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Post Covid-19 tourism: a pathway towards sustainable development in the Mediterranean region

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Tourism in the Mediterranean area between fragility, crisis and new frontiers of development: Comparison of practices

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Abstract:

The restrictive measures necessarily adopted to contain the spread of the Covid-19 virus immediately showed the weaknesses of the tourism sector. This event underlined the structural difficulties within the sector, which have been so far hidden by fully positive economic benefits that, on an ongoing basis, made the perverse relationship between the economic advantage of few stakeholders and the conquest and progressive consumption of the places of destination a secondary aspect. This condition has urged the need to consider taking a new direction as well as the importance of revising some planning and governance processes of the territory, with a greater attention to the issues of sustainability, authenticity and experience, especially in those places affected by over tourism, such as some areas of the Mediterranean basin.

The aim of the study is related to those territories of the Mediterranean basin area, where at times the tourist development was managed by an exogenous matrix that has effectively caused the creation of a landscape image as a mere cultural projection outside the reference context.

The methodological approach is focused on the analysis of the pre-Covid period and the subsequent comparison of good tourist practices, whose effectiveness in terms of sustainable territorial development, is evidenced by obvious results that have become, in this paper, good practices. The expected outcomes reflect the possibility of gradually adding diversified forms of tourism to homologating ones, as an alternative that could place the interest of the host community, determining alternative and in many ways innovative development paths, as has been shown to exemplify in the section dedicated to case studies.

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4.1   Covid-19 and territorial fragilities, a typical combination of the tourism crisis

Fifteen months after the world learned that a virus, never identified in humans, was spreading very rapidly, scientific knowledge on how to combat Covid-19 in medical terms has produced very positive results (Andreoni & Nardone, 2020; Bozzato, 2020). The global range of the pandemic and its variants have brought to the international community's attention the urgency to concentrate energy and resources, starting from vaccine development, on all those actions aimed at limiting and eradicating the spread.

In order to achieve results that could define strategies for the prevention and active coexistence of the population, it was essential to acknowledge that Covid-19 not only has disciplinary implications in the medical area, but also some related to its socio-territorial impacts. In this paper are outlined the effects and damages caused by the pandemic: employment, trade, economy, tourism, etc. Moreover, this paper aims to identify whether the virus has been able to find fertile ground on fragility, territorial imbalances linked to an inappropriate interpretation of spatial relations management (Casti & Riggio, forthcoming[1]), or – alternatively - on "habits" in the tourist use of cities that had already previously been changing their "face" (Bozzato, forthcoming).

With this in mind, it is particularly useful to acknowledge the support which comes from those disciplines that in the initial phase of the pandemic have explored the factors which made the effects exponential. With the aim described so far, geography has tried to initiate and produce a thought in this sense, also questioning the usefulness of "a geography of urgency" (Turco, 2020; Casti, 2020[2]). The latter has been added to the more consolidated forms and tools of the framework. Furthermore, as the data and timing of the in-depth study allowed it, it has been possible to provide answers on a local and regional scale regarding

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[1] Emanuela Casti's studies regarding the evidence of the outbreak, later collected in the research reports published by the Center for Studies on the Territory of the University of Bergamo.
[2] Regarding geography as a discipline which is actively present in the Covid-19 debate, the activities carried out by Angelo Turco on the online newspaper "juorno.it" are particularly important since these studies are related to the "Epistemology of the pandemic".

long-term territorial effects caused by the virus (Casti et al., 2021; Casti & Adodati, 2020a, 2020b). This phase represents the third wave of the pandemic, marked by an understandable attention to the countdown of the daily count of the numbers of infections and the growing number of vaccines. In the places of care there is a strong need to get out of emergency medicine in order to measure, understand, and treat the physical effects of Covid-19 infection in the long term. Therefore, the emerging considerations on the nature of territorial fragility, made even more evident by the virus, struggle to be considered as priorities in the public debate.

These preliminary considerations, since we are approaching the second summer tourist season of coexistence with Covid-19, allow reinforcing considerations that already existed before the pandemic, as in the case of the aforementioned territorial discrepancies and dissonances, which have in all likelihood determined even more negative local consequences of virus impact on local communities (Casti & Riggio, forthcoming). On the other hand, the aim is providing a contribution to overcome those forms of tourism that have intended to establish a relationship with those tourist destinations which was grounded on consumption and improper use of territorial resources.

