts, requires a great bilateral pedagogic activity, capable to produce a new demand which can in turn drive new supplies. The relational rhetoric can be the spring of this pedagogy which is indifferently directed to all actors in the market, gradually isolating the most sensitive visitors towards undertaking a voyage with new ambitions. The relational rhetoric can intervene in between the mass of the pure consumers and the minorities of elite tourism to create a new group of conscious and curious visitors.

8. If the relational dimension is individuated in the attempt to arise the tourist activities to a pure relationship between producers and consumers, the question is how far is possible to deliver at least a segment of tourism – for example, tourism attracted by the local communities in a rural context – to the commodification processes which characterized almost all tourism. Without becoming too exigent and assuming as term of reference, for example, the audience in a concert, where different grades of musical knowledge correspond to different grades in participation, would it be possible to assign at least partly to the visitors an active role and to involve them in the local processes of production, reconstruction of the historical memory or preservation of the historical and environmental heritage? Those aiming at this goal, must be aware that in the real world, where we accept to live everyday, just to imagine new relationships different from the existent ones, requires not a little effort. Moreover, it is an effort which must be shared

by residents and visitors at the same time, and it is an effort which must somehow locate itself in the internal mechanisms of the market ruling the tourist industry. Will the hosts be ready to exchange minor profits for a major protection of local cultures? And will the visitors be ready to accept to be somehow involved in local problems and activities, and transform at least part of their holiday from an opportunity of escaping their own daily problems, to an opportunity of understanding and participating in their hosts' problems? Tourism is now becoming similar to the voluntary work. Persuasive answers to these questions are necessary to pursue a possible relational tourism, and anyhow without forgetting Naghib Mahfuz's words: "I never travelled because this city gave me all I needed. Cairo is the bazaar of history". I think it is possible to interpret these words not as a negation of the journey value, but as the belief that only a good knowledge of ourselves and of our own ambitions allows to meet other people and in some way to know them.

## A FRAMEWORK OF STUDIES, OBSERVATIONS AND RESEARCHES FOR IRT

Carla Quartarone

It seems to me useful to take up some remarks and researches which come out from papers collected in this volume. The scientific community which has recognized and compared itself in the III international conference on IRT (as L. Mazza has emphasized) has shared reasons and analysis expressed in the theme underlined in the text by Trapani and Ruggeri; we are grateful to the latter ones and to all the organizational team for the good result of the initiative.

Among the goals of M.o.t.r.i.s. research, which has brought to the elaboration of the IRT statements, the most important one was and is that of re-set to the focus of attention of actors, rules and institutions which govern the tourism, the relationships among men, between men and territories, men and cultures. The Conference goal, directed mainly to the scientific world of research, was to focus the attention of disciplines which take care of tourism, and more generally of territories and development in the Mediterranean, values as the cultural growth of hosts and guests, the spreading and the permanence of economical benefits in the areas of destination, the reciprocity of relationships, the grade of relationality (supposing that it is measurable), a vision of harmonic development as integrated to its components to the territory and real resources. Even if the definition of relational and integrated tourism is little journalistic (as Antonello Cannarozzo observed), it is immediately ostensive of the complexity of the process of cultural mutation which we want to affirm, all based to give strength, visibility and opportunity of synergy of network to many initiatives and testing of niche which move themselves in the direction of social and environmental sustainability and above all in the centrality of human relationships in each activity.

