

Eastern Europe and the Mediterranean Basin
“Come Back Home”

Abstracts Book



Kanine Castle

22 - 23 April 2023

Great Hall – REALD University, Vlorë (Albania)

Switch Conference Site:

Universitas Sancti Cyrilli A.D.1669, La Valletta (Malta)





International Academic
Research Center - UNICART



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and the Mediterranean Basin
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It only remains for us now to await the day when the representatives of civilisation and humanity will unite and decide on recognising our rights, which have so far unhappily been disregarded on the sole plea of trying to avoid that which was inevitable. We are convinced that a measure of justice accorded to us will be of advantage not merely for ourselves, but also for those who sought for their own aggrandisement in our destruction.

Ismail Qemal Bej Vlora
(The Memoirs of Ismail Kemal Bey,
edited by Somerset Story,
Constable and Company Ltd, London 1920)



Introduction and information

In 2020 UNICART decided to start a cycle of monothematic conferences. Tale cycle started from the theme of tourism.

With the first edition we studied tourism, a great "suspended" of the pandemic period, as if the world we have known had ceased to exist, due to the crisis.

We chose to approach tourism in new and different ways and above all by offering tourists a feeling of belonging to a territory, as if they were discovering their roots.

With the 2nd UNICARTourism we talk about "returning home" to better support and protect it.

In Albania, Italy and many countries of the Balkan Areas as in all countries of the world, there are social phenomena which, due to their diffusion and their consequences on the territory and on people, have very relevant characteristics, to which, at times, they do not adequate attention is paid, because they are not fully understood (or at least understood in their effective relevance) neither by public decision-makers nor by the world of scientific research.

Today, many decades later, the new generations residing abroad are looking for their "roots", representing return tourism for our countries.

The 1st UNICARTourism International Conference took place at the University of Calabria (Arcavacata di Rende - Cosenza, Italy) from 18 to 19 December 2020, with the COVID-19 pandemic still hanging over travel and relationships. For these reasons, all the activities have been organized both in Live and Web Remote participation modes.

The 2nd UNICARTourism International Conference takes place at the REALD University (Vlore-Albania) and simultaneously, in switch mode, at the headquarters of the UNIVERSITAS SANCTI CYRILLI A.D.1669 (Valletta- Malta); all the activities were organized in both Live and Web Remote participation modes. The conference, like the previous one, intends to focus on "Roots Tourism", or the return tourism of past emigrants, or their descendants, but without forgetting the more usual aspects of tourism, as well as the collateral aspects of policies and regulations.

2nd UNICARTourism supports the study and development together of the specified themes and sharing their potential with all the colleagues of the countries that have lived or are still living today the same experience, and in particular with all the areas close to Albania.

We thank all the participants who shared their research and analysis, contributing with their work to the success of this edition of the Conference.

This book collects all the accepted abstracts of their communications in approximate order of registration in our database.

15/04/2023

*Iris Cekani, Francesco D. d'Ovidio,
Francesco Favia, Pietro Iaquina, Tullio Romita*

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Invited Contributions



Diplomacy, Economy and Tourism

Gianvico CAMISASCA*

FENCO- Federation of Foreign Diplomats and Consuls in Italy

Abstract:

Diplomacy has increasingly become an instrument to aid the economy in all its forms over the last few decades. Alongside traditional institutional and bureaucratic activities that serve the citizens of one's own state and the host nation, there has been an exponential increase in direct activities in the sectors of tourism, culture, and food. In other words, diplomacy has become an instrument of communication and dissemination of sectors with economic value. A recent study conducted in Italy highlights that economic diplomacy contributes more than 1% to the GDP of states, which is an immense figure of about 200 billion euros for Italy.

The top five countries, including the United States, China, Japan, India, and Germany, account for more than half of the entire world GDP in 2022 of 100 trillion US\$. If we broaden the analysis to include the top 25 nations, we discover that they hold 84% of the world GDP. The rest of the world, which consists of 167 nations, contributes only 16% of the global total. Here, intervention is necessary.

Dialogue and knowledge with these realities necessarily pass through the active international presence of its representatives. A recent survey reveals the presence of around 30,000 employees at various levels of international diplomatic missions. It is a force that must be channeled for fruitful development with continuous cooperation in all sectors. Our Federation is particularly active in promoting a concrete exchange of ideas and projects with social and economic value. Tourism, with all its facets, including niche ones, is a primary voice in today's reality of our life. We often forget that tourism is not only linked to the meaning of vacation in the strict sense, but is linked to the world of work, events, and the social world. It is a mosaic in which natural beauties, culture and art, food, sport, events, industry and work, and a thousand other items converge. At the base is our natural instinct to know ourselves and others.

A recent study by the Bank of Italy indicates that in Italy, both tourist entries and exits have almost doubled compared to 2021. Spending to and from countries within the European Union has exceeded pre-pandemic levels; however, the recovery of flows relating to geographically more distant countries, consisting of a more marked drop in 2020, has not yet been completed. Holiday travel has largely recovered from the sharp drop recorded during the pandemic, both in terms of spending by foreigners in Italy and by spending by Italian travelers abroad, while inflows for work have already returned to the values of 2019.

The commitment of our Federation, by supporting us with UNICART, is to make mutual knowledge of the realities of the Mediterranean countries ever more profound and alive.

Keywords: Diplomacy; Economy; Tourism

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FoODLAND - Mediterranean food landscapes

Milena BERTANI*

President of AICCRE, Section Lombardia - Italy

Abstract:

FoODLAND, or the Network of Mediterranean Food Landscapes, is a project by Aiccre Lombardia, created with the aim of attributing cultural value to the food of Mediterranean peoples, by linking it indissolubly to the landscapes of production and cultivation methods, integrating them into local history. While acknowledging the intrinsic value of the Mediterranean Diet attributed by Unesco, the places of FoODLAND intend to represent other values of the Mediterranean food culture.

Throughout the Mediterranean area, nature and culture have together produced an infinite variety of places, based on different efforts and different natures united in a proverbial balance, originating a myriad of landscapes expressing their exceptional variability.

These landscapes represent values that do not derive mainly from their productive capacity, but rather from the recognition of a shared heritage: they are territorial markers and, at the same time, historical elements that have become the “symbol” of a geographical area in Southern Europe, thus constituting new heritage objects.

Their aesthetic values possess an intrinsic character that varies with time. In food landscapes, it is not possible to implement conservation policies by crystallising the past, as in a museum, but it is necessary to manage the natural evolution of ecosystems, maintaining their original, distinctive characteristics.

FoODLAND has the vocation of wanting to identify food landscapes of undisputable quality thanks to the values expressed in the Charter of Mediterranean Food Landscapes.

Food, better than other symbols, promotes a system of identification and mapping of cultural heritage in synergy with biological diversity, cultural diversity and cultural heritage. The experiences of the inhabitants take voice to recount this widespread, often invisible local heritage, which “originates landscapes” able to create a personal and always evolving emotional, affective, taste geography.

Sublime places of land and sea, which become protagonists of narration through the men and women who generated them, but also wild resources that take on cultural value when they fill the gaps left uncultivated by humanity.

FoODLAND will form a sort of archipelago, spread over a very large area, to create new experiences of sustainable culinary heritage in territories located mainly in the Mediterranean inland. Its Network will represent a flânerie of Mediterranean food landscapes, structured on stories born throughout millennia from an intense system of exchanges, contaminations, hybridisations, nowadays projected towards new responsibilities. A Network that will combine living, habits and habitats.

Keywords: Mediterranean; Food Landscapes; sustainable culinary heritage; experiential tourism; inland areas;

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Rubiconia Accademia dei Filopatridi among history, culture and tourism

Edoardo Maurizio TURCI*

Secretary and former librarian of Rubiconia Accademia dei Filopatridi, Savignano sul Rubicone (FC) - Italy

Abstract:

Culture is one of the main attractions in the tourism sector as travellers are often interested in learning about the traditions, history, art and architecture of the places they intend to visit. In Savignano sul Rubicone in the province of Forlì-Cesena (Italy) one of the main cultural attractions is the Rubiconia Accademia dei Filopatridi, an ancient institution that plays an important role in the conservation, study, enhancement and dissemination of the cultural, documentary and historic patrimony preserved there, which spans from the XVI-XVII centuries to the present day.

Formerly known as the Accademia "degli Incolti" (17th century), the Rubiconia Accademia dei Filopatridi has its seat in the 18th-century Palazzo Gregorini, in Savignano sul Rubicone, where the considerable heritage of volumes and historical documents, dating back to the 17th century, is conserved. The library consists of about 80,000 titles, 371 manuscripts, 22 incunabula or fifteenth-century books, about 1400 sixteenth-century books with rare, valuable, sometimes unique texts.

The cultural activity of the Accademia went in parallel with the progressive enrichment of the library, both activities reinforcing and supporting each other. The Accademia, over time, has expanded throughout Italy and also abroad, counting qualified and prestigious members, developing a remarkable literary and cultural activity. In order to enhance the cultural brand of the Romagna region, the Accademia assigns an honor prize called "Lôme d'Or", golden lamp, intended for illustrious Romagna residents. The name comes from a Giovanni Pascoli's poem, where he defines "Poetry" as a lamp that helps, illuminates the domestic hearth, consoles us in our path together with secular traditions. These include food and wine, an important part of the cultural heritage of many countries, which can be tourist attractions in themselves. In fact, it represents one of the main expressions of the culture of a people and can tell a lot about the history, identity and geography of a territory. Discovering the gastronomic tradition of a place is a lens to discover the culture of a territory, enhance the sustainability and quality of local products and contribute to the preservation of traditions. The preservation of the traditions of this part of Romagna (between the Via Emilia, the Adriatic Sea and the Appennini) is one of the goals of the Accademia dei Filopatridi.

Keywords: Culture, History, Art, Tourism

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The Mediterranean between History, Tourism and Culture

Emanuele BETTINI*

President of Historical Institute of Italian Risorgimento - Italy

Abstract:

The Mediterranean, the coastal countries, their peoples are the driving force of the economy that passes through Culture and History. From this path the spirit of the traveler is born who satisfies his need for knowledge in tourism. If we want to embark on an ideal journey that goes from west to east and from east to west, we cannot avoid thinking of the Middle East, of the wars fought in the name of commerce, of the Crusades which upset seemingly unshakable balances in the name of religion.

Contemporary history reminds us of the struggles for the independence of Greece and Italy, which saw important battles and military campaigns of great strategic impact such as the landing of Garibaldi in Sicily, that of the Allies at Anzio in the Second World War and the invasion of Cyprus in July 1974. As Istituto Risorgimento we thought of furthering our studies on Francesco Crispi, a Sicilian patriot who went from First Secretary of State to Prime Minister. This character is the example of a politician born in the Mediterranean area who fought for his country and reached the highest levels of the institutions. Like him, they deserve to be mentioned: Boumédiène, Bourghiba, Gaddafi, as well as Ben Gurion and Golda Meir. In the cultural field we find Mikis Theodorakis and Nana Mouskouri known for their resistance to the dictatorship. Finally, we mention the poet Titos Patrikios and the writer Vasili Vasilikos.

Taking inspiration from these historical references, we cannot forget the era of migration from Sicily to Tunisia, the migrants who from Malta arrived in Hammamet and Tunis where they founded the small, but important, neighborhoods of "Little Sicily" and "Little Calabria".

Over time the desire arose to go and see the places where family histories developed and tourism from Europe to the South developed from this desire. It is true that there are specialized travel agencies, but it is equally true that there they are people willing to travel in search of ancient civilizations. The Mediterranean is the heart of Western culture, history, religions, regardless of whether we speak of Christianity, Judaism or Islam. The Mediterranean is a life path that should be visited with the spirit of the pilgrim who goes to places of worship, like the Greeks went to Delphi and the Italians to Cuma.