These latest assessments, if brought to the scale of urban choices that have characterized Italy since the Second World War, offer us the representation of an urban contexts' gigantism with an increase in housing. This condition has led to a reduction in the attractiveness of smaller centres which, although not marked by a tangible aggregation of urban structures previously dissimilar to each other, offers different forms of use, as in the case of the progressive dispersion of primary services to local communities and the consequent polarization of residential interest in the city. As a result, this increases the forms of dependence of the small centres on the large ones. The previous consideration tends to encourage even more extensive forms of commuting, which, when not supported by an efficient support policy of public or private mobility, in the first phase of the spread of the virus seems to have influenced the virus itself (Casti & Riggio, forthcoming). In this way, the preconditions for a second wave of even more significant contagious proportions have probably been created, also given the subsequent extent of regional and national tourist mobility of the last summer season. This gigantism has transformed some of our cities in metropolis, as well as megalopolis in different international contexts, giving rise to a progressive push to the conquest of peripheral spaces at the expense of the "minor" and increasingly peripheral

centres, because of the reduced capacity of essential services (e.g., health services).

In the pre-Covid-19 statistics, tourism, its growth and its progressive path to establish itself among the dominant economic sectors, has played a primary role. The attention paid to this sector in terms of digitization of processes, through the rise and progressive establishment of technological platforms aimed at handling the tourists' needs, has lead into a radical change in the way of operating and in the forms of travel. This transformation has also been witnessed by the number of private investments that have been concentrated in this sector. Several online platforms have tested multiple ways of building customer loyalty, from the management of services related to the tourist experience to the progressive creation of tools for socializing experiences. On the one hand, this has created an indirect evaluation system from the experience itself for the individual tourist, but it also went so far as to condition his or her choice of destination. Overshadowed by a growth path that has not known obstacles even in the most difficult period of the economic crisis, and at the same time persuaded that reaching 1 billion and 400 million travellers was one of the growth stages that would be further fuelled by the exit from the economic crisis, one did not realize that the sector was based on structural weaknesses which were independent of the arrival of the pandemic (Bozzato et al., 2020).

This crisis was in many ways unexpected, and it shocked the sector in all its fundamentals, even though its first signs, as we previously explained, were already visible before the outbreak. Consider the increase in the number of tourists in the cultural sector as well as many experiences connected to the "world of green"; in many cases, due to the growth of tourist interest, they failed to defend themselves against a mechanism of suffocation of spaces of coexistence with residents, arriving to promote - in a very short time - forms of massive tourism. Even in those projects whose cultural vocation and centrality has been placed on the theme of the "transfer of temporary citizenship" to the tourist (i.e., the centrality of attention to the tourist), it was not easy to perform actions that could create a balanced relationship between the large tourist flows and the local communities. This is a condition which requires both overcoming and building a model of development where the conflict between tourism and community can be overtaken.

This represents a scale leap that has not given time to places to become destinations, nor to the local communities concerned to absorb and metabolize the growth path. The aforementioned occurrence has overwhelmingly affected tourist cities (all European and, in particular, Italian ones) as it has added up to the inability of local administrations to perceive the extent of the change which was taking place. This has led to a progressively broader "tourismization process", under the aegis of the galloping advance of extra-hotel accommodation facilities only perceived as a generative source of forms of sustainable tourism.

In this regard, the EBTL / SOCIOMETR1CA data on the case of Rome are an example of the breadth and pervasiveness of what happened. It can be verified that in the period 2016-2019 apartments' short rents, linked precisely to extra-hotel accommodation, affected about 50% more of the real estate units of the previous years, reaching almost 30,000 units. This includes a hypothetical offer of about 100,000 beds surveyed - without evaluating the number of presences related to the undeclared which, according to the same source, reaches 30% of total arrivals (EBTL / SOCIOMETR1CA, 2020).

Pre-pandemic data showed an economic scenario that can be estimated in monthly income, for owners of short-term rental homes, "of approximately 3,000 Euros per month for the whole flat, about 1,300 Euros each private room and 230 Euros each shared room". This unequivocally represented a significant competitive advantage on the long-term rental of the property (Bozzato, forthcoming). Therefore, it is easy to understand what was concealed in the increasing occurrence of buying and selling properties that characterized the aforementioned years and the disaffection of historical residents who, facing the progressive real estate speculation in the extra-hotel sector and affected by the consequent escalating costs of apartment rentals, have been forced to consider other residential choices. The unrestrained phenomenon of short-term rentals in a few years has "radically changed the cities face", creating neighbourhoods "ruled by tourism", which has transformed their commercial stability as well as the local dimension. This situation already existed before the outbreak, since the municipalities of Rome, New York, Paris, Barcelona, Berlin, San Francisco, Los

Angeles, London, Tokyo, etc., were battening down the hatches in order to regulate and limit short-term tourist rentals[3].