The Conference theme started from remarks on risks of not only economical but also social, cultural emptying and of value of internal areas of Mediterranean territories far from the networks of globalization. The wealth of environmental, historical, artistic and cultural resources (also of hospitality) brings the local communities of such areas, made marginal, to count on the tourism to start processes of economical development (and to this the EU policies aim to). It comes out from the contributions collected in this volume that the internal, marginal or marginalized territories have their own centers, resources, cultures and different circuits even if these aren't perceived from the big centers and big fluxes, which also contribute to sustain (as N. G. Leone affirms). And it's better that they are not, at least individually. On the other hand, in fact, the capacity of the international tourist operators, bounded to the financial economies, to implement originality of products, contents, places, ways to advertise and supply them is infinite. "The tourism managed by the multinational operators – G. Piccinato says – is not stupid, take in the tendencies, listened to the criticisms and pressed by the market competition, is able to get any alternative proposal". Each place, each idea can become goods, each typology of tourism and tourist can become "package" to sell and buy. For this reason, it's important to put in relation scholars and researchers who make subject of scientific observation, experiences still isolated and so, weak which attempt innovative ways putting them in a more general remark on times, modalities and reasons of development of Mediterranean territories or of those peripheral places where better we can observe the risks of the dominant model and be the critical resources (the capacities of observation and critical thought) to influence a modification, according to P. Jedlowski affirms (*Il senso delle periferie e le periferie del senso* in «Parolechiave 36», Carocci, December 2006).

### Other tourisms

Among the contributions of this volume, a certain number of examples are recorded which reveal local initiatives of "other" tourism in different geographical spheres and, also, far from the Mediterranean area, token of a spread research of alternatives to the industrial tourist development (H. Fernando, J. Vu, L. Turner).

The tourism phenomenon has been studying from different points of view: as a group of behaviors, preferences and desired as agent of modification of urban and territorial assets, as a group of economical activities which bring to other activities, as institutional and organizational apparatus.

Not all these disciplinary attentions are represented in the contributions collected and in most of these, however, the tourism is perceived as phenomenon which requires a multidisciplinary vision. The attempt to underline some themes is purely subjective and certainly incomplete.

Examples of creative experiences to diversify the supply of fruition of Mediterranean territories come from the scientific sector of the human sciences: from eco-tourism, which responds to the demand of nature but also declines in a commensurate receptivity of the environment (F.A. Anselmi), to the demand of voyage and visit the places made attractive from the literature in a research key almost anthropological (S. D'Alessandro); to the proposal of itineraries through the carved cities, the rocky cities spread in the south of the Mediterranean (R. Varriale, A. Bertini), to the amplification of the urban cultural tourism dealing with educational-recreational activities in a mood of good competition like the urban or territorial orienteering (A. Giorgio, G. Spinelli, A. Italia, D. A. Panzarella, M. Scannaliato); from the organizational proposal of supply of a "offstage" tourism, to dip into the daily life in Alexandria, cosmopolitan metropolis (N.O. Nassar), to the demands founded on the triad sport/culture/body decoded as fun/freedom/fitness (D. Parisot, C. Cogliervina), ending with the analysis of tourism for disabled people (G. Polizzi), specific field in which the relationality is what gives meaning to the voyage. It's interesting that they are all examples which are represented as changing of the demand, new needs of knowledge and use of the time, more than innovations of product which, managed the aim of profit, could produce in a long period, physical and social distortions.

Dealing with relations which exist among tourism, development and innovation, A. Purpura and F. J. Calderón Vazquez underline the necessary coexistence between social innovations and relational tourism. The use of advanced technologies is a necessary requirement for the IRT organization and this requires a spread cultural growth.

The tourism is a mechanism of spatial, economical and social changes with strong potentiality of real transformations. In this way, the social impact of the tourist development make tourism a big agent of social changing and a big factor of regional and national development. To open new territories to tourism can have negative and disappointing impacts if the complex aspects are not considered for its networks, links. To think the phenomenon tourism in all its organizational network implies the convergence of the studies of economics of tourism towards the recognition of the necessity of a planning which comes out from the dimension of sector to invest the complicated problem of the use of the resources for a coherent development, starting from a reconnaissance of limits and opportunities of the territory with the goal to enhance or organize an environment for a better quality of the habitat.