But tourism is not enough. You have to delve into the beauty of the languages that populate the area. More than 100 are involved. The Universal Declaration of Linguistic Rights was signed in Barcelona in 1996. It is from this declaration that the spirit of brotherhood among peoples sanctioned by the United Nations starts.

Keywords: Mediterranean; History; Tourism; Culture

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Spontaneous Contributions



Sustainable Tourism: win-win-win papakonstantinidis model

Leonidas PAPAKONSTANTINIDIS*

3win Action president, Professor Emeritus - Greece

Abstract:

Tourism is considered by the three forms of its sustainability

- The economic sustainability
- The social sustainability
- The environmental sustainability

That corresponds 1-1 to the incentives of tourist bargaining behavior

- Maximizing the economic profit/satisfaction (win: John von Neumann and Oscar Morgenstern, 1944)
- Maximizing the social perspective-integrated bargaining (win-win: John Forbes Nash, 1950)
- Maximizing the communitarianism-integrated and complete bargaining (win-win-win Leonidas Papakonstantinidis, 2002) in the frame of the complete unifying negotiation, thus enlarging the pie.

Unifying Negotiation is an agreement where the parties achieve a qualitatively superior joint result, than what would have resulted from a compromise solution. The goal of a consolidating deal is to create more value, to grow the overall pie. This means that the parties manage to reform the terms of the agreement in such a way that the value the agreement now has for each party has increased. For this to be possible, the parties must come to the negotiation trying to find ways to work together, sometimes adjusting their goals, so that they can structure a better deal for everyone.

The European Innovation Action INCULTUM The EU-funded INCULTUM project (INnovative CULTural Tourism in European peripheries) is considered

Finally, in the case study, three scenarios have been studied, by the chi square statistics, ie

- Tourism incentive is only individual profit/satisfaction maximization- self-interest (win)
- Tourism incentive is cooperation maximization (win-win)
- Tourism incentive is functioning maximization (win-win-win)

Findings showed that people (either as tourist services offers, or tourism consumers) have all three incentives in tourist negotiations, more in individual profit maximization, but also the win-win cooperation, as well as the functioning maximization (in the limit of χ^2 critical values)

Keywords: sustainable tourism, bargaining theory, social policy, tourism incentives

JEL Classification: L83, M1, O1

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The contribution of agritourism to sustainable rural development

Eneida ÇIFLIGU*

University Fan Noli - Albania

Ilir SOSOLI

University Fan Noli - Albania

Abstract:

Agrotourism is a worldwide phenomenon, which has great importance in the socio-economic aspect and represents perhaps the most radical innovation in agriculture. It can be considered a catalyst for the development of rural areas, especially marginalized ones.

The development of rural areas is closely related to activities in every aspect of agribusiness. The attributes of each area offer opportunities for diversity of activities and rational use of resources. The increase in agritourism opportunities and capacities enables the empowerment of local communities to improve incomes and achieve a sustainable development of these areas with an economic basis in natural resources.

There are several basic elements that influence the development of rural tourism, such as: nature, traditional and organic food, rural green culture, etc. The benefits from the transformation of the farm into agrotourism are: economic, social and of course political.

The development of agrotourism is also closely related to the level of conservation of agrobiodiversity.

In Albania, in recent years, this sector has been significantly strengthened, bringing a growing contribution to the national economy.

Keywords: Tourism, agriculture, agrotourism, economy

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Free trade between Italy and the western Balkans and recovery policies

Maria POMPO*

University Giustino Fortunato - Italy

Abstract:

This work analyzes international trade between Italy and the countries of the Western Balkans, in particular Albania, Bosnia-Herzegovina, North Macedonia, Serbia, Montenegro, Kosovo will be taken into consideration. The first part of the work describes the EU enlargement process, which involves these countries. These are countries that occupy different positions in the process of European integration. If, on the one hand, the community process is struggling to take off because it is not easy for these countries to implement the *acquis communautaire* once they have joined, on the other, there is an attempt to intensify bilateral relations, which are decisive in trade relations. Without forgetting, however, that relations between EU Member States and the Balkan countries remain essentially multilateral relations, being very effective. In this context, Italy can play a leading role, thanks to the social, economic and cultural relations it maintains with these countries. Naturally, the growth of bilateralism can represent an opportunity for Italy to intensify and improve relations with the Balkan area. In the second part of this study, this study tries to analyze the bilateral relations between Italy and these countries, but above all the economic relations and trade and foreign direct investment (FDI). And it is precisely on these new foundations that the cooperation that can represent the right input in the framework of the European project must be set up. Finally, there will be conclusions and specific policy recommendations, on which to build the commercial exchange.

Keywords: International Trade, Exports, Imports, FDI.

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Management of Direct and Indirect Emergencies and Economic Impact (Albania 2019-2022)

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Elona SHEHU

Mediterranean University of Albania - Albania

Abstract:

This paper takes into consideration the reaction of public institutions and the progress of the economy under the uncertainty situations in economy, social, political and emergencies that Albania passed through. Necessary components are different damages, which are the direct and indirect consequence of the occurrence of emergencies exposed in an economic system (Molinari, D., et al (2013)). How damages should be defined and treated is a key question that this paper tries to address. This paper highlights the way how government, municipalities and international government bodies reacted to the situations of floods, earthquakes, COVID-19 and recently the Russia-Ukraine war and the price crisis as a result. The study examines the situations that occurred during the years 2019-2022 and aims to analyse the approaches, policies and challenges encountered by the central and local governments. How these policies affected the country's economic performance, family consumption and the orientation of public funds. The main consequences of emergency situations create uncertainty in the economy by changing the tendencies of economic actors to consume and save. To achieve the objectives of this paper, the work is based on secondary data. Regarding publications and informative materials from the official websites of public institutions, national and international financial organizations, media, etc., related to the emergencies mentioned above. As conclusion we should identify the impact of each emergency in Albania, policies taken, and which are the perspective of next year's economy.

Keywords: Floods; earthquakes; Covid 19; Russia-Ukraine war; price crisis; government;

JEL Classification: H5; E7

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Pedagogy of the journey: beyond the Pillars of Hercules.

Nicola TENERELLI*

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Abstract:

"Leaving" is a concept that immediately refers to a change of place, to the initial moment from which a geographical transfer proceeds.

The metaphor of departure is often used to define a person's inner growth project. And if every man sets off on his own emotional and cultural formation process, it means that we are all on a journey. Each at his own speed.

The 'departure for a journey' is thus a metaphor for anthropological evolution, understood from both a spiritual and a geographical point of view.

The journey implies the desire to break away from everyday life, to overcome acquired certainties in order to realise one's own project, to get to know places and people and for inner growth. It is a pedagogical journey that every human being must undertake, admirably symbolised by two mythological characters, central to the imagination of western culture: Ulysses and Faust.

Ulysses is willing to face a life of dangers, seized by the desire to experience himself, to discover the truth beyond the Pillars of Hercules; Faust is eager for knowledge, obsessed by the profound meaning of existence in all its forms. Together they represent the Socratic paradigm of life 'worth living', life understood as a passionate 'journey' in search of growth and knowledge.

The profound value of travel - as self-discovery and knowledge of the new - has been undermined by its transformation into 'tourism'. Transport and communication technology has in fact made the world smaller, caused many cultural peculiarities to be lost and marginalised the fascination of discovery.

In essence, whereas travel time was conceived in a rectilinear and project-oriented manner, tourism time incorporates the idea of circularity, understood as a predictable period whose purpose is primarily recreational.

It seems necessary to reconstruct the sense and value of the journey in the collective imagination, discovering rhythms not dictated by the banality of everyday life based on the utility of the gesture, entering into relations with other cultures necessary for the dialogue that produces inner growth.

What is needed is a pedagogy of travel understood as a tool that frees children both from adult reluctance to let them experiment, and from the social and cultural fetters with which society educates them by reiterating prejudices.

Keywords: journey; Ulisse; life; world.

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A path of Cultural Heritage for building community building strategies

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Abstract:

The enhancement of cultural heritage, that is, cultural, historical, educational and educational heritage if well structured is capable of bringing positive results both in the cultural sphere and in the promotion of the territory. Cultural heritage, therefore, represents a communicative object of education through which to develop the redesign of the relationship between cultural heritage and the socio-economic fabric. In this communication, it is intended to give a hint as to how cultural heritage (offered by schools and museums) can be brought into dialogue with the world of research, and finally with the whole citizenry in order to develop community building strategies.

If cultural heritage is to be interpreted in its management, as a center of confluences of different interests in which links with history, values and the territory are valued, a crucial point is represented by the relationship that is triggered between the assets, the territory and the citizen or visitor.

All this means enhancing the tangible and intangible assets that characterize the territory that surrounds us; it means building and strengthening the identity of a place that is a bearer of memory and memories. Cultural heritage lives an inseparable relationship with the imaginary and is able to evoke the physical dimension that constitutes it. One can well understand how this new historiographical scenario is capable of being able to offer a variety of scholastic formative processes as well as literacy and acculturation dynamics at various levels. This means that a document, a monument, or the vestiges and testimonies related to the recovery and preservation of an object or a school furniture, offer the possibility of reconstructing a past and making collective memory available to all.

For this reason, it is important to go beyond the concept of "preservation" to realize a new mode of valorization through the use of new technologies, the technique of revitalization of tangible and intangible assets with a view to research and innovation for the territory through the creation of community building, values and practices.

Keywords: Cultural heritage, history, education, territory

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The trend of tourism as a driver of economic growth and the policies to develop it to a sustainable future in Albania

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Abstract:

Due to the latest years tourism in Albania has proven to have played a positive important role in economic growth, new jobs, wellbeing and profits. The focus on the tourism relies on the development on planning processes, marketing of the local offers and installing sustainable business models for national tourism.

In the 90s, tourism has not been an important part of the economy. After the opening of the economy towards the world there has been a considerable recognition of the hospitality and tourism from the European tours operators. During 2000-2019 there has been a striking increase in the number of hotel, Airbnb, rooms and beds from North-South Albania. (World Bank, 2020). Tourism has been seen as a buffering tool facing economic crisis throughout the years. The Government's tourism aim has been clearly expressed in the National Strategy for Tourism 2019-2023. To this extent, there has been a considerable support from the banking sector in terms of credit and there has also been a significant interest from the foreign investments. Moreover, there has also been a great impact due to the advertising of the touristic products nationally and internationally. Tourism accounts for 7.5 % of the GDP in 2021 and yet has not been the best year of it.

Grasping the strong role of government support and arranging the public and private funding of the tourism will provide a more resilient contribution to the tourism sector and the whole economy.

Keywords: Banks; Government; Tourism; Trend

JEL Classification: E58

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Tourism and culture in the digital age: cases and success stories

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Abstract:

Today, technological progress and the digital transition have brought about great changes in the tourism sector, determining new holiday models with a view to a global improvement in the services offered and greater economic development. By now it is not possible to talk about travel and tourism without referring to digital innovation. In particular, this great revolution has brought about changes not only in the value chain of the tourism supply chain but also changed how consumers approach, plan, and experience their travels. The digitization of tourism has made it possible to economize and personalize the travel experience, making it authentic and capable of generating value sustainably.

Specifically, the work aims to deepen the existing literature to understand how the tourism sector has changed with the digital transition, focusing attention on the ability of technologies to innovate a travel experience by making it interactive and engaging for tourists. Information technologies have radically influenced how a destination manages to promote itself and convey a positive self-image that is sustainable and long-lasting.

The aim of the work is, therefore, to make people understand and underline how the diffusion of technological innovation has contributed to stimulating the evolution of the world and national tourism market, as well as the emergence of new businesses and tourist destinations and the renewal of those already existing.