4.2   From homologation to "experientiality": renewed forms of tourism in the current pandemic phase

Bauman refers to contemporary society as a "liquid entity" in continuous evolution and transformation that acts on a territory which is made up of "liquid, independent and constantly changing settlements" (Bauman, 2011). When applying this concept to tourism, the ephemeral image of the "liquid tourist" comes to mind: the traveller *par excellence* who arrive in search of something that satisfies them and, after having satisfied that desire, again proceeds onwards. It is in postmodernity that a detachment from the consumption models of the past occurs; in this moment, the premises are built for the grounding of a new phase that sees the overturning of the prerogatives of capitalist society and mass consumption, to the advantage of democratization and de-massification consumption (Hetzel, 2002). In Hetzel's (2002) review in postmodernity «there is no longer a single ideology that allows one to give a general meaning to life or to glimpse a globalizing truth». In the same way, according to Urry's (1995) overview, in the specificity of the tourist practice the relationship between postmodernism and tourism takes the shape of a plurality of tourist views that have progressively transformed the places and their interpretation, stimulating multidimensional suggestions. New and different approaches to tourist use of a territory, as many as the "tourist looks", show great innovation in the creation of the offer strategies, as a response to the different dimensions in which the concept of postmodern tourism is placed.

Therefore, a substantial change of perspective is the result of a cultural evolution in which tourism is gradually transformed from a mass phenomenon into an "experiential good" because of what Pine and Gilmore (1998) define as the experience economy. This represents an approach in which tourism demand is oriented to request not just single tourist goods and services (unbundling approach) or in the form of packages (bundling approach), but a need to enjoy "memorable events involving individuals on a personal level" (ibidem, 1998).

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[3] A detailed review on this topic can be found in the tourist development plan of "Roma Capitale" where the theme of submerged tourism and the phenomenon of short rentals is reported and highlighted as a major concern.

This experience is intended to take place in the territory, not merely in the economic sense but as a social artefact, in which the community acts and recognizes itself and where tourists, participating in "complementary tourism", are linked to the themes of slowness, authenticity, rediscovery of the local which they experience by approaching, in particular, the local reality of small towns, peripheral areas and rural ones. Therefore, the travel motive turns into the choice of the territory, which, through its typical material and intangible values, must show how it can fulfil «a plurality of subjective needs such as satisfaction, self-realization and happiness for the entire time of the holiday» (Birenboim, 2016). This condition lays the foundations on a two-way synergistic relationship between the territory and the visitor. The vacationer enjoys a tourist good, benefits from it and, at the same time, guarantees its protection and enhancement over time[4].

The pandemic period that we are currently experiencing has definitely revitalized a disused attitude towards the rediscovery of places even very close to home. The trend has been to opt for the (re) discovery of ancient railways, paths, cycle paths and small villages in the name of a slow and sustainable, authentic and experiential tourism: a new relational practice to experience the world (Pollice & D'Urso, 2014). This practice, given the most recent successes (and failures) recorded during the past summer tourist season, has also prompted reflections from relevant government bodies that have praised the need for a national redevelopment plan of villages, hamlets, historic centres as well as all forms of slow tourism, including development actions for the recovery of abandoned rural building heritage. This was aimed to strengthen the tourism system in the Southern Mediterranean countries, which have always represented the place of greatest transit of international demand. However, the development induced by tourism in this area is transitory and linked in particular to the shape, since the emulative behaviour of local entrepreneurship has created tourist infrastructures characterized by a standardized-mass offer (i.e., resorts, tourist villages) causing a worsening, sometimes irreversible, of the coastal ecosystems and landscapes. Sporadically, tourism is an accelerator of these pervasive phenomena; in fact, tourism can be the cause of an unconditional housing growth that may create some irretrievable inequities in landscapes (Barca et al., 2012). Tourism in the Mediterranean basin has a highly ephemeral character, which determines an