### **New measures, new points of view**

M. Ferrer says that IRT is a great intuition (by L. Urbani) which deserves to be translated into "know-how".

There's a great deal of IRT in each of the collected experiences in this conference, (it's impossible to quote them all) but there's still much to deepen, above all about the relationality and its attitude to be measured. Again Ferrer says: "the more the local actors are, the thicker the relationships among local actors are, much more the local space can be said relational".

N.G. Leone invites us to re-examine the condition of living of the individuals. By now it's divided into many places. Indeed, the environment is an unfocused variable in the "city in extension", quoted by Urbani and someone tries to give to this word a measurable content. It's "the inhabitantes level" (C. Cannao). There are many ways of living a territory and everybody contributes to the transformation of this in an environmental, cultural, social and as well as physical meaning.

To describe the negative impacts of the masses of tourists in certain areas of Campania, it has been used (G. Jalongo E. Buondonno, R. Crescenzo) a spreading model of touristic fluxes in the region distinguishing intentionality, interests and behaviors through two categories of tourists where the terms “trippers” and “travelers” are used.

The related fluxes produce different impacts which can reach for the first of these terms to the “stress” of local populations. Indeed, the formers are reduced to be nomads, the latter ones can be become inhabitants.

The inhabitant is who takes care of the city by his/her social action. The traveler who comes back is always more in touch with the local society; but that depends on society and environment which finds.

We can then say that a relational place is that where the single visitor can increase in relatively short time his own grade “to be inhabitant” of a territory because he gains many experiences of that place. Then the relationality of a territory can be measured from the capacity to turn travelers/visitors into inhabitants.

Another possible and intriguing measure, which is bound to this kind of declination of the voyager who becomes inhabitant, is that of “perception of uniqueness” suggested by Martin Lohmann, which reveals itself through the sentence of not replaced ability of a destination with others on the basis of the features perceived by the visitor.

Here, the attention to the projects which ameliorate the quality of life of the cities and, for the internal areas, the attention to the building of networks which can motivate the local institutions to undertake urban policies to reach the high levels of services and create actions turn to let emerge the authenticity and uniqueness of places: ecological brand of qualities (M. D'Aleo, M. Fiore, L. Giamo, G. Peri, G. Rizzo), urban design (J.M.O. Corsini), support to the local constructive traditions (G. Fatta, T. Campisi, C. Vinci), etc., some specific cases of policies agreed with the IRT principles, led in situations of total absence of tourist activity, are to keep under observation, as the case of Siwa Oasis (M.B. Hammad, M.A. Hosny).

They are points of view and innovative research:

- The observation on parameters, measures and values in the sphere of the scientific community engaged in the training of tourism; for example, the measures of the management quality of the protected cultural sites by Unesco and of the value of the cultural products related to the users expectances (S. La Rosa, G.A. Sanfilippo);
- The measurement of the advantage, in terms of rising of per capita income and employment to a national and regional level, about a policy turned to the development of small and medium companies rather than companies of international tourism (M. Hany, G. Moussa);
- The interpretation as “violation of human rights” of the dominant models taken out from the context of the natural resources which also used (sea, beaches, sun, thermal baths, etc.) and not fit together with the identity of territories, they block the future generation to enjoy of goods and territorial resources (the tourism must be responsible not only for the present populations but also for those future ones) (Z. A. Amer, EECA);
- The studies on the policies (particularly European ones) more efficient to reduce behaviors to respect and safeguard of the environment (particularly fragile in the Mediterranean) both in the enterprises and in the tourism's consumers (G. Querini, C. Bizzarri);
- The research of parameters able to measure the social sustainability of the tourism and the possibility which exists a socially sustainable tourism, as we don't think the economical parameters sufficient anymore (G. Onni).

Special contributions are almost inexistent (for example law disciplines) about the organization of the institutional apparatus of tourism or about law measures which could make easier and sustain the IRT setting-up as a system of training to the tourist industry and to its present forms.

