

Tourism in the Mediterranean Sea

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Tourism in the Mediterranean Sea: An Italian Perspective

EDITED BY

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Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2021

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British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80043-901-6 (Print)

ISBN: 978-1-80043-900-9 (Online)

ISBN: 978-1-80043-902-3 (Epub)



ISOQAR
REGISTERED

Certificate Number 1985
ISO 14001

ISOQAR certified
Management System,
awarded to Emerald
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Environmental
standard
ISO 14001:2004.



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Introduction

Tourism is primarily a vital industry for local communities' social and environmental development. Tourism stimulates the economy by generating income, employment and investments. Human resources are the true differential and competitive value of tourism as we believe that human and social capital formation determines the quality of tourist activity. The time has come for the advancement of wide-ranging reflections that may concern shared research visions and paths through careful reading and thought by the essays of the various contributors who have written on issues related to tourism and its variations.

The present volume offers a panorama of transdisciplinary study to favour a new generation of university students wishing to know regional strategies. This volume intends to train young university students to contribute to an elevated level of qualification and contribute to innovation in economic growth and the competitiveness of the international markets' territorial tourism system. The volume enhances supranational policy in the complex tourist phenomenon of the Mediterranean area.

The volume also aims at those professionals who work in the tourism sector with integrated skills and supply a careful interpretative reading of processes and phenomena. The readers can make detailed and relational analyses adequate of the elements that characterize the different contexts, on a local and global scale, and provide aspects of territorial screening useful to the local tourism policies adopted by public and private decision-makers.

This book's goal is to contribute to supporting an in-depth political tourism analysis in the Mediterranean area that goes beyond the prompt actions of the individual territories. It is a harmonious framework of conventional thought in all the public areas involved, thus helping public and private decision-makers implement specific indications of strategies, actions and good practices of tourism governance.

Not to be neglected is the interdisciplinary nature of the humanistic, territorial, economic and social subjects to prepare professional figures to plan local tourism development plans and disciplines that interpret the leading role of 'new tourists'. Lifestyles tend to abolish the hierarchies between high and low culture, the search for accurate knowledge of the place, openness to diversity, seasonal adjustment (short break), the need for doing tourism to feel fulfilled, and no longer to

celebrate belonging to the industrial society. Through the study of SWOT analysis techniques and the 'customer tourist', the volume would continue refresher courses for professional re-qualification that are part of an integrated supply chain. The best investment is in human resources, new figures of technical directors, tourist guides and interpreters, museum communicators and territorial organizers, local development coordinators, destination managers, among others.

The interplay of universities and professional education might favour the demand and supply, generating critical positive impacts on employment opportunities and revitalizing the economic system for small businesses. An expressed concept is the importance of a tourist culture to be strengthened with an internal marketing action. It can be considered ways more important than external marketing. If people are unskilled, they go far neither in terms of design nor in promotional and commercial terms. For any hypothesis of territorial marketing, they assume a significant role: human resources; knowing how to define competencies in their multiple and various expressions represents a fundamental value of the territory, the uniqueness and authenticity that are proper to it.

For this reason, this book constructs innovative and quality training projects, of human capital. It appears competitiveness to support the internationalization and fast digitization of services and hospitality. A government system of the territories that develops a region's strategy involves clear and targeted aims, indicators and right practice actions for quality tourism in the Mediterranean area. The participating promo-marketing of the territories involved in the development of tourist destinations in Mediterranean countries includes themed tourism products (e.g. soft, slow and sustainable mobility, gastronomy, cultural events, nature, wellness). It also encourages territories and stakeholders to work on strengthening and diversifying tourism products throughout the year, improve and enhance the training of skills and experience for quality services. It increases the awareness that environmental and economic sustainability is a value to protect in light of 'over-tourism' and 'hit-and-run' tourism.

Thus, tourism becomes a factor of local development: the local community tries to be no longer dependent on demand and develops the concept of integrated and quality tourism.

The economic growth illustrated in various parts of chapters puts the current economic and cultural development towards consumption models oriented to the satisfaction also of intangible needs. Most of the exchanges are on a market transaction, but the value created exceeds the part economic, including the social and psychological content that characterizes everyone's experience.

The responsibility to promote the tourism and cultural sector in intersectoral destinations, mobilizing goods and people, and increasing the competitiveness of this industry. The ability to create a system, and the strength of knowing how to attract quality investments in the tourism sector generate sound effects on the economic and social development policies if strongly supported by the local tourism governance involved in the decision-making processes.

We wish the readers and students that the present book helps to deepen the problems related to the development of tourism governance policies in the destinations. At the same time, it is an indispensable drive for the effective planning of asset valuations. This culture combines the people's identity and the production chains of the same destinations involved.

Grasso, Sergi
August 2020