In particular, the work, first of all, analyzes the issue of digital tourism explaining how the creation of virtual communities can be of help to both consumers and tourism businesses; secondly, it explores a new type of tourist offer, emotional tourism, also through the treatment of case studies and success stories that show the importance of innovation in the tourism sector.

Keywords: Tourism, digitalization, web

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Place Attachment and Place Identity as Cornerstones of a Hospitality Inquiry; How to Bring the Near, Nearer?

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Abstract:

The purpose of the current study is to better understand the role of place attachment in the immigrant population to ascertain how it affects the sense of belonging and place identity of the residents in a locale. How can we bring people closer to their local environment through interactive participatory design, improving the pedagogy of local places and enhancing the locals' sense of place identity, and in turn, their participation in the sense-making of the place? Inspired by principles borrowed from the fields of hospitality and tourism and psychology, we can approach the problem of "belongingness" through an interdisciplinary prism, with place attachment experiences as the leverage control function to be gauged during the study.

According to the Migration Policy Institute (MPI) report, tabulating data from the U.S. Census Bureau, 2010, and 2021 American Community Surveys (ACS), the number of immigrants residing in the United States has more than quadrupled since the '70s, and their share of the total U.S. population has tripled over this period.

As we enter 2023, more than twenty and some odd years after Y2K, the digital embodiment has become truly alienating, evaporating the true sense of the public. Parallel tech booms and busts and the ensuing mass exodus have evaporated the sense of general well-being as a polis and understanding of the sense of place as locals in California; Silicon Valley; San Jose. Since 2000, the valley has experienced several tectonic waves within its real estate inventory, directly correlated to the amount of high-paid tech talent that resides in its hills and the service residents contained within its vast and spread-out living quarters in the urban fabric.

By using an online survey, collecting data, and analyzing it, the researchers of this study will answer research questions such as, "How do people learn new places?" To better plan for the current and future labor force who have migrated to work or study here, we can leverage existing studies focusing on tourism, hospitality, and social psychology to improve our understanding of how improved orientation and place-based pedagogy could be made available and accessible in the form of platforms, places, and people who will engage in this project.

Keywords: Place Attachment, Place Identity, Hospitality Inquiry, Immigration Studies, Tourism

JEL Classification: M , Q

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The new immersive frontiers of tourism. Tourism and territory development through the use of drones and virtual reality

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Abstract:

Travelers see 2023 as an important year to get back to exploring the world. Excited for the year to come, one of the largest agencies in the world has conducted an extensive research on travel forecasts for 2023 to find out, among other things, which will be the favorite destinations, what will inspire travelers and in how the budget will be considered an important factor. Among the data that emerges, a new way of conceiving travel appears. As the world adjusts to the “new normal” after a period of restrictions on travel domestically and abroad, travelers are eager to get back to exploring the world as they once did. Tourism is a matter of eyes. Those of travelers start dreaming of seeing the place they want to visit even before they can actually look at it. The formation of an idea of the destination precedes the journey, sometimes by a long way. The images – of brochures, commercials, those of websites or social account pages – must be irresistible. Well: drones, in this sense, can help in the formation of that dream image that every traveler wants to have of his destination. In tourism, the emotional aspect plays a role that should not be overlooked: those who travel want to experience amazement and wonder. He wants the journey he has made to leave an important mark in his memory, also thanks to the emotions he has been able to arouse. Valuing means spreading the value of the territory, enhancing and enriching it. To do this, each of us must perceive its value. Using drones to promote the territory helps bridge the gap that exists between people (tourists) and the surrounding environment (territory), but not only that, it allows those who have difficulty traveling or to be able to make some "visits" during a trip to experience the emotions that only some ways of using images can give you. With the intention of improving services for tourists in the tourism sector, services that allow you to experience the journey even from a distance, to have a foretaste of the emotions you are preparing to face. The vision of the virtual that will develop into reality. Huge strides have been made thanks to technology, let's just think of the apps we have on our mobile phones that can help us, providing us with a location-related service, apps that help us find tourist facilities, restaurants, shops, points of interest. This has greatly improved our tourist experience but we will see together which are only further fields of exploration.

Keywords: Tourism, Drone, Virtual, Development, Territory

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The elderly and their desire for experience. One of the new challenges of tourism

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Abstract:

In recent decades there has been a significant change in the quantitative dimension, alongside the qualitative one about the representation and the self-representation of the elderly. Alongside the more traditional models and forms of experiencing the aging process as a loss of functional autonomy and even of existential sense, new forms of active ageing are emerging with an increasing strength. This process takes shape in different and diverse needs translated into requests for cultural, social and leisure occasions. If the cities and public administrations to which these questions are addressed still seem late, the market has long ago intuited this epochal change of perspective and has activated both specific and non-specific proposals aimed at these subjects considered as new targets. Endowed with economic capital and desire for experience, the elderly represent an important interlocutor of the market that looks at them with increasing interest.

With specific reference to the tourist dimension, there is a growing number of products, both tangible and intangible, aimed at older people and increasingly used by them. Tourism is in fact able both to virtuously combine the plans of culture, leisure and socialization, and to propose sufficiently differentiated products to deal with the needs of equally different subjects. The result is a demand that is stimulating the supply that sees in elderly people the potential buyers of packages also very different in terms of cost, type, urban/suburban level and of the territorial scale of the service-product.

With specific reference to the Apulian tourism experience, there are to be noted both non-specific proposals to which over65 access increasingly, and specific offers such as tours and urban trekking routes, or "trips of taste", dedicated houses and holiday villages, "assisted hotels" and so on. The extreme heterogeneity of the offer addressed to this specific segment of tourists/travelers presents some common features such as trips, transfers and animation activities alternating with rest periods; choice of climatically suitable periods; provision of a constant presence of reference staff for the various problems or needs that may be encountered during the trip, from transfers to hotel registrations, as well as adequate modes of transport and comfortable and suitable accommodations.

It should be noted that today we are facing the emergence of a kind of age-tourism 3.0 because older people, after being for a long time invisible to the tourism sector, and later having preferred dedicated solutions, now are asking to take advantage of the "normal" tourist offer that they consider "not ghettoizing", even if requiring specific attention.

Keywords: elderly; tourism; experience

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Aviation and transport accessibility: Advantage tools for tourism destinations

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Abstract:

It is certainly objective that the great deregulation of air transport that began in the late 1980s, the consequent birth of low-cost airlines, and globalization have been the main drivers of a true social and cultural revolution that has allowed individuals greater tourism opportunities. However, an additional factor must be added to these elements, namely accessibility.

Tourism, as a social fact (Simonicca, 1997), represents an activity that links the psycho-social motive, or more simply the motivation that drives people to leave their place of residence, to the processes set in motion by the circulation of people, images, services, incomes and ideas, shaping a particular moment of encounter between different societies, i.e. those who host and those who are hosted. Such interactions, which generate a complex range of social, economic, cultural and environmental consequences, mean that tourism is the productive activity that more than any other connects the inhabitants of the earth, as well as representing the largest economic/productive industry in the world (Zerbi, 1998).

If it is true that the phenomenon of tourism can be seen as a source of income, transferring wealth from one country to another, and consequently as an opportunity to create employment, it is important to understand how this can be promoted through the development of aviation (de Andreis, 2022).

The objective of this paper is therefore to reflect on the relationship between the development of air services and tourism potential, seeking through the analysis of literature how this link has increasingly been consolidated. What are therefore the elements to be considered in tourist accessibility linked to air transport? What are the advantages that a territory has in being easily accessible?

To answer these research questions, the paper focuses firstly on accessibility, understood as the ease of access to tourist destinations, deriving from elements such as safety, travel times, frequency of connections and travel comfort, and then highlighting how in a territory, such accessibility therefore depends on the presence, capacity and quality of transport infrastructure and services, with particular reference to air transport.

It therefore appears evident that, by contributing to studies on tourist accessibility, this research should focus on each of these parameters, comparing them with those of competing destinations and describing how air transport can emerge as a strength of a destination.

Keywords: Aviation, Airports, Geography of mobility, Aviation management

JEL Classification: O

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Paths of memory. Rediscover the "tourism resource" for the rehabilitation and training of elderly migrants.

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Abstract:

The importance of memory, in the millennial history of Mediterranean civilizations, has been enhanced since ancestral times. In today's world, the enhancement of memory processes through oral narration represents a field of study of strategic importance for those who are involved in training processes aimed at migrant elderly people. Along the history of cultural exchanges between Italy and Albania, massive migrations of poor people occurred in recent decades. Think of the landing of the Vlora ship in the port of Bari on 8 August 1991. This event led to the uprooting of thousands of adults from their homeland. They need to recover, together with younger relatives, the memory of significant places where they were born and lived with their parents. Therefore, for the recovery and strengthening of their ability to re-elaborate cultural memory, a targeted training planning is necessary, centered on the travel experience in the "places of memory". It is important to elaborate a pedagogical project centered both on a physical journey and on a virtual journey. The physical journey is documented with smartphone projectors by "travellers" led by "expert" pedagogists, able to evoke environments and relationships full of positive emotions, but also full of memories that recall the social textures of the community now consigned to the past, with the cultural treasures represented by experiences of manual and intellectual work that are no longer carried out and which today are replaced by the efficient voracity of the ever-updated digital machines, as well as by stories of now forgotten rituals and myths, which gave meaning to the passing of days. The virtual journey is based on the experience of the physical journey. The "virtual travellers" are the same people involved in the physical journey, who live a full-immersion experience in a museum in which their itinerary will be centered on the "traces of memory". Such "traces" are both artefacts which reproduce significant moments in the personal history of the elder people. They are made with 3D printers and stories taken by their "physical journey" and exposed on the walls of the museum.

Keywords: Voyage , migrations, elder people, memories, education

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Sustainable tourism: a study on the cruise sector

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Abstract:

The increase in cruise tourism in the last decade is having negative impacts on the environment.

Despite various surveillance programs and various policies that see shipping companies committed to reducing the negative effects that fall on the environment, it is still too early to be able to talk about "sustainable cruising".

Unfortunately, to date, cruise ships have a negative effect on both the air and the water and can consequently negatively impact the health of humans and animal species.

The paper aims to inform the reader, after a careful analysis of the literature, on the current situation of the cruise sector which involves cruise ships. Furthermore, due to the numerous negative externalities, it is currently very difficult to implement a strategic plan that leads the sector to be "sustainable". The purpose of the paper is therefore to quantify to what extent the sector in question impacts on the environment and what could be the policy maneuvers that can be implemented to reduce the impact on the environment and, therefore, the externalities produced. Therefore, in addition to policy implications, the paper also has managerial implications, as it suggests to shipping companies any strategies to adopt to reduce environmental impact and improve reputation.

Keywords: Tourism; Sustainability; Cruise sector; Environment

JEL Classification: M

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The impact of demographics and cultural tourism on university enrolments in Calabria, Italy

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Abstract:

The decrease in birth rate, which in Italy has been on an uninterrupted downward trend since the mid-1960s, has had significant consequences on many aspects of society. If we take the education system into consideration, this phenomenon has acted on it like a wave, first causing a drop of the population in the first school-age classes and then in the other classes, until more recently affecting the 19-25 age classes, which include most of those enrolled in university. Consequently, reductions in both admissions (matriculations) and stocks (university enrolments) are observed over time in the majority of Italian universities, although in a differentiated manner in the various territories. In the Mezzogiorno this trend has been even more evident because an increasing number of resident university students tend to prefer universities in the Centre-North, causing a South-Centre-North movement that could be likened to a particular form of cultural tourism, not counterbalanced by a similar flow in opposite direction. In this research, the effects of depopulation dynamics on university enrolments of residents in Calabria in recent times will be analyzed and, with unchanged enrolment rates and using the latest regional ISTAT demographic projections, an attempt will be made to estimate the future university enrolments of 19-25 age classes residents and what the consequences might be on prospective enrolments on Calabrian university campuses.