Nevertheless thanks to the leading surveys by Motris research (particularly through the studied cases in the project work and in the happened stages, in the sphere of the same research, by the two editions of

the University Master of II level held equally between Sicily and Egypt), it has been revealed how much laws and rules are an obstacle for the development of IRT which refer to or impose standard requirements and classifications for the categories whose application is difficult if not incoherent with the goals and features of the activities of relational micro companies.

Just an example is useful to clarify questions which remain broadly unexplored and that open a large field of researches by now, essential. I refer to the contribution (of A. M. Kassem, H.S.Sanad, T.S.A. Azim) who faces the issue of legal defense of tour guide in Egypt for the necessity of a broader spectrum of possibilities "of tour guide services" related to always most cultural and linguistic heterogeneity of visitors.

In the future, it needs to deal with these structural aspects which prevent from the introduction in training to the existent institutional forms for the more sophisticated works.

In many contributions, we can find hints to the necessity of a directional action of the public institutions led through a planning to pursuit through the cooperation with territorial private actors. A planning concerted but also shared. For this reason, it needs an intermediate body which supplying the technical assistance, it also knows how to animate in the territories, the capacity of expression of "bringers" of knowledge, of small companies, weak individuals, young people, everybody. More than a governmental agency, as someone suggests (...), a body of voluntary association, similar to Ong model (N. Battaglia suggests), which acts as a "centre of services" with a multifunctional structure which put in relation experts of different disciplines, operators, institutions and local population about goals of careful social, cultural and economic growth. In the line of "changing of paradigm" which IRT wants to start is the urge (by S. Prodi) to deepen a tradition of planning from grassroots which has strong roots in Sicily in the experiences of Danilo Dolci and Carlo Doglio. It's not a case that the recall comes from Bologna where Doglio has thought for a long period.

Contextually, others (G. Khairat, A. Maher) affirm necessary to deepen the strategic role of the tour operator to realize the implementation of criteria of sustainability in the management of tourist fluxes, analyzing the obstacles which occurs and hoping in a change in this direction of individuals who demand tourist services, despite the contradictions are evident with the same finalities of the big companies of tourism. As Urbani affirms, in fact, there are always two positions for that that is happening in the economies: to try to change some goals working at the internal of present paradigms or look for other ways of training to the existent one. It needs perhaps to abandon each idea of competitiveness of IRT in the global market. To be competitive, the IRT should point to big numbers, to standardize the supply which would be then a "product".

The IRT, vice versa, needs and lives of much mental agility, it needs to put up with coming out from any idea of competitiveness with the tourism industry.

Serge Latouche in a article of 2006 says: «it's not the market sector which can make alive the alternative enterprise, but the "niche". The "niche" is an ecological concept, much closer to the ancient prudence (the phronèsis by Aristotele). The alternative enterprise lives or survives in an environment which is, or must be, different from the market environment; it's this environment which needs to be defined, protect, keep, reinforce and develop. Rather than fighting desperately to save own market sector, it needs to militate enlarging and deepening the "niche"».

### **Rural environment as an opportunity**

From the other hand, as G. Cusimano remembers, it doesn't exist the mass tourism but masses of tourists. The tourist always aims to live a positive experience of cultural and human, unique, unrepeatable and memorable growth. The conditions of management of tourist masses, most of the time, are those that impede to get this result. The problem of the internal areas (and of IRT) is to convey a very small part of these fluxes towards other destinations not yet inserted in the big international business of tourists' "packages".

The tourist competitiveness of the Mediterranean area – says F. Pollice – is in the capacity to promote a sustainable tourism able to raise the wealth of the present population, to preserve the environment, the landscape and the cultural quality of the related territorial contexts.

Any evaluation about the competitiveness of the Mediterranean tourism cannot make abstract from a deep analysis of links which the respect of these circumstances imposes to the supply demand, from the local scale to the supranational one. It needs to evaluate the effects which the tourist promotion induces on local communities and to promote the political one which are efficient interpreters of the territory and preserve it from speculation and homologation.