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[4] This concept is confirmed in different studies and research recently conducted on the same topic: in 2017 Phocuswright highlighted how the customization of the travel experience, based on personal preferences or customer behaviour profile, represents a valid reason in the choice for 36% of travellers.

increase in the level of minimum per capita income. Indeed, impacts, which no longer refer exclusively to the pressure on environmental resources, resulted in a transformation of the socio-economic structure of the local community, now deeply dependent from those tourist infrastructures and engaged in roles with low economic profit and with typically modest professional tasks and low profile. In some cases, this condition has encouraged a displacement of local communities from inland areas to coastal areas, due to the greater employment opportunities offered by tourism. This occurrence has strongly contributed to the depopulation of inland areas in opposition to an increase in anthropogenic pressure on the coast.

Therefore, if on the one hand tourism can be considered a relational practice to experience the world, on the other Johnston (2000) affirms that it constitutes the main threat to local cultures. The meeting between different cultures and the consequent process of cultural integration represents the moment of supreme "human comparison" between the local community and tourists; this combination represents a useful competitive advantage for local development, since the tourists themselves endorse new relationships with the host community and becomes loyal to that type of human experience (Bizzarri, 2013); this experience is characterized by the unrepeatable nature of that context. On the contrary, if poorly managed, this effect may be asymmetrical and, therefore, determine the prevalence of one culture over another, contributing to a exogenous and instrumental re-territorialisation of the places with the risk of building an image of the territory as a mere cultural projection of the investors (Pollice, 2005).

Undoubtedly, there are also coastal areas that have made the identity of the place and the respective authentic characters the matrix on which to build an image of beauty. These virtuous examples respond to the growing cultural sensitivity of a demand that is increasingly oriented towards experiential and relational tourism and that considers the territory a geographical space in which a community acts, individually or collectively, and from whose interaction process originates the specificity of the territory itself, which is therefore a collective and social product, but also an emotional and symbolic one. In these models, the community is a "syntagmatic actor" (Raffestin, 1981) who collaborates for the implementation of an action program aimed at strengthening the identity of a territory and revitalizing the social fabric. The new type of tourist demand segment, which has also taken on an increasingly transnational dimension, is oriented not only towards "alternative destinations", outside the mass tourist trails, but also towards

equally "alternative and strong identity connotation". In this pandemic phase, these new needs are associated with those of physical distancing, healthiness, well-being and safety: endogenous factors to "alternative territorial contexts", nowadays much desired and well responding to the new way of thinking "the safe and the unsafe" (Porcelloni & Mazzanti, 2020).

Therefore, a new way of conceiving tourism is approaching: it re-starts from the territory, from the capitalization of the elements that diversify the territories and from local community needs. Designing new forms of improvement and management of the territory assumes the activation of processes for the growth of the "place awareness" by local communities as well as identity characters aimed at creating territorial benefit (Dematteis & Magnaghi, 2018). Some of the best practices that will be illustrated and compared in the next paragraph relate to the following perspective.

4.3 "Alternative" forms for sustainable tourism in the Mediterranean basin: practices compared

The negative effects of the pandemic on the socio-economic and productive system, in which the tourism sector operates, are remarkable. In Italy and in other countries as well, even before the outbreak, the design of a renewed way of "practicing tourism" was on-going. Needless to say, talking about outdoor tourism and extra-hotel hospitality and defining them as post-pandemic innovations does not appear entirely appropriate, but there is no doubt that tourism, even in its most difficult phase, has been particularly active in trying to understand a change linked to creativity and innovation. Assuming that good ideas and intuitions do not always correspond to good tourist products, it is equally true that the success of a tourist product, even if proposed in a sustainable form, is always subject to the paradox of gradually falling into forms of massive tourism. However, some project experiences focused on the involvement of local communities can help create sustainable and lasting tourism experiences.

The uncertain phase we are about to live – which is at the same time suited to a restart phase - could represent an interesting test of a cultural change rather than a structural one. More precisely, the pandemic has shifted attention from the great attractors to a variety of initiatives which, having abandoned the spontaneity phase, now tend to enhance "the sense of common belonging" and to consider the

ability to boost initiatives for communities as an absolute value. We are probably going through a historical moment of great changes, accelerated by the outbreak, and stimulated by "the wind of the crisis". However, within this change the actions which are consolidating are those that in the past years have been performed by individual operators, entrepreneurs, associations, wise local administrators; they led to the birth and development of initiatives facing the world of sustainability 2.0. Furthermore, these actions were measured on the ability of individuals to interpret a path of collective territorial development. Tourism, in its sustainable dimension, has experienced this complexity.