Keywords: demographics; cultural tourism; university enrolments; Calabria region

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Tourism in cities with nature-based solutions: the users' point of view in a case study.

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Abstract:

Nature-based solutions (NBS) also offer big cities the opportunity to bring man-made areas closer to the natural environment and to find new solutions to improve the tourist attractiveness of a specific area. However, few studies exist on how young people can appreciate and experience the presence of urban and peri-urban NBS. Therefore, this research investigates the behaviour and opinions of the younger generation that may use NBS as urban tourism and in particular considers the case study of the so-called 'corona verde' ('green crown') of Turin. The results can support the decisions of local stakeholders and administrators, but also contribute to the development of similar situations in other national geographical areas.

Keywords: Nature-based solutions; statistical survey; urban tourism

JEL Classification: *R - Urban, rural, and regional economics*

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Sustainable and Responsible Tourism

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Abstract:

Tourism is a decisive and essential branch for many sectors, whose development is taking place in a remarkable way. Together with tourism, another important concept is its sustainability.

There is a complex but not impossible relationship between tourism and sustainability. It is a real partnership.

The relationship between tourism and sustainability is today seen as a possible strategy to restore economic, environmental and socio-cultural issues.

The environmental impact together with the concept of sustainability is considered as respect for the environment which consists in protecting biosystems through tourist activities that do not compromise the environment. An example are tourism businesses that use green energy such as solar, wind and hydroelectric to reduce greenhouse gas emissions and to achieve a climate-neutral dimension, through the supply of renewable energy and self-production of clean energy.

Sustainability also concerns energy efficiency, in the sense of possible tourist structures and means of transport that use energy efficiently, reducing waste.

A fundamental aspect of sustainable tourism is social respect for the most vulnerable subjects. Sustainable tourism means respecting local communities, promoting social inclusion and greater integration between locals and tourists as a value of social ethics.

Other examples can be tourist activities that favor local handicrafts, ecological hotels and also activities involving trekking in respect of nature or even cycling, avoiding the use of combustion vehicles that produce CO₂ emissions.

Tourist flows thus understood, lead to sustainable economic growth, improving the economic well-being of all communities and populations.

In the tourism sector, a post-Covid-19 sustainable development plan is now envisaged, the objective is the enhancement of environmental, economic and social responsibilities, investing in innovation and sustainability of the same.

We must act responsibly and have a greater awareness of the natural resources they give us and avoid excessive consumption.

Therefore, what characterizes tourism is sustainability and the ability to integrate the natural, cultural and human impact of the territory, enhancing the natural and cultural heritage of local communities.

Keywords: Sustainable Tourism, cultural, social and environmental impact

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Urban Tourism: A new frontier of cultural and experiential tourism

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Abstract:

Urban tourism takes place in a space that is characterized by the presence of elements that arise and are characterized by being the result of administration, production, trade and services on the defined urban area. The main object of this type of tourism, generally, is: the multisectoral denotation that characterizes the cities. It absorbs an agglomeration of diversity that makes it possible to carry out various activities that characterize the motivations of travel (from the cultural elements, leisure, sports, congress, etc.). Must never neglect the preservation, development and management of the city, because the basis must be the sustainability of the same to allow future citizens and tourists, as well as those present, to fully enjoy the urban potential. Issues of high impact are the environment and sustainable development, in line with some guiding instruments such as Agenda 21 and Agenda 2030, to align with a comprehensive urban development strategy that aims to maximise local socio-economic effects and improve the quality of life for present and future generations. All these elements come into play and bring great benefits in terms of change if there is cooperation between public and private actors, whose interest should be to build a multi-sectoral perspective. The development of urban cultural tourism can take place through the design and implementation of strategies that see cities as protagonists willing to work together to exchange experiences, ideas, spread knowledge about the process to be implemented to emerge in international markets, creating a true territorial brand. The opportunity given to internationalization actions allows to attract more visitors, increasing arrivals, attendance but also economic revenue that would generate in a right and indirect way many positive impacts in the territory involved. Thanks to digitalization it is possible to know, discover and enjoy the heritage even before reaching the very place where it is located, through full sensory immersion activities that create emotional impacts that stimulate the creation of the tourist's need to travel to the proposed destination. A further innovative way is the creation of the story-telling of the place through technology. A positive element, which can expand the range of services offered by the destination, is the gift of a souvenir to tourists, an element of local craftsmanship, so as to trigger a process that makes the tourist aware that that artifact is a symbol of a culture, of which it has become part by going to the chosen place. All these elements together with others increase the value of the urban tourist destination, placing in the forefront the identity and cultural aspect.

Keywords: Urban, cultural tourism, international market.

JEL Classification: M

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Green Cultural Tourism: the Minimum Environmental Criteria for Cultural Events

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Abstract:

For the first time ever, the PNRR introduces Minimum Environmental Criteria (CAM) expressly aimed at the world of culture. An intervention that, if carried out, can only improve the environmental impact of large-scale cultural events. In fact, even a cultural event can be called environmentally friendly when it is planned and implemented in such a way that the impact on the environment is reduced to zero. Also because in this way the legacy left for future generations will be positive.

Sustainability and positive legacy for future generations are the two macro goals already present in the 2030 agenda and in this case viable for the first time in the sector of large cultural events organized in the territory.

The "tourism and culture 4.0" mission of the NRP entrusts the Ministry of Ecological Transition with the task of reviewing the calls for tenders and strengthening the skills necessary for the pursuit of circular economy goals.

DM Oct. 19, 2022, No. 149 on the service of organization and implementation of events by the public administration has already been issued, which provides some definitions for the purposes of the decree.

In addition, the document that was adopted in implementation of the Action Plan for the Environmental Sustainability of Public Administration Consumption defines the Minimum Environmental Criteria for events and specifies that they are adopted in pursuit of the following objectives:

- make a positive contribution to combating climate change;
- as a priority prevent waste production through the use of reusable goods;
- Support circular economy models;
- promote conservation farming techniques to CAM Collective Catering and Food Supply Service;
- Raise awareness and spread awareness on issues of environmental sustainability;
- bring economic benefits and positive social impacts to the territories hosting the event.

Based on these premises, this paper aims to contribute to the broadening of studies on public contracting of administrative authority that look at the implementation of the principle of environmental sustainability. This is in order to capture their relevance in relation to the goals set in the 2030 agenda (Fracchia et al., 2022)

Certainly, the context and object of the reflection sees its starting point in the NPRP and the recent Italian framework that is still being adapted and elaborated. However, reference will necessarily be made to the Euro-Union context and international law.

Keywords: Cultural Tourism, Events, Environmental Impact

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The use of folklore as an incentive for tourism in Albania

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Abstract:

One of the most effective sources of attracting tourists, today, is the appropriate cultural treatment and focus on cultural interactions, especially folklore. Folklore, as a rich component of culture in Albania, is considered as an opportunity in the development of the tourism industry. Albania being a country with a rich cultural civilization enjoys a variety of folklore in its geographical extent and can arouse the interest of foreign tourists to visit tourist destinations and contribute to the development of this industry.

By exploring folklore in the context of tourism, this paper engages in a critical discussion of the opportunities and challenges of using historic sites in destination development. Folklore and its various expressions are part of an intangible cultural heritage or living heritage, built on the triple interconnection of the conceptual framework: people, nation and tradition. The relationship of folklore with tourism places it in a touristic process, as a reality in accordance with the post-modern, post-Fordist and globalized society in which we live.

In this paper, the challenges and opportunities of folklore tourism will be examined. While folklore tourism presents opportunities to increase tourism-based income, and to preserve and disseminate intangible heritage, it presents challenges to the authenticity and identity of local communities and the integrity of the natural environment.

For the realization of this work, the descriptive and analysis method was used. Using the technique of using bibliographies, studies and articles of Albanian and foreign researchers, the qualitative data were reviewed, consulted and interpreted to highlight the issues related to the methods and techniques used in archaeology.

Keywords: folklore, tourism, intangible heritage, destination, challenges.

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New considerations on some unpublished epigraphs in the frescoes of Cattolica di Stilo

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Abstract:

This contribution analyzes some frescoes of the Cattolica di Stilo, with particular attention to two unpublished epigraphs, discovered by the writer during the studies relating to the Byzantine presence in the Stilaro valley. In the first case it is a date (1552), placed at the foot of the angel in the exergue of the iconographic composition of the Kimisis. The second epigraph, moreover, is found in the upper part of the client's head placed at the foot of the Baptist and represents a devotional inscription ascribable to the fifteenth century. After a brief historical-artistic analysis of the church, the study focuses on the close relationships between texts and images to propose a new dating of these complex iconographic palimpsests.

Keywords: Catholic Stilo, Byzantine Epigraphs, Byzantine frescoes, Calabrian Monasticism, Byzantine Calabria.

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Incidence of divorce in couples with children with disabilities.

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Abstract:

The end of a relationship and the separation in the couple represents one of the hardest moments to face in a person's life, and the difficulties definitely increase when there are children in the couple. The entry of a child into a couple's relationship represents in itself an element of change, because a new life cycle begins, which upsets and modifies the previous balances. The two is replaced by the three, and this leads to misunderstandings and conflicts, which very often intensify when one's child has a disability. In families with disabled children, the problems are definitely amplified as, in addition to the psychophysical stress, the particular health needs of the disabled child have an impact. In the present case it happens that mom and dad are no longer able to carry on their relationship because it becomes even more complicated to keep life as a couple alive; the man tends to be more focused on his work and his career, while the woman becomes exclusively the caregiver of her child. These dynamics, which emerge already in the first years of the child's life, often degenerate until they lead to separation. Divorce involving children with disabilities (more or less serious) needs greater caution in managing and dealing with the situation, the duty of parents remains, always and in any case, to take care of their children materially and emotionally. In this specific situation, the protection of the child is put in first place, and it is precisely in the Civil Code that we find all the Institutes for the protection of minors or adults.

Keywords: Future Trends and Scenarios; Private and Public Law; Social Indicators;

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Wild plant foraging activities as rural tourism experience to enhance local territories' social, economic, and environmental sustainability. The case of Chiusella Valley.

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Abstract:

Wild food gathering activities played an important role in the past. Nowadays, these resources and the knowledge around their use are experiencing a process of erosion.

Anyhow, new practices are emerging. People are more and more interested in rural tourism experiences that reconnect them with nature and help them rediscover traditional ways of living. Therefore, new markets and trends are emerging, such as wild plants sold as traditional local products, in restaurant preparations, or as tourism experiences.

The Mediterranean area is particularly abundant in wild plants. On the one hand, they could be an important resource for the sustainable development of local communities. On the other hand, food heritagisation processes also imply several risks. Foraging activities mainly driven by economic reasons could lead to unsustainable exploitation of local resources. Furthermore, thinking of local resources only in economic terms to meet the needs of the tourism market may not lead to the full social and economic development of local communities.

Therefore, while the practice of foraging wild plants is a local tradition that must be preserved, the process of their heritagisation needs to be carefully analysed. In particular, there is a lack of market-oriented analysis that includes the views of consumers, producers, and local associations.

To fill this gap, this paper aims to analyse the role that the Italian association “Club Amici Valchiusella” has in the preservation and valorisation of wild plants. The association works in Chiusella Valley (Piedmont, Italy) since 1957 and for the past 33 years has organised “El Sabat d’le Erbe”, an event held in May to introduce tourists to foraging activities.

The Department of Management of the University of Turin carried out a survey with the goals to assess the level of knowledge of wild plants, the motivations for being interested in them, the connections with tourism, and the degree of satisfaction with the event. 108 tourists participated in the research. The results show a high level of interest in these activities, as well as a high level of participation in the event. This demonstrates the positive role such associations can play in the preservation and enhancement of wild plant resources.