In this direction, the inclusive and cooperative policy followed by the Puglia region is an example of good practices (proposed by J. Destito, A. Grasso, N. Mastroiocco) aimed to promote a regional brand as a group of tourist differentiated Microsystems which bound together coast and internal areas making the sea tourism one of the possible broadly option of attractiveness which are represented as “others” (direct, colloquial, opened for all the seasons and cooperatives with the bordering regions) in the dialogue with the best-established of the sea tourism of the Adriatic. A similar capacity of direction of a long period from administrations is that lack in cases as the Sicilian one, where a big international attraction, the Park of the temples of Agrigento hill, even if it is endowed of legislative and operative tools, is forced to act in defense, in a siege condition (T. Cannarozzo, G. Abbate). The effort which has been leading by a strategic plan (discussed by Salvatore Tomaselli) is that of bringing in being a policy which, at least, at a local level, knows how to underline and involve the framework of resources, activities, products able to compete to the spreading of benefits which the notoriety of the temples can produce.

Environment, agriculture and rural tourism take up a broad space among the published papers, researches of sector on environment and agriculture sustain that the economy of half-natural and rural environments finds opportunities of empowerment from the productive diversification, which also survives thanks to a cautious tourism.

Cultivations and mark guaranteeing quality of wine find reasons of re-launching by that kind of exportation which belongs to tourism, where the arrivals (attracted by other factors, such as the island sea/sun), exactly constitute the outgoings and abroad sales; it's the case of the Pantelleria vine studied by a group of researchers of ESAF University Department of Palermo (L. Altamore, S. Bacarella, C. Di Franco, G. Corona).

On the contrary, it's the revival of traditional cultivations as the olive from Messina (E. Donia, F. Sgroi, S. Tudisca) which allows the preservation of a traditional landscape and the production of a multi-functional environment where the receptive activity and the catering assume complementary forms to the company income. From DAAT (Department of territorial and environmental agronomy of the University of Palermo), it has been studying the importance of the medical and aromatic plants typical of the Mediterranean, of which cultivation is together environmental safeguard and resource for the environmental, social and economic development (A. Carruba). From the Pyrenean Institute of ecology (A. M. El Kenawy, J. I. Lopez Moreno e S. M. Vicente Serrano) comes a recall to the study of primary factors as the climate. The study of climate variability in the Egyptian coastal areas is aimed to the security of investments, however, the study on seasonality in the Mediterranean regions can help the setting up of cooperative and not competitive relationships among these.

We also highlight the value of the outlying urban areas (abandoned agricultural areas) for a revision of the urban environment as areas of socialization and autonomous harmonic development (S. Lentini).

Studies apparently internal only to a disciplinary sphere as the research led by the Department of horticulture of Benha University ( M.H.M. Mohamed, F.A. Abo Sedera, N.S. Shafshak, S.M. Eid) which proves the best productivity of foliar fertilizers derived by the agricultural cultivations (R. Volpe) move in the same direction of safeguard of a rural environment where it's possible to invert the conditions of unfavorable economics restarting above all from the concrete territorial resources and building relational

communities where it's possible "to grow together" as the authoritative contribution of L. Di Marco shows (Department S.En.Fi.Mi.Zo of Palermo).

From the Greek experience derives an indication on advantages which small and medium, agricultural and not companies can gain from a cooperative environment which can be used by a strict collaboration between companies and institutions addressed to urge the creation of networks and clusters for the touristic supply (E. Wickens, M.T. Soteriades).

G. Cusimano, recalling the concept of landscape, recurring in the European policies, invites to face the issue of marginalized agricultural areas with a holistic method, so that both the scientific thought and the design one and planning combine together in an only space of action even if it is articulated in different levels.