These individual experiences "bloomed" in the ability to design in the emergency of the Covid-19 lockdown and have helped people built their own "businesses" on the possible connections between the private dimension of the company and the strength of ideas to become a "collective good". For instance, one may consider many cases of use of private spaces to support the temporary needs of the community, from school to senior citizens, health contingencies, etc.

The contexts that had the strength to measure themselves to create experiences of community involvement in the pre-pandemic phase, which in terms of the community had already experimented with project forms able to define community networks, today seem to be much better equipped to start a new frontier of tourism. There are essential actions carried out by some intermediate structures of our country, where projects have been developed by some LAG Local Action Groups, regional or national parks or in the ecclesiastical field by the Ecclesial Cultural Parks. Going beyond the rural or cultural dimension that they represent, these structures have experimented new ways of acting as territorial facilitators and started experiences of Consortia or Destination Management Organization (DMO). These are contexts where the practice of creating project, the co-operational research, the ability to become partners, have generated the fertile ground where the concept of sustainable tourism evolved into a new frontier of sustainable community tourism.

The methodological approach focuses on the comparison of Euro-Mediterranean experiences, between potential and opportunities, whose value in sustainable territorial development processes is attested by the implementation of projects that have placed the territories and their communities at the centre. Among these experiences, the community hotel, whose first experimentation took place in Bethlehem (Palestine), attained further successful outcomes in other tourist cities

such as Valletta (Malta) and Mahdia (Tunisia), represent good practices that have activated community businesses linked to the world of hospitality and introduced business decision-making processes starting from the communities themselves. These practices have also been imported in Italy, in small villages such as Biccari in Puglia, or Castel del Giudice in Molise. These experiences are delivering community tourism projects not only with the task of generating income for the communities themselves, but also with the aim of placing tourist experiences in a background with high social value (Pollice et al., forthcoming; Bozzato et al., 2019; Pollice, 2016). Nowadays there is only one tangible example of Albergo diffuso di comunità, realized through European funding in Palestine (F.O.P. project): www.communityhotelbethlehem.com. Similar future experimentation of the FOP project is at an advanced stage in Valletta and Mahdia. In any case, the project has carried out among the outputs a Mediterranean network of realities that have recognized the model as a possible driver of local development; some Italian companies are challenging themselves in this perspective.

The diversification of these various initiatives is extremely varied and also includes urban regeneration interventions in small territorial realities such as Wonder Grottole which has started the challenge of selecting 5 volunteers from all over the world, willing to move for 3 months to Grottole, in Basilicata, and support through their work the rebirth of the centre by making their skills available to residents[5].

The transformations taking place in the varied outdoor sector also belongs to the sphere of community tourism. For instance camping in Europe generates 373 million overnight stays (Eurostat, 2017). Changes taking place in the European market are reflected in those of the camping style and there is a need to apply new development models aimed at seasonal adjustment of tourist flows in order to generate socio-economic benefits spread across the territory and to reduce the environmental pressure on destinations (UNWTO, 2014). These represent new market segments which, in line with the changes in tourist behaviour models, respond to the tourists needs; visitors are attracted by innovative accommodation types that enhance specific concepts, such as nature and respect for the environment, psycho-physical well-being and health, adventure and experience

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[5] This project, as stated by the reference site www.wondergrottole.it "Italian Sabbatical" has opened the doors of Grottole to the world, offering the opportunity to apply to live for three summer months in the small village, becoming volunteers for the revival of the old town, in close connection with locals.

(Milohnić et al., 2019). Agritourist campsites, farms and farm-campsites are experiences that not only are really attracting within the tourist market, but they are also standing out because of different forms of expectations and services. Among these, many territories have worked in the direction of combining the "into the wild experience" of camping with the glamorous style, hence the term "glamping" designates an experimental tourist way of experiencing a territory authentically. In a historic moment in which tourists prefer physical distancing, outdoor activities, and direct contact with nature in the name of relaxation and comfort (Rice et al., 2020), the choice of glamping seems to be among the favourite tourist choices. This trend shows concrete signs of recovery that have encouraged many entrepreneurs to redesign campsites according to glamping standards (Carter, 2011) and to make this renewed form of open-air hospitality a competitive factor for the territories.