Keywords: rural tourism; wild food; food heritage; foraging; communities; tourists;

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The contribution of the initiative “Open Farms” to the sustainable tourism in the Sila National Park

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Abstract:

BACKGROUND: In Europe, as well as throughout the industrialised world, a gradual but decisive change is taking place in the agricultural production of rural and local realities: from mass production to niche production. This change is not only aimed at mere consumers, but the enjoyment of food (and its production) is increasingly associated with an experience, making the consumer a tourist.

The main aim of this article is to analyse the effect on the sustainable tourism made by policies related to the “Farm to Fork Strategy” (F2F).

The F2F, which lies within the larger European Green Deal, is one of its pillars introducing and increasing new policies concerning not only the agricultural production and the reduction of CO2 emissions, but also stimulating the distribution of food directly from the producer, in order to reduce the actual distance between the production source and the consumer.

A sustainable and reachable food supply chain must have as natural consequence a “green” transformation of farms. This would make the farms more attractive from a touristic point of view, but also from the anthropological perspective, in order to favour the economic development of the local realities and encourage the awareness and the sense of belonging within the local communities.

This article focuses on the study case of farms located in the heart of the National Park of Sila, Calabria; altogether these 20 farms join the project called “Fattorie Aperte” (Open Farms) and aim to improve their visibility of rural food supply and as a tourism destination. Moreover, it analyses the economic performance of the initiative and its possible access to public funds and aids.

The Fattorie Aperte (Open Farms) initiative in the Sila National Park area has innovated the outward opening of agri-food companies in the area, highlighting traditional production techniques, investing in online presence and promotion, and offering direct commercial channels with customers.

METHODOLOGY:

Review of scientific literature on experiential tourism.

Review of European Commission programming tools for the Farm to Fork Strategy.

Biographical interviews of managers of companies participating in the Open Farms initiative.

Qualitative-quantitative questionnaire for farms participating in the Open Farms initiative.

RESULTS: Based on empirical analysis, it is evident that the farms participating in Fattorie Aperte benefit from the originality of the tourist package offered. The level of tourist loyalty is promising, especially for the sale of the agri-food products that each farm offers. Despite the low level of regional and/or state financial support, Fattorie Aperte is an experience that succeeds in communicating to the outside world and attracting visitors. The farms record a steadily increasing volume of business over the past four years.

Keywords: Experiential tourism | Sustainable tourism | European Green Deal | Farm to Fork | Rural tourism

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Tourism from the Roots of Puglia : Between Cult and Connections in the World

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Abstract:

Tourism is an important sector of socio-economic development in the European Union which has been dramatically affected by the health crisis. In fact, according to ISTAT data, in 2020 in Italy, tourist presences in accommodation facilities recorded a decrease of over 50% compared to the same period of 2019, with a significant impact on GDP. A drop mainly due to the collapse in the presence of foreign tourists, which despite the strong recovery recorded in 2022, does not recover the pre-pandemic values (-10.3% compared to 2019). The recovery in 2022 was driven by short holidays, with stays of one to three nights, which recorded an increase of 46.7% compared to the same period of the previous year.

Among the many tourisms that increase the already varied tourist offer that distinguishes our country, is the "Tourism of the Roots" which mainly concerns the second and third generation descendants; therefore, children and grandchildren of immigrants who return to visit and experience the places and cults of their ancestors.

In the South, in particular, root tourism is a phenomenon linked to cultural and religious restitution and enrichment. There are many Pulian communities that attend, together with the patron saint festivals, a great return of their fellow emigrants. This phenomenon is even more evident especially for those celebrations that coincide with the summer holidays or with the mildest temperatures of the year, a period in which most of the Pulian patron saints are honored.

Religious tourism, according to data from the World Tourism Organization WTO, represents about 30% of global tourism and moves 300 million people a year for an expenditure of 18 billion dollars, demonstrating its strong socio-economic attractiveness.

This paper highlights the potential of religious tourism as an innovative resource for the purposes of the tourist market, proposes actions concerning the optimization and enhancement of goods and heritages (physical and/or popular traditions, patronal festivals), and investigations necessary for the profiling of potential users of the tourist segment of the roots, starting from our compatriots abroad and from the Apulian migrant communities scattered around the world. It is necessary to redefine the international tourist demand that is rearticulated in the post-Covid situation, in order to adequately respond to the specific cultural needs and expectations expressed by potential tourists.

Keywords: Religious tourism - Pulia - Migration Roots

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"Tourists? They are so good only when they stay at home!" Tourism and its "spaces"

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Abstract:

The paper intends to offer a point of view on tourism, as a complex and fluid set of phenomena that cannot be reduced to a single dimension.

It has long been known, even to non-specialists, how the phenomenon of 'tourism' is relatively complex. It cannot be perceived without investigating the socio-cultural and socio-ecological processes that define a territory. These affect and are determined above all by the social space within which the host-guest relationship takes place and develops. Anthropological storytelling shows how tourism shapes the social life of groups living in tourism contexts. Meantime it mediates to offer a distinctive meaning to collective memories, proposing alternative forms of tourism development.

Keywords: anthropology; community; cultural and social space; cultural identity

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The design at the service of heritage

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Abstract:

Design and heritage, are aligned with a new mode of mediation and act daily on our feelings, our emotions, and even on the way we perceive our identity. We will explore how to give form rich with meaning and quality to our heritage. We will nurture the ability to develop and transmit the richness of architectural heritage. It's of crucial importance for designers to be aware of technological innovations, news and aspirations and to try to envision desirable futures. For design to serve heritage, archeological sites and monuments need to transform into means of communication and performance for and organizations. This article aims to invite designers who are likely to create objects or spaces and, at the same time, apply technologies. The strength of this innovative experience lies both in its global and transdisciplinary approach and in the acquisition of a large number of digital tools at the service of heritage. How, then, to integrate a strategy of heritage enhancement through design and new technology?

The strategies of heritage enhancement cover all sectors: web design, mediation, both tertiary and cultural spaces, scenography, furniture and urban planning... The Designer conceives and supervises design projects that respond to the ever-increasing challenges driven by the new modes of discovery, exchange, leisure and work. To do this, it seems essential for interior designers or scenographers... called to exercise their skills in different situations, to develop autonomy, understanding of the environment and the ability to connect to their heritage. We will rely on research, contributions, case studies and then interventions. The research will be based on readings of the heritage environment and more generally the context of our cultural identity. Different knowledges are associated: among those, those related to structural systems, constructive methods, materialities, technological equipment, installations...

In the sites or monuments, mediation digital devices today raise expectations which are not necessarily filled. The creation of digital devices, can put forward a dynamic of the experience as being successful, and it can highlight the articulation of experiential design of visitors, patterns that can form the basis for the development of a dialectic for the design and heritage. These projects can be perceived as valuation projects that can have an impact on culture, society, and local development.

Keywords: Design, heritage, mediation, transdisciplinary, development

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Safeguarding the Territory and the Environment: A New Model of Tourism Development

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Abstract:

Tourism is one of the main sectors capable of influencing the economic growth of territories, both internationally and nationally. In recent decades, thanks to the greater attention paid to environmental issues, tourism is closely linked to the concept of sustainability; in fact, talking about sustainable tourism, ecotourism and responsible tourism is equivalent to underlining the need to integrate tourism development policies with those of environmental protection and safeguarding.

If it is true that the Covid-19 pandemic has significantly influenced tourist demand, on the other hand it has contributed to changing the way we travel, prompting us to rethink the tourism development model. Even the players operating in the sector, quite tested by the events of recent years, have been called upon to make an enormous effort both in terms of costs and in the quality of the offer, conforming to the suggested guidelines, with the advantage, however, of rediscovering a more sustainable and resilient vocation of tourism.

The objective is therefore that of structuring the tourist offer in the light of the changed needs, increasing the competitiveness and attractiveness of the destinations, and elaborating strategies and interventions aimed at harmonizing the sector with economic development, environmental promotion and the protection of Health.

Another opportunity for tourism to relaunch is found in the PNRR, specifically in the sub-mission "Tourism and Culture 4.0", which provides for the payment of a significant portion of resources for the purpose of reprogramming the sector.

Finally, a good and healthy environmental education represents an important tool capable of directing today's and future generations towards respect for the environment. Specifically, it is advisable to draw up action plans both at local and national level, to promote correct lifestyles and behaviors, involving all subjects, from private citizens to institutional ones, such as schools, in order to obtain a new environmental awareness, as well as a relaunch of the tourism sector from a "green" perspective.

Keywords: Tourism

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Tourism in the silver economy

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Abstract:

The stereotype that the economics of longevity is essentially based on spending on health needs to be debunked. Health spending weighs heavily (and will grow), but all studies agree that the Silver Economy plays an important role in supporting a vast range of industries. Products and services consumed by the Silvers and offered by the increasingly numerous organizations that design their offer in a targeted manner for this market, are the result of the change deriving not only from greater longevity, but also from the transformations of expectations, desires and styles of life in the more mature stages of life. Expectations, desires and styles that concern almost all spheres of life and consumption. Seniors are no longer just a part of the population to which health policies are directed, but they are an important segment of the population, characterized by strong vitality and desire to be an active part of society; this makes them increasingly reference targets for consumption, being a population that is characterized by a high spending capacity and a greater propensity to consume than in the past. The over 65s want to continue travelling, exploring, dedicating their free time to their passions. And to do this they are willing to open their wallets without too many problems. Much. According to Istat data, the tourist expenditure (accommodation and catering services) of Italians in the "silver" age can be estimated at around 5 billion euros a year and to this figure we must add a further 7 billion for recreational activities, shows and culture. No less significant is the economic impact of foreign senior tourists, which is worth an equal 5 billion euros and sees Germany, France, the United Kingdom and the United States in the lead by country. Analyzing the future developments of the so-called "silver economy", it emerges how the data available today tell us of silver people who are increasingly healthy, increasingly digitized and increasingly inclined to spend their free time on vacation, but also increasingly demanding. And these needs must be intercepted, studied and satisfied, to ensure that this category of customers can be the driving force of a new golden age for the tourism sector.

Keywords: Silver Economy; Tourism; Market; Opportunity

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Problematics of human resource activities in the tourism and hospitality industry

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Abstract:

The tourism and hospitality industry is and will always be a growing and expanding sector over the years, but it is unfortunately subject to a severe shortage of personnel. The latest research shows that the expansion of the tourism industry is leading to a large increase in the supply of jobs within that sector far exceeding the supply of employment found in other economic sectors; in fact, over the next five years the tourism industry will offer about 300,000 jobs, but nearly a quarter of these will remain unfilled. This serious issue involving this industry is certainly related to issues of recruitment and selection and human resource management. The article, therefore, aims to analyze in more detail the problem of the shortage of personnel in the tourism and hotel sector, trying to understand its causes and possible resolutions, relating this to the analysis of the human resources area in this economic sector, focusing on the search and selection and personnel management techniques that are and should be put into practice.

Keywords: Tourism and hospitality industry; Human resource; recruitment and personnel management

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Road Safety in Europe and Italy

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Abstract:

The term road safety includes a whole series of rules, measures and provisions related to the movement of people and vehicles on roads and highways; it arises from the need and the attempt to prevent, avoid or curb accidents involving persons directly or indirectly involved in the aforementioned traffic.

Today more than ever it is unthinkable to move without using the means of transport, to this is added the fact that commerce is still largely carried out through means that move on wheels and, considering the inhabited centres, it is necessary to record the copious use of transport on two wheels and the appearance of not yet regulated means such as electric scooters.

Of course, within the general framework of active policies in the field of road safety, a place in the foreground is occupied by the new technologies applied to vehicles, roads and ultimately to emergency services themselves. This discourse includes what is defined as Active Safety and Passive Safety.