Further influences come from studies which, starting from rural environmental tourism, come to a conception of planning which includes and incorporates external actors to the community in a slow auto-learning path (A. Tanania M. Germanà F. Marchese, M. Ruisi L. Di Matteo, V. Zamit). The territorial planning seems to be the only method to solve the conflicts among preservation of natural, farming cultural heritage and the valorization of it for a compatible growth. The same valorization, in fact, if not framed in a system of coherences among bonds, actions and goals bring to the realization of infrastructures which can ruin the same resources (F. Cutaia).

#### **Heritage, cultural tourism and IRT: traces for new synergies.**

Speaking of cultural heritage, solicitations coming from the Egyptian team are turned to face comparative studies on Art and Architecture of the Mediterranean regions (H. Youssef, S.M. Kamal, H. El Sady, H.T. Aiad El Hafeez), but also on popular productions bounded to the daily life (as the art of the potters studied by A.F.A. Aziz ) to increase the exchange of knowledge and highlight the reciprocal historical influences (M. Zaki, M. Raafat El Sayed). Write or re-write the history of the Mediterranean cultures, according to unitary interpretations, is a big step forward in the bordering dialogue and it's not a simple goal to pursue. It's pleasant to record the appeal as a good result of more than a decade of cultural meetings of Caracciolo Chair with the Egyptian scientific community which has been possible thanks to the discreet and penetrating cultural mediation of prof. Ali Omar, archeologist and persuaded proposer of Motris research principles also through the didactic training and the scientific coordination of the two editions of the combined Master Italy-Egypt on IRT. To a more general level, this is a recall to produce literature to break down the stereotypes of European centrism (E. Gendusa, Ethos Pa). To overcome the Eurocentric vision is a necessary condition, as Salvo Andò finally observed to realize a real policy of cooperation in the Mediterranean area.

A prevailing interpretation in numerous contributions seems to be that that attributes to the IRT the capacity or potentiality to collect under an umbrella (as for instance a unique brand or perhaps a philosophy) different forms of activity in and for tourism and the local development which appeal now to criterions of sustainability (environmental, economical ones, etc..) now to criterions of respect, interest and safeguard of expressions of local cultures (from the traditional agricultural cultivation to the dialects of ethnic minorities). The concept of sustainability, as we have seen, it is enough transversal to be not identified with a particular niche of sector (of tourism). It encloses all the policies of tourism promotion.

On the contrary, it remains latent and sometimes explicit (G. Trupiano) the hypothesis that the IRT can completely or partly coincide with the cultural tourism.

The increasing development of this in the last years is undoubtedly due to the advantages which nations obtain from it: affirmation of a cultural image, increase of the employment, improvement of the environment. Raj Razaq, taking part in the final day of the meeting, has underlined these aspects, sustaining that the cultural tourism demands financial resources and a strong purchasers (or a leadership) to stand comparison with the global competition; generally however, the sites are valorized and people are neglected, and this can also have a negative impact on the local economies.

If the territorial relationality and the integration are attributes of “modality” which can be associated to the cultural reason as other reasons of tourism, the clearing divided line between IRT and TC is based on the centrality of the person in the organizational system.

However, it deals with two forms of tourism both based on the heritage which distinguish themselves for organized modalities but can enrich reciprocally through further organizational synergies.

According to Giuseppe De Rita (in an essay on *Memorabilia: il futuro della memoria* vol. 1, *Tutela e valorizzazione oggi*, edited by Francesco Perego, Laterza, 1987) at the basis of growing demand of fruition of the cultural heritage are: the growth of the immaterial dimension as essential element of life quality; the research of individual emotional experience where the memory which lives in each cultural asset offers the opportunity to give depth and words; the growth of the need of a common memory, the roots of ourselves and others which we can find in the long history of culture and diversity of populations; the research of stimulus in the fantasy, of “imaginable” thought which it is found in the diversity and which it is useful for many crafts of the present day times.