However, the evolution between sustainable tourism and community tourism has been measured with a greater intensity in the equally colourful world of naturalistic, religious, cultural, and spiritual paths. The maturation of this sector relates to the phase of capitalization of good practices also pushed by some European projects. When comparing the choices which were made in the management models by different cultural itineraries, it is possible therefore to notice that a gap has led to the establishment of profoundly different administrative structures. The Appian Way has chosen a development model linked to the condition of the communities. Starting from the design of Paolo Rumiz and through a path of sharing with the different local realities, it has started a journey / project of territorial animation that has moved on different scales. From this activity arose a model of management and promotion of the Appian Way, which features a national table that dialogues with the local regional systems and focuses on the "common good". The approach adopted by the Via Francigena privileged the fragmentation of development actions, while being able to have a similar national table ended up amplifying the large pre-existing divisions in the territories this way crosses, thus becoming, at least for now, a driving force for development for those specific destinations that already had a tourist maturity (Bozzato & Brogna, 2020).

The Mining Trail of Santa Barbara in Sardinia represents a third particularly significant development model. This represents a recently "matured journey", which is an "interpreter" of a territory, that of Sulcis Iglesiente Arburese Guspinese, "where the mines have represented the mono-economy" in the last one hundred and fifty years and which has worked for years, away from the spotlight,

to build a governance model that could be able to build a new destination, thanks to the recovery of over 500 km of ancient mining trails (Pinna, forthcoming). Through the establishment of the Foundation Mining Trail of Santa Barbara, a development model committed to the challenge of integrating natural and environmental resources, archaeological and industrial heritage was created. In addition, the tourist experience becomes the conduit of a social experience of a strong local community, which, before entering the large basket of national and international tourist offers, is rediscovering itself. The good practice related to the community hotel is considered "successful" because it is able to implement projects for the recovery and restoration of historical buildings previously in a condition of degradation or neglect, re-focusing these spaces as accommodation facilities for visitors; developing quality tourism even in marginal contexts, thus decongesting tourist flows; consolidating intermodal infrastructure of green and slow roads (D'Alessio, 2020), with the possibility of increasing the stay of tourists. In the case of itineraries and paths, the above-mentioned good practices, highlight innovation in governance systems focused on the process of decentralisation of decision-making processes, also support a shared, participatory and supportive planning, with the involvement of local institutions and communities. These factors try to fill some of the typical weaknesses of tourism systems such as the lack of a management logic of the different structures and consequently the creation of an integrated tourist offer; the low propensity to shared planning and support by local institutions; the lack of a logic system for greater protection, enhancement, management and promotion of the present cultural Heritage.

4.4　Conclusions

The aforementioned attempt to overcome the phenomenon of over tourism, the development of new motivations driving tourist choices and the acceleration induced by the outbreak in seeking new ways of experiencing the territory, have facilitated processes of reorganization of geographical spaces, in particular from a tourist point of view, of the offer.

These processes have intercepted in a sustainable and responsible vision of the territories - beyond the simple consumption of goods and products - the possibility for the territories themselves to being able to welcome tourism forms that could educate the tourist and create authentic experiences, following a

perspective which is attentive to the shared protection and the enhancement of the territorial, tangible and intangible heritage.

This complexity has represented for many areas, including some areas of the Mediterranean basin, an opportunity to seek development solutions through a reactivation, in an innovative way, of local resources and to prefigure, in this way, a possible exit from the crisis of local economies (Meini et al., 2018). The new local leading roles that are taking shape identify the community and local actors as interpreters of an increasingly challenging demand in terms of environmental and cultural quality together with the stimulating task of re-inventing the territories. This is aimed to offer diversified tourist products integrated to the specific contest, to being able to enhance the attractiveness of the territory, to overcome the monothematic which characterizes mass tourism, and to increase the qualitative trend of tourist flows.

Therefore, a change of direction towards renewed forms of tourism is already underway, and the good practices illustrated here bear witness to this, as they certainly act as a territorialising agent and intercept the local community as the favourite subject in which resides the capacity to internalise the peculiarities of the territory it inhabits. Therefore, they will be able to transfer these peculiarities to potential tourists, through experience, skills and knowledge: this is an essential condition for creating and reinforcing the identity of a place (Dematteis, 2018).

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