The first includes all those devices that warn the driver of dangers or obstacles or that aim to correct driving errors, including the ABS, ASR system, ESP system.

The second category includes all those systems which have the task of limiting damage to the driver and passengers following a collision. These include airbags, seat belts, bodywork with controlled deformation, child seats.

Precisely for this reason that we hear about the so-called ADAS they are advanced driving safety systems, designed to reduce the risk of accidents by actively intervening when a risk of collision or abnormal driving behavior is detected.

All to comply with the goal of zero road fatalities by 2050 as outlined by the National Road Safety Plan, also through the use of cars that are increasingly smart, connected and reliable.

Connected car means equipped with an infotainment system behind which lies a fundamental principle in terms of safety, being systems capable of communicating with each other, exchanging information on road conditions and more.

Therefore, the automation process of latest generation vehicles is fundamental, a process that appears to be constantly updated and that does not seem to want to stop.

Keywords: Road; Safety; Europe ; Italy;

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Roots Tourism as an Opportunity for the Rebirth of Internal Villages. The Case of Calabria

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Abstract:

Between the end of the 19th and the beginning of the 20th century, a phenomenon destined to profoundly and forever mark the process of demographic development grew exponentially in Southern Italy: emigration. Between 1876 and 1914, 872.542 people emigrated from Calabria, most of whom went to seek their fortune in America or Australia; between 1958 and 1967, another 700.000 people emigrated to Northern Italy and Northern Europe (Germany, Switzerland, Belgium).

In one century, Calabria lost almost two million people, a figure that is very close to the current population.

Even today this phenomenon continues to be extremely topical and to have a profound effect on the drastic reduction of the population as a whole, on the abandonment of the lands and on the depopulation of many hilltop villages located in the hinterland.

The aging process, together with the low birth rate and high emigration, are the main characteristics of the demographic structure of the Calabrian population. All these elements can only have a negative impact on the social and economic growth of the area. The most dramatic situation is precisely that relating to small villages, which are facing a real demographic death.

Precisely because of the high emigration, roots tourism represents a phenomenon that has been experiencing exponential growth in recent years.

This survey aims to highlight how the descendants of the emigrants of the last century are one of the most important resources for the rebirth of the Calabrian villages.

This type of tourists differ from traditional tourists, because they are guided by the history of their families and by the emotions they feel. They love the natural, artistic and cultural beauties of our villages with a different heart, and, more and more, they decide not only to visit them for long periods but also to live and move there permanently.

Keywords: demographic decline; roots tourism; villages;

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The Route of Wine and Flavour as New Frontier of the “Tourism of Roots”. Empirical Evidence from the Calabria Region.

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Abstract:

The market of tourism and cultural travel is deeply changing, thanks to an ever more digital approach and a wide attention towards an environmental sustainability. New Italian and international trends reveal how demand and supply are changing, also after the damaging effects of the four crises happened in the last three years: the Covid-19 pandemic, the war in Ukraine, the runaway inflation, and the energy crisis. The Calabria Region trends confirm the Italian ones, even if Calabria economy is characterized by a significant recovery, though still insufficient to recover the drop observed during the Covid-19 pandemic.

A new concept of vacation emerged in the period after the pandemic. More specifically, while before pandemic about half of Italian residents travelling for vacation chose destinations for entertainment or rest, after pandemic this part of travelers covers over 70% (ISTAT, 2021).

From such a different situation as regards the past, a renewed demand of well-being perspectives emerges in the tourism; in other words, there are new ways of making tourism, that is “new tourisms”. In the last few years, the literature of the sector emphasizes more and more the new frontier of the food and wine tourism in all the declinations, included the wine tourism.

The proposed research work arises from the above mentioned considerations. The aim of the work is to provide useful suggestions and remarks to policy makers for possible future developments both in organizational and social-political fields.

After the representation of the legislative evolution, which has conducted to the institution of the regional wine shop “House of the wine of Calabria”, the proposed work will analyse, through a series of ad-hoc indicators: the regional productive and socio-economic context; the amount of the public resources (the 2014-2020 SIE and regional funds) assigned to the wine routes, by comparing the realization of Calabria region as regards the other Italian regions; the quality of the generated and the potential impacts, through this new alternative tourism modality, which combines very well with the genuine products and the several beauties of the Calabria region.

The promotion of the routes of wine represents an opportunity for the development of Calabria, having social and economic impacts on tourism, as well as cultural and environmental ones.

Keywords: Root Tourism; Social Indicators and Tourism; Economic and Environmental Impacts of Tourism

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Return tourism and strategies for the recovery of tourism in the experience of the “Borghi Autentici d’Italia” network

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Abstract:

Return tourism today represents a real lever that allows, through the promotion of traditions, local excellence and villages – that are the places of historical Italian emigration - to intercept those compatriots abroad, interested in finding their own roots and rediscovering the places of origin.

There are about 80 million Italian compatriots and Italian-descendants residing abroad. The main markets are made up of Brazil, Argentina and USA in which 75% of them live (Maeci, 2022).

Italians abroad generate actually an important share of tourist flows which, unlike mass seasonal tourism or post-covid proximity tourism, is distributed homogeneously throughout the Italian territory and throughout the year.

Within this framework, the initiative of the Italian Ministries of Culture (Mic) and of Foreign Affairs and International Cooperation (Maeci) is placed, which declared 2023 as year of "Return Tourism". The project falls within the investment for the "Attractiveness of Villages" under the National Recovery and Resilience Plan and proposes various tourist offers aimed at Italian-descendants in the world.

In this perspective, the paper analyzes the strategies and actions launched in this direction, examining the case of the “Borghi Autentici d’Italia” network. Through the recognition of the experiences put in place by the network, the contribute aims to identify role that these initiatives can have in enhancing tourist offer and in relation to the possibility of attracting investments in the countries of origin, also in order to reverse, or at least, stem the emptying and depopulation process of Italian small villages.

Keywords: Return tourism; small villages; enhancement; regeneration

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Exploring the Crucial Role of the Banking Sector in Financing Albania's Thriving Tourism Industry

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Abstract:

Albania is an emerging tourist destination with great potential, but this growth can only be sustained with adequate financing. The study analyzes the various financing options available to the tourism industry, including traditional bank loans and microfinance. It also looks at the challenges faced by the banking sector in providing financing to the tourism industry, such as the lack of collateral and high risk associated with the industry.

In fact, the lack of collateral and financial history of these businesses presents a significant challenge for banks and alternative financing providers.

To overcome these challenges, the study recommends that the banking sector in Albania should create specialized financing products tailored to the needs of the tourism industry. For instance, banks could offer loans with longer repayment periods, lower interest rates, and more flexible collateral requirements. Furthermore, increasing collaboration between banks and tourism businesses could help to mitigate the high risk associated with financing the industry.

Overall, this study highlights the critical role of the banking sector in financing the growth of the tourism industry in Albania. By understanding the financing options available and the challenges faced by the industry, policymakers and stakeholders can work together to promote sustainable growth and development of the tourism industry, ultimately contributing to the economic development of Albania.

Keywords: Banking Sector; Financing; Tourism Industry; Traditional Bank Loans; Microfinance.

JEL Classification: G2; G21

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Enhancement of Italian small towns and the National Recovery and Resilience Plan: the experience of smart villages

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Abstract:

Rural depopulation and marginalisation is an increasing phenomenon across Europe.

Rural areas make up almost half of the entire EU territory and over 20% of the total population live there. Most of these territories are considered fragile due to the lack of an efficient infrastructures and services network, and because they are characterized by weak economic systems and also by a growing digital divide. However, these contexts are able to offer numerous opportunities, especially from a sustainability perspective.

The ecological and digital transition process, together with the experience deriving from the pandemic emergency, has triggered major transformations in rural areas and beyond.

With the push towards smart working, distancing and travel restrictions, the health emergency has upset the social and working habits people who have returned to looking at rural areas and villages, not only as a destination for holidays outside the city, but also as a lifestyle choice: green job opportunities (circular economy), larger living spaces, higher quality of life.

In this perspective, under the National Recovery and Resilience Plan (NRRP), the Italian Government has allocated over 1,600 billion euros for the regeneration of the rural landscape and the attractiveness of villages at risk of depopulation.

In this framework, the paper intends to analyze some projects financed under the National Villages Plan of the PNRR, focusing particularly on the experience of smart villages and community cooperatives as innovative models adopting a bottom-up approach and based on the centrality of community in local development processes.

The contribute aims to identify methodologies and practices through which to build sustainable growth paths and able to improve the quality of life in these contexts.

Keywords: Enhancement; NRRP; small towns; smart villages; community cooperatives

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Paths of reflection on the concept of experiential tourism

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Abstract:

Since tourism has become a mass social phenomenon with modernity, the expression "niche tourism" has always been present and commonly used to indicate the existence of tourist market segments: difficult to manage according to the rules of the industry of tourism; more likely to indicate a tourism of value and quality; much spent to highlight the presence of a problematic tourist demand to be classified and satisfied and, in any case, "uninteresting" from the point of view of the quantity of tourists able to activate.

In other words, we can say that the expression "niche tourism" for a long time has represented for operators in the sector a kind of label to be used to indicate "minor" forms of tourism, applied to all those "tourist products", sometimes "organised" ad hoc at a local level, aimed at satisfying unusual and/or marginal demand quotas compared to those which generate large tourist movements. In this context, all those tourist flows which occur around specific points of contact are considered niche cultural and natural interest or to experiments and events, which can be part of a wider tourist experience.

In reality, niche tourism has always existed and it is possible to find certain traces of it in different times and spaces; on the contrary, in the shadow of mass tourism, some contexts have established themselves as tourism precisely thanks to niche "products", to tourisms that have transformed over time, adapting more rapidly than mass tourism to the transformations that have occurred over the years in the society.

Indeed, precisely the important social changes that have occurred in recent decades have multiplied niche tourism, expanding and altering their meaning and their existence within the tourist market.

However, compared to the past, they include very different meanings, contents, and dimensions, which will bring advantages and greater ability to compete in the tourism market to those who will be able to understand and interpret them.

And this work intends to reflect precisely on this question. Today, niche tourism no longer means forms of tourism practiced by small groups of individuals similar to each other in social extraction, elitist attitudes and snobbish behavior. Niche tourism today also and mainly appears to mean an ability, that of satisfying a multiplicity of needs around which, once identified, it is possible to aggregate groups of individuals from all over the world in quantities that can even become very interesting because they can be proposed on global scale.

In our opinion, these needs find common roots in the current "new" modernity, which in turn stimulates a strong, widespread and shared need for a high quality of life, sustainability, authenticity and uniqueness, and which today we can label as experiential tourism.

Keywords: Experiential tourism; authenticity in the holiday; uniqueness of the tourist experience

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Graduating in tourism? The difficult relationship between university education, on-the-job training, higher education and the labor market.

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Abstract:

It is not entirely clear whether (and to what extent) the (for a long time strong) demand for university education in Italy depends on the absence of job opportunities (theory of the parking area), on considering university enrollment a need widespread (theory of mass consumption), from considering university education an investment aimed at economic and social growth, or, again, if and how much this is due to a real and adequate demand for highly qualified personnel from the world of work. On the other hand, on the basis of some studies, what seems certain is that enrolling in university and obtaining a university degree is worthwhile, since employment opportunities increase with the level of education.

Today we believe that the scientific debate on the role of the university in society is not particularly up-to-date, and is substantially stuck on the knowledge gained up to a few years ago. For this reason, it is difficult to establish whether the social motivations that lead to university enrollment are attributable and to what extent to the theory of the parking area", to that of "mass consumption" or to that of the "rise of status"; or to none of these.

This work deals with the investments in training made by highly educated individuals in the tourism sector, considering the effects produced by over-education and by the divergence between the types of skills acquired and the demands of the job offer.