Those who use the cultural tourism are not always aware of these reasons and often run into the opposite of an answer to this demand: big numbers, inadequate communicators, times of industrial organization, divergent interests...

If the request of the cultural tourist is to have a conscious emotional experience, it's not said that the organization of the cultural tourism allows it; it's possible if the demand of fruition of the cultural heritage meets the integrated supply of a cultural territory, (as L. De Bonis affirms), which means what IRT tends to. Twenty years ago, but in all the most recent analysis on tourism is found this, necessary actions to enlarge the fruition of cultural heritage are indicated: restoring and ameliorate the fruition of contexts and connective networks; to advertise the heritage less known to re-equilibrate the pressure on the most known; to let emerge the groups of evolutionary phenomenon which characterize the socio-economical context of the cultural aim itself.

This aspect of the relationship between cultural asset and context must be deepen in its reciprocity.

The uprooted asset from the territorial system which has produced it, it becomes silent or tells little, vice versa, without a consciousness of that asset in the territorial context deteriorate the atmosphere of respect and the asset loses value. In the course of the time, the relationship of men with the territory is lost, it needs to reset it by specific actions. In the story, in the valorization, in the advertise promulgate of the cultural asset, it needs to underline the territory of context, to its link to the contemporary reality. In this, the town planners find a role whose work is just that of setting up the “story” of the human settlement in the territory and interpreting constants and variables, ties and evolutionary tendencies (many contributions in this volume follow the same path).

The territory is complex subject/object, to study it means going through many disciplines and languages; know it and let it know is a trans-disciplinary exclusively task.

For this reason, the valorization of the cultural plot which express a territory, is specific task which can't be entrusted to the historian, geographer, archeologist, town planner...alone, but to whom knows putting together the right knowledge. Then it comes back the necessity (which Motris research on IRT wanted to follow by a Master of second level) to train young graduates in different disciplines to one common “culture of the project” (as L. Urbani hopes). The application of Motris research for the IRT constitutes an innovative approach because it considers impossible to separate valorization of cultural assets, culture of territory and forms of hospitality, giving to the term hospitality broader meanings which employ the totality of the relationship between men and territories. The hospitality or receptiveness inspired to the IRT principles is complementary and is able to complete the supply for the cultural tourism.

We can synthetically say that it is itself a cultural experience; it prefers the slowness of the voyage and make accessible the most distant destination from the channels of fast mass transport; it can establish privileged relationships with the system of the cultural assets of the belonging territory.

This last aspect is all to define in the experience (and also in the Motris research) both in the institutional relationships and in the concrete modalities of realization.

We can suggest some lines of action, also on the basis of rare experiences which are reachable both in the Egyptian territories and in the Italian and Sicilian ones.

As regards to BBCC, big attractors (those of known importance and uniqueness who attract fluxes of visitors as, for example, in Sicily, Piazza Armerina) the relational micro centralities can have an important role if one can manage to define modalities of visit exclusive and reserved (to small groups, with notable guides, in established times...). Towards BBCC of small dimensions (which don't bear coaches' fluxes) or difficult to reach (I'm thinking of the labyrinth of Fiumara d'Arte or Forza d'Agro, Sperlinga and other sites in Sicily) becomes necessary a territorial organization of hospitable micro-centrality which have to their complement a service of small means of transport and times of guided tour arranged with the managers of the single destinations; or even the entrusting the management of single asset/destination.

Other interesting forms can be taken by local experiences and improve through processes of training, as for example the "neighborhood surveillance" of some archeological areas of Naples or some downtown monuments of Cairo. It's possible, and it can say almost, a task of the IRT to set up a privileged relation with the places of the cultural tourism, entertaining at the internal, a niche out of the market, as many people think, a further more refined and researched niche of the dedicated relation with the cultural asset, it's this another of the themes where research and application will have to develop.