The basic idea is that over-education and the use of on-the-job academic training are crucial variables in decisions regarding job training, highlighting a relationship of substitutability between training and education. That is, that among subjects employed in jobs that do not require a university degree, there is a lower probability of participating in training activities, suggesting that the education acquired compensates for the need to learn additional specific skills in the workplace

On the basis of some available survey data, we want to highlight that employees possessing skills acquired through university studies and used in carrying out their work activity would seem less inclined to participate in job training activities, and therefore to acquire further skills through training; on the contrary, the quality of academic training has a positive effect on investment in higher education. This reasoning will also take into consideration the fact that in an underdeveloped production system the skills required are not of a high technological content and therefore do not require "on the job" training of graduates.

Keywords: on-the-job training; work in tourism; high formation; University education; job market

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The social tourism: the right to vacation for people with disabilities

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Abstract:

The Montreal Declaration of 1996 "For a humanistic vision and social tourism", formally adopted by the BITS (International Bureau of Social Tourism – today ISTO), the international association which has more than fifty years of activity it is engaged in tourism social, it is a very interesting document for the conceptual definition of social tourism, which is to be understood as: a) a shaper of society, b) economic growth factor, c) participation in the land and local development; d) partners in global development programs.

The Declaration represents a significant step forward if it's compared to the understanding of social tourism and see until then prevailing. No longer just a tourist addressed to specific social categories of people experiencing social and economic disadvantage, but also and above all tourism as a "... set of activities designed to promote socially useful and human, ie the growth and maturation culture, civil and social man and of all men, and to respect and enhance the environment and economic and social development of local communities." (Tonini 2010: 26). In this sense, social tourism means to respond to a need for socializing, it is a way of life, it is a value choice by the person, even through the holiday, in the development of social bonds, to create opportunities for cultural enrichment and to promote and exploit the resources of the territory. In recent years the debate about the social tourism has been greatly expanded, thanks to the passion and commitment with which different scholars have devoted to the topic, and to work for debate, discussion and proposal, carried out by organizations and associations that promote social tourism. In any case, the possibility of guaranteeing the right to holidays and consequent sociality to people with physical disabilities is still largely incomplete at an international level.

In this work, we propose a reflection on the relationship between this category of people and the offer of services that make their tourist stay possible, with specific reference to dialysis patients, for whom a holiday is possible only if the place of destination is available dialysis service.

The pathology in question, as known, kidney failure. The case we propose is the one linked to the tourism of patients forced to dialysis treatment in Calabria (Italy). We have analyzed the key drivers and drawn up a roadmap of the healthcare offers available in the area. From the analysis of the local healthcare reality it emerged that new resources are needed but more significantly a reorganization of the healthcare pathway aimed at both strengthening and creating new external opportunities, enhancing the strengths and integrating the offer of the territory

Keywords: social tourism, right to vacation, health tourism, tourism and disability

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Tourism and sustainability. A reading starting from the modification of articles 9 and 41 of the Italian Constitution.

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Abstract:

The principles contained in the "Lanzarote Charter for sustainable tourism" (1995), as in other subsequent documents of international law and not only, all aimed, among other things, at promoting tourism development based on the criteria of sustainability and respect for the ecosystem in the medium and long term, find renewed relevance today if read in the light of the modification (February 2022) of the articles 9 and 41 of the Italian Constitution. The most direct reference to this renewed topicality can be found above all if attention is paid to the need to implement a balance between the reasons of the economy underlying tourism and the universal requests for respect for the natural environment.

The contribution will underline the importance of respecting the principle of responsibility in order to achieve this unavoidable balance. So much so that, also as regards the multifaceted phenomenon of tourism, "the environment, biodiversity and ecosystems, also in the interest of future generations", are protected, as stated in the new text of the aforementioned article 9 of the Constitution, not only that of individuals present in the contemporary world.

Keywords: Tourism, Sustainability, Future generations

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The literary places of Salento: a tourist product to be valorised

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Abstract:

In the last ten years, Apulia has emerged as a major tourism destination, while numerous writers have set up works of fiction in Salento – the southern part of Apulia – where a growing flow of tourists are looking for literary places. Indeed, literature is a powerful magnet for leisure travellers as it influences travel choices as well as ‘the tourist gaze’ (Hurry 1990). Even though literary tourists have different reasons for their individual choices, literary tourism is a seminal form of cultural conveyance since it often has to do with values and ideals (Squire 1994), thus reinforcing self-identity (Graml 2004). Likewise, literature contributes to shaping places by stimulating tourists’ imagination as they enjoy both real and fantasy worlds (Crang 1998, Reijnders 2011). Hence, literature can strongly influence the image of a place, that is ‘a totality of impressions, beliefs, ideas, expectations, and feelings accumulated towards a certain place over time’ (Kim and Richardson 203). Frequently, tourists find such images irresistible and a crucial element for their travel choices (Mackay e Fesenmaier 1997).

However, the place image needs to be aligned with the place identity, that is values and ideals advocated by local authorities, otherwise they often endeavour to alter the former through tourism strategies that give priority to some products at the expense of others (Light 2007). Literary tourism in Apulia, particularly in Salento, sits easily alongside the above cases. Despite the growing number of literary tourists and the emphasis on culture within the Apulia’s Strategic Plan of Tourism 2016-2025, local authorities seem reluctant to exploit literary places. Many works of fiction that are set in Salento present a picture which is often problematic and too embedded with local traditions. It does not match what local authorities want to sell to tourists, that is a modern, sustainable as well as glamorous version of the territory. For this very same version, the review National Geographic awarded Apulia the prize “Best Value Travel Destination in the world” in 2016. This paper examines how literary tourism can be valorized in Salento. In so doing, it looks closely at how local authorities have approached tourism policies since the beginning of the twenty-first century, as well as their attitudes towards literary tourism.

Keywords: Promotion, Image, Identity

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The role of digitalization in roots tourism

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Abstract:

The paper discusses the importance of digitalization in tourism of roots and how it promotes its development through its tools. As defined in Italy by the Ministry of Foreign Affairs and International Cooperation (MAECI), "tourism of roots" is a tourist offer structured through appropriate communication strategies, which combines the offer of third sector goods and services (accommodation, food and wine, guided tours) knowledge of the family history and culture of origin of Italians residing abroad and of Italian-descendants. If we take a look at the data that history tells us, between the end of the 1800s and the beginning of the 1900s many Italians were forced to emigrate abroad due to unemployment and poverty. The most coveted destination was America and in any case it was transoceanic emigration. About 5,000 people emigrated due to the economic crisis that had hit all of Europe. 80% of the emigrants came from southern Italy where they led a low standard of living, linked to the productivity of agriculture. The starting point was above all that of the small towns in the hinterland, where the discomfort caused by the backwardness of the economic, agricultural and industrial system had caused a severe depression. Today, after many years, a phenomenon of considerable importance is taking place: the return of the following generations to the homeland of the older generations forced to emigrate. This phenomenon is defined as "return tourism" which concerns emigrants, and "roots tourism", which concerns the descendants of emigrants. In recent decades this phenomenon has been growing, thanks to the stimuli offered by social networks, which help the new generations to search for information and documents on family history. The capillary dissemination of information and the search for documents on family history passes through digital and direct connections, above all through social networks: roots tourist gets information by directly contacting the local administrators and the families active in widespread hospitality. Rediscovering one's roots, in fact, for the new generations must not represent a simple economic objective, but an act of social and cultural sensitivity. The roots tourist, thanks to the use of internet sites is assisted and facilitated in the search for information on the social, environmental and family aspects of the territory of origin. Furthermore, the administrators of small villages, the owners of farmhouses, families active in widespread hospitality can use social networks to inform tourists of their roots.

Keywords: root tourism, digitalization, emigrants, territory

JEL Classification: Q55, Z32

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Root Tourism

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Abstract:

Studies conducted in recent years, which have analyzed the phenomenon of emigration, believe that "Rooting Tourism" is a phenomenon that can bring hundreds of thousands of visitors to their places of origin.

The year of tourism of roots will concern Italy in 2024, but, obviously, the underlying principle can be expanded and declined in particular with the nations of Eastern Europe and the Mediterranean basin. According to estimates, the natives of the various nations living abroad are in fact many millions, perhaps more than the population currently residing in the Mediterranean nations themselves.

Rooting Tourism is to be considered a largely unexplored market niche that deserves to be explored. In fact, the various generations of emigrants around the world are looking for a travel experience with a high emotional content, because it is driven by the desire to know their places of origin, to reappropriate the traditions and family and personal history.

Providing ideas and tools to create dedicated programming, and to launch marketing and communication actions aimed at promoting Rooting Tourism with itineraries to rediscover the territory, gastronomy, traditions, and current events.

Rooting Tourism as an opportunity, therefore, to make territories grow and to enrich them also thanks to the know-how and life experiences gained by emigrants but today "returning tourists".

Keywords: Root, Tourism, Experiences, Year 2024

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Composite indicators and gender gap measurement in the transport and in the tourism sectors

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Abstract:

The main objective of this work is to provide a series of recommendations and indications on how to build, design, develop and disseminate a composite indicator on the gender gap.

Methodological issues need to be addressed transparently before the construction and use of the composite indicator in order to avoid data manipulation and misrepresentation.

A theoretical framework has been developed to provide the basis for selecting and combining individual indicators into a meaningful composite indicator.

The indicators must be selected on the basis of their analytical soundness, measurability, territorial coverage, relevance with respect to the phenomenon measured. The use of proxy variables should be considered when data is scarce.

Specific examples, such as the female labour force participation rate, gender parity index for tertiary education enrolment, STEM academic disciplines' female tertiary attainment rate, maternity leave and equal pay law are all components of a possible composite index applied to measure the gender gap in the tourism and transport sectors. Results indicate that the current gender gap in the transport workforce is a complex challenge that requires a collective effort between the transport sector and others, such as education, labour and media, to develop a comprehensive strategy that considers all the different factors that have led to the current gap.

Keywords: Gender issues; composite indicators; sectorial analyses

JEL Classification: L91; Z32; Z19

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The right to tourism. The case of Albania

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Abstract:

Economic development and social tourism must be planned and directed towards achieving the pre-defined goal. For this reason the main bearers of social or economic activities conduct their policy as a conscious activity with which they define their purpose. The government and different organizations lead socio-economic, cultural, educational, and other policies that balance the socio-economic development of the country. Main goal of the economy is to raise the living standards of humanity. According to economic policy, here are implemented activities, measures and tools which should develop economic activities and areas of action. Tourism as an economic activity is part of a country's economy. After the Second World War in almost all countries in the world, the state seeks to formulate appropriate tourism policies which will contribute to the development of tourism. Economic is effected by tourism, especially its impact on the balance of payments which is very important for any country. Due to the peculiarities of tourism activities, in particular its heterogeneity and seasonal work, tourism policies which are guided by state bodies is necessary for the development of tourism. Private capital in developed tourism countries has not found economic interest to invest in the material base of tourism, especially in hotels. Therefore, the state tries to attract private capital in tourism through various measures.

Keywords: production, inflation, development policies, well-being

JEL Classification: K13

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Sustainable tourism and enhancement of coastal areas. The role of environmental certifications

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Maurizio RIJA

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Dominga Anna IPPOLITO

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Abstract:

The aim of the work is to illustrate the role of environmental certifications within the sustainable tourism policies of the territories. After a first part of a theoretical nature, the study focuses on the analysis of one of the best known and most widespread practices of environmental certification for tourism - the Blue Flag - in relation to the Ionian coast of Calabria in southern Italy. The analysis conducted through a questionnaire administered directly to administrators and Blue Flag representatives of the eight Calabrian municipalities analyzes the benefits and importance of this recognition and, above all, how it is perceived by local actors.

Keywords: Sustainability, Tourism Sustainability, Environmental Certifications

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Sustainability reporting quality in the tourism sector: a focus on the hotel chains

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Abstract:

In recent years, a general sense of awareness has been raised about the environmental impacts of human activities on our planet. Tourism is one of the most impactful sectors as its development affects local communities in multiple ways: the exploitation of energy, water, food, paper, and plastic by hospitality companies are proven to increase greenhouse gas emissions and depletion of raw materials. A growing number of companies, not only from the tourism sector, rely on sustainability, sometimes named as non-financial, reporting practices, to measure and communicate their approach towards sustainability. This research aims to contribute to the existing literature by analyzing such reporting systems to evaluate their quality and comparability in the tourism sector, with specific reference to the international hotel chains. Sustainability (or non-financial) reporting challenges companies to implement a real sustainable strategy and behavior, but the academic literature has already highlighted the risk that greenwashing attempts may be hidden behind sustainability reporting practices, especially by larger companies. Several studies have analyzed quality and completeness of information included in sustainability reports, but the existing literature has poorly investigated such reports in the tourism sector, especially for the hotel chains. The hotel chains indeed can be in theory, for the relevant dimension of their business, more subjected to risks of greenwashing. Starting from these premises, this research will contribute to the academic and professional debate by offering new insights concerning the quality of sustainability reports provided by international hotel chains. For this research, which constitutes a first exploratory study in this field, the world's top-ten companies for number of available rooms have been considered. From a methodological point of view, this work adopts a content analysis approach on the sustainability reports collected. The quality of these reports is analyzed through an assessment of six profiles of analysis: accuracy, clarity, timeliness, balance, comparability, and reliability. The aim of this article is to contribute to the development of the literature related to quality of sustainability reporting by adding the perspective of the tourism sector. The paper will also provide an assessment model able to measure the quality of sustainability (or non-financial) reporting for every kind of tourism organization. Moreover, the paper intends to give a contribution in relation to the 2030 Sustainable Development Goals Agenda: this research could help to evaluate how hotel chains are involved and engaged in contributing to sustainable development and promoting health and equality for their employees.

Keywords: Sustainability reporting; SDGs; Non-financial reporting; Hotel chains; Content analysis

JEL Classification: M14, M41

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Tourism and industrial archeology: the roots of a forgotten development

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Elia FIORENZA

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Abstract:

Talking about the roots of Calabria as a historical territory with industrial development may seem strange, yet it is so.

The resident populations represented the development of the territories before the great emigrations towards the north of the country and/or towards the Americas.

Today, telling the stories of these realities represents the grafting of peoples into their territories of origin and the key element for the discovery of their roots by the 4th and 5th generations.

Within our work we present a development path that starts from afar, tackling it not only from the real "industrial" point of view but also from a philosophical point of view. Magna Graecia is not forgotten, Magna Graecia lives on.

The research also focuses on the particular socio-economic situation of local populations and on the exploitation of workers, at all levels, on their migration routes then and on their return today.

Keywords: Tourism, Migration, Industrial archaeology, Roots, Development

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Young People and Tourism Research



From Solid Social 'Relationships' to Liquid 'Connections' in the Tourism

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Abstract:

Postmodernity provides us with a society in which individuals' experiences and the generated social relations that are characterized by qualities and forms that rapidly decline and recreate in an unstable and ambiguous manner.

In attempt to sketch a situation that is now obvious even to the general public, that of the fragility of social relations in contemporary society, we must emphasize that we are aware that this requires reconsidering theoretical schemes and application experiences, in the belief that this exploration is necessary for grasping and resolving some of today's uncertainties. In other words, we are referring to the extensive scholarly literature that proposes the reading of the theme of the fragility of social relations in contemporary society in the context of the opposition between modern and post-modern society, defining it as a solid society and, liquid society respectively.

The perception of fear and insecurity in a liquid society, or the society we are concerned with here, is distinct from that in a solid society since it is brought on by loneliness and precarity in every aspect of existence. In contrast to modernity, where social relationships were valued for their stability and "long-term" nature, post-modernity has seen a decline in these relationships as a result of an ongoing quest for what would eventually be a better future. Thus, there has been a shift, due to the new communications and information technologies, from social relationships to connections up to a prevalent online modus vivendi.

All this, has inevitably ended up conditioning and transforming the relationships that are created between people as a result of the enormous physical mobility of individuals, now every year hundreds of millions move from one place to another in the world.

The present contribution, aims precisely at proposing a reflection on the concept of the liquidity of social "connections" in tourism, making a comparison between modernity and post-modernity, with specific reference to the changes that the "connections" of post-modernity have generated on the relationship between host and guest, and, more precisely, on the increasingly liquid interaction between tourists and host population.

Keywords: solid social relationships; fragility of human bonds; liquid connections; tourism; post-modernity

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The Transformation of Tourism through Technology

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Abstract:

Technology is now part of our daily lives, it affects the way we live and the way we organize our time. Including planning a trip or a vacation.

Innovation has in fact conquered the travel sector and the population for some time now, especially travellers aged between 18-34 years or better known as millennials adapt and take advantages from what technology provides us.

Moreover it's young people who trace new trends and they also like the digital tool that are now focus of attention, like virtual assistants, messaging and chatbots.

Messages and voice assistants offer numerous services that help organizing a trip, from planning to destination services to sharing on social media. According to some research, younger European travellers (18-34 years old), almost 40% of travelers from the old continent, are more likely to be among users who use personal assistants and voice-activated chatbots to plan their trips. In fact, more than 4 out of 10 online travellers in Europe have used a voice assistant or chatbot at least once a week in the last 12 months. According to the same research, about half of European travellers say they are comfortable using messaging to find informations, advices on local realities, to compare and choose travel products, but also to contact the hotel reception of their destinations.

Another travel trend driven mainly by young people, is that of sharing experiences on social networks. It's always young people who use social networks compared to "older" travellers. Apps like Instagram, Snapchat, Tik Tok and Pinterest are platforms used not only to share the experience, but also to be updated on the chosen brands. In fact, in the decision-making process for choosing a destination, young people between the ages of 18 and 34 are conditioned by travel reviews, but also by images and videos of friends, influencers or brands of travel active on social networks.

The technology has also simplified some processes of hospitality in the hotel, such as self check-in. The touchscreen totem that automates the check-in process of guests, who can independently proceed to their registration as soon as they arrive at the hotel.

The interface is simple and guides the traveler step by step in the registration procedure.

In addition to releasing the electronic card for access to the room, it gives the guest all the tourist information about the destination.

The new technologies applied to tourism and hospitality are carefully designed and developed by the Associazione Direttori d'Albergo Italia.

Specifically A.D.A. Calabria is using its members to monitor and develop new tourist flows that are intercepted thanks to the new requests that comes from technological trends.

Keywords: Social, Technology, Hotel Manager, Hospitality

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Elevating Roots Tourism and genealogy through AI-Driven Technologies

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Abstract:

In recent years, roots tourism has seen a considerable increase in interest, becoming more and more relevant among people wishing to discover their origins and family history. As a result, we can talk of genealogical tourism.

In this context, the use of genealogical research and new technologies made possible the creation of personalised and unique travel experiences, which include visiting the places of origin of one's ancestors, researching historical documents and connecting with distant relatives. These experiences are always charged with emotions and feelings such as nostalgia, curiosity and desire for discovery.

However, there are still many obstacles to overcome in order to make the genealogical tourist experience even more personalised and engaging. In particular, the amount of available information can be overwhelming for tourists trying to conduct research on their own, or conversely, it can be an insurmountable obstacle if the data are hard to find, or if the genealogical tourist is looking for information about a distant ancestor or a family with a particularly complicated history.

Moreover, the technology available so far has only been able to provide a partial solution to help genealogical tourists find the information they need.

Artificial intelligence can offer a solution to this problem by helping to analyse historical documents in an automated way and to build networks and connections between genealogical information.

In this contribution, we therefore aim to examine how AI can be used to improve the experience of this particular type of tourist, analysing the challenges and opportunities of using AI techniques, and offering some examples of how it can be exploited.

In particular, it will be seen how artificial intelligence can be used for the analysis of large amounts of data and historical documents, providing a much more complete and accurate view of the tourist's family history.

A tangible case study will be presented, defined on the basis of the historical archives of a small reality in the hinterland of Reggio Calabria, where roots and genealogical tourism are very relevant.

Finally, the implications and challenges of the application of AI to the field of roots and genealogical tourism will be discussed, showing the importance of finding a balance between the automation of data analysis and the advice of sector experts to ensure the reliability and accuracy of the information provided to tourists.

Keywords: Roots Tourism; Genealogy; genealogical tourist; Artificial intelligence;

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Stadium tourism

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Abstract:

Stadiums have always played a role of functional buildings for the realization of sporting events. But they also added a symbolic role. They immediately showed the features of narrative architectures, materialization of social values.

For example, demonstrations of this specific function are some cases of fascist architecture as physical representation of its values: Stadio della Vittoria in Bari inaugurated in 1934 and adorned with the statue of winged victory that welcomed spectators, as well as the San Siro in Milan of 1926, Dall'Ara in Bologna of 1927 and Renzo Barbera in Palermo of 1932. Other stadium are symbols of the Italian reconstruction that after the trauma of World War II can think of redemption: Olympic Games in Rome in 1953 and Diego Armando Maradona (former San Paolo) in 1959. Others whose construction was entrusted to archistar to make them real monuments, first of all the San Nicola, new stadium of Bari, initially conceived as a starting point for a larger settlement. Others are instead the symbol of how football has gradually taken on the features of a economic industry: stadium of Triestina (which played in the Serie C) of almost 30 thousand places, stadium of Messina of almost 40 thousand places. And finally, the stadiums owned by the teams such as the Allianz Stadium (Juventus), Dallara (Bologna) and Friuli (Udinese). This transition from public to private ownership, which takes up a European characteristic, transforms the stadium from a symbol of a city to a symbol of a community of fans that exceeds the purely territorial plan.

Today, if stadiums retain their primary role of functional spaces for sports, many of them have become, at the same time, monuments, -recalling, in some cases, the model of «unintentional monuments» mentioned by Francois Choay-, and tourist attractions through the creation of museums inside and outside the structure. The tourist appeal increasingly linked to the experiential dimension, has made stadiums a destination for visitors who are not necessarily fans of the team but are attracted by the charm of the history of the clubs and the atmosphere that is created in those places.

At the same time, the international visibility that football is able to guarantee has generated choices with dramatic results as in the experience of the 2014 World Cup in Brazil and the 2022 in Qatar in which the construction of stadiums provoked, in the first case the destruction of some favelas and in the second the loss of thousands of workers who worked in the absence of any form of safety exposed to prolonged shifts and heat stress. Despite the international appeal to boycott these places, many tourists have nevertheless participated in these events and visited, even later, these stadiums.

Keywords: tourism; football stadium; monuments; experience

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Centro Ricerca e Studi Turismo



UNIVERSITÀ DELLA CALABRIA
DIPARTIMENTO DI SCIENZE AZIENDALI
E GIURIDICHE

The 2nd UNICARTourism International Conference takes place at the Reald University (Vlore-Albania) and at the switch conference venue at Universitas Sancti Cyrilli A.D.1669 (Valletta- Malta); all the activities were organized in both Live and Web Remote participation modes.

The conference, like the previous (Dicembre 2020), aims to focus on "Roots Tourism", or the return tourism of past emigrants, or their descendants, but without forgetting the more usual aspects of tourism, as well as the collateral aspects of policies and regulations.

2° UNICARTourism intends to study and develop together the potential of the specified themes and to share them with all colleagues from countries that have lived or still live today the same experience, and in particular with all the areas close to Albania.

We thank all the participants who shared their research and analysis, contributing with their work to the success of this edition of the Conference.

This book collects all accepted abstracts.



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