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**THE TERRITORY OF HUMAN RELATIONSHIPS**  
**A book series directed by Leonardo Urbani**  
**Edited by Gulotta to think and act together**

After many occasions of discussion of a numerous work group of scholars and experts, the book series means to make homogeneous and more cohesive the contribution to the debate and to the advancement of the research on the themes of complexity of human relationships in the reflective, critical and decisional processes for the analysis and the governance of physical and not physical transformations of the city, territories and regions.

Despite the presence of several national and international publishing groups of research, from the base level to the luxury one, disciplinary boundaries are still existent which often contribute to the limits of the scientific remark, this makes difficult the correlation between academic world and real society.

The scientific publishing always more and more sectorial, is also necessary and irreplaceable for the disciplinary advancement, it seems wholly that it doesn't properly suit anymore to the demand of solutions of the deep crisis both economical and financial. The research world has to give the direction to what seems a way of escaping from bringing into question founding values of the western civilization on strong themes of economy, environment, society, identity and role of institutions. All themes which underline the central concept of territory and inhabitant.

To keep the human person as the focus of the trans-disciplinary remarks has become for some scholars a necessary way to go on, following and interpreting, in a positive way, the present tendencies of society and contemporary cultures.

The stronger and stronger feeling is that the analytical tools and the techniques of analysis and expectation have had till nowadays, an excessive importance to their abilities and suitability to produce good models and algorithms for any issue which have been believed sound in any occasion.

Objecting also to the affirmation of the principle of relationality as the only possibility of contrasting the excesses of liberal capitalism, a new or regained science based on a trans-disciplinary approach can help the scholars to find again the meaning of their role of critical and reflective training assistance to the managers of political decisions and actors of the social acting.

This type of science searches how it's possible to identify and valorize the *res publica* and how to promote the common good. It's about then of not new things and facts for the research but it's not possible anymore to keep to implicit axiom.

It needs to think on fundamental principles which inform and direct the ways of ruling the physical and not physical local and territorial space. If this is possible, then it's useful to give witness of the cognitive efforts which have attempt to use unitary approaches to the complexity of the reality.

By the correlation and critical interpretation of concrete experiences, the research group (the scientific committee of the book series) has shared the opinion that just the human dimension can constitute the real measure of unitariness of knowledge to contribute concretely to the common good. The centrality of man is a cornerstone of the spheres of thematic research of the book series pointing to underline the theme of capilarity, to the attention of minimum facts and possibilities of organization in weak economical and social contexts.

Referring to the work done by Leonardo Urbani, the recent experience of contributes on the integrated relational tourism and considering the interest and availability to the active involvement of many scholars and students on themes of integration and relationality, has come out the opportunity to organize such efforts in an unitary set, that is the book series, thought as a tool able to enforce and keep tight the several paths of meaning and experiences made in many disciplines joined to the goal of cultural, institutional, economical, social and environmental sustainability. Enlarging the scientific production already started from the editor, developing the interferences and hybridizations with the professional experiences of piano and planning, renovating the traces of remarks held in many seminaries and meetings, the initiative of the book series "the territory of the human relationships" moves towards the necessity to come back in a renewed way to an unitary approach to the sectorial knowledge; the aim is not to lose the complex dimension of the existence and human becoming in the territories and, keeping in mind the plural traditions of dwelling in the Mediterranean, to contribute to the dialogue among different cultures, ways of meaning the city and the territory.

**list of book series**

1. *Lo stato della pianificazione comunale e l'immagine territoriale della Sicilia sud orientale* Autore: Trapani Ferdinando. Palermo 2001
2. *Motris, Microcentralità Relazionali nel Mediterraneo – una ricerca per la mappatura dell'offerta di turismo relazionale integrato in Sicilia.* Autori: Gulotta Daniele, Fabio Naselli, Ferdinando Trapani. Palermo 2004
3. *International Cooperation in the mediterranean basin – agriculture and relational tourism for development of in land areas "research, application and higher education.* Autori vari. Palermo 2007



















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