

Mediterranean Association for the Sociology of Tourism

The Mediterranean Association for the Sociology of Tourism (AssMed)

Launches the Call for Abstracts and Papers for the X International Conference

Beyond the Tourism? *Travels and travellers in the (post)Covid society*

Bertinoro (Forlì-Cesena, Italy)

June 19-20-21, 2024

Organized by

University of Bologna – Ce.P.CI.T. (Centro Studi sui Problemi della Città e del Territorio)



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CENTRO STUDI SUI PROBLEMI DELLA CITTÀ E DEL TERRITORIO
Ce.P.C.I.T.

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in collaboration with

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CALL FOR ABSTRACTS AND PAPERS

Tourism is showing once more an extraordinary capacity to recover from all the shocks. After less than four years from the beginning of the pandemics, and despite the international problems we are suffering (war in Ukraine and Palestine, terrorist alarms, energy crisis, etc.), all the data show an increase of national and international tourist flows which are very close to the ones before the Covid-19.

We can see the increasing importance of sustainability and responsibility as well as of “territory”, in the sense of promoting local peculiarities, experientialism and engagement of population and actors in the supply and organization of tourism. We have also the impression, however, of a persistent ambivalence of tourism. Several negative trends continue and even increase: the touristification of coasts and art cities, the environmental impact of infrastructures as well as of consumption and mobility patterns, the latent or open conflicts between tourists and local population, etc. All these issues suggest the importance of assuming a sociological focus on tourism and even more in the Mediterranean countries.

People interested in making a presentation at the X AssMed Conference are invited to submit an abstract to one of the following sessions (detailed description are available from pag. 6):

1. *Beyond the Rhetoric and the Veil of Mist of Social Innovation in Tourism*
2. *Coasts and Mountains Under Siege: New Perspectives and Methodologies in the Management of Tourism in Protected Natural Areas*
3. *Mediterranean Archipelago. Challenges and Prospects of Island Tourism*
4. *Mobility Trends in Mediterranean and their Impact on Languages and Intercultural Communication*
5. *New Forms of Cultural Tourism in Adriatic: The Potential Role of Ancient Maritime Wine Routes*
6. *New Tourists for New Forms of Request for Experiences*
7. *Sustainable Mobility for the Accessibility, Fruition and Attractiveness of Fragile and Remote Tourist Areas*
8. *“Traces of Future”: New Challenges for the Regeneration of Internal Areas*
9. *Tourist Scenarios and Post-Covid Trends: Minor Sites and Roots Travel*

Official languages of the conference are: English, French and Italian.

PPT slides at the presentations will be requested to be in English however.

Abstracts are requested to be sent in English by the 24th of March to:

- Natasa Krivokapic, AssMed President, natashak@t-com.me
- (in CC) Gabriele Manella, AssMed General Secretary, gabriele.manella@unibo.it
- (in CC) the chairs of the selected session.

Submissions must be sent in an attached file to the e-mail, in word or pdf, with the following info:

- Name of the author/s
- Affiliation/s
- E-mail address/es
- Telephone number/s
- Title of presentation
- Title of session
- Abstract (1.500-2.500 characters spaces included)
- 5-7 keywords

In case the abstract is accepted, for publication (a book with FrancoAngeli in the Sociologia del Territorio series), participants are requested to send the full paper by the 30th of September 2024.

Papers must range from 25.000 to 40.000 characters spaces included, and they must be written in one of the official languages of the conference: English, French or Italian. Rich Text Format (RTF) is required.

As regards quotations and bibliography, see at:
<http://tim.thorpeallen.net/Courses/Reference/Citations.html>

Conference Timeline

- Abstract submissions: from February 8 to March 24.
- Communication about evaluation of abstracts: by April 7.
- Conference registrations (early bird): from April 10 to April 23.
- Conference registrations (full rate): from April 24 to April 30.

The conference programme is still not available, but please consider that:

- the opening plenary will be scheduled in the afternoon of June 19
- the AssMed General Assembly will be scheduled on June 20
- the closing plenary will be scheduled to finish in the afternoon of June 21

Conference fees and registration

Early bird rate: from April 10 to April 23

- Professors and tenured staff: 150 euros
- PhD students and non-tenured staff: 120 euros

Full rate: from April 25 to April 30

- Professors and tenured staff: 180 euros
- PhD students and non-tenured staff: 150 euros

10 places are free of charge for undergraduate students, graduate students, and PhD students with no fellowship: people interested to this opportunity are requested to specify it in the abstract submission.

The conference fee includes:

- welcome drink
- Coffee breaks on June 20 and June 21
- Lunch of June 20 and June 21
- Shuttle bus to the Forlì campus for the closing plenary on June 21

The conference fee does not include:

- Travel and Accommodation
- Social dinner (30 Euros)

Ce.U.B. staff will manage the entire registration process through an online form and will directly manage or suggest accommodation solutions in Bertinoro or the surroundings.

Further info on the conference related activities (visits, attractions) will be available soon.

CEUB website <https://www.ceub.it/?lang=en>

Ce.U.B. manager: Andrea Bandini

Ce.U.B. contact person for the conference: Roberta Partisani (rpartisani@ceub.it, +39.0543.446500)

Payment of the registration fee is requested at the moment of registration together with eventual expenses connected to accommodation and the social dinner (see below).

Fee Cancellation costs in case people cannot attend the conference:

Registration fee reimbursement

- Until May 20: 100%
- From May 21 to June 12: 50%
- From June 13: 0%

Accommodation expenses reimbursement:

- By June 15: 100%
- From June 16: 0%

SESSION PROPOSALS

1. Beyond the Rhetoric and the Veil of Mist of Social Innovation in Tourism

Chairs

Maurizio Busacca, University “Ca’ Foscari” of Venice, maurizio.busacca@unive.it

Olga Tzatzadaki, University “Ca’ Foscari” of Venice, olga.tzatzadaki@unive.it

In recent years Social Innovation in Tourism (hereinafter, SIT) has emerged as a key topic in tourism innovation studies, even though its systematisation remains still left pending. As demonstrated by a systematic review of the literature recently carried out as part of the initiatives of the Next Generation EU programme – where we coordinate a track dedicated to the relation between social innovation and tourism – this is an emerging research field still in formation, where different theoretical and disciplinary perspectives are compared and present predominantly exploratory research. Moreover, sociological contributions to this topic seem to appear limited if compared to the ones of other disciplines (management, business and economics). From this study, it also emerges that SIT acts in continuity with the activation strategies of social innovation and social investment as a strategy to promote entrepreneurial activation and participation in the labour market of disadvantaged individuals or target groups, as well as a strategy to promote local economic development. Furthermore, the employment and economic potential attributed to tourism tends to obscure the problems caused by tourism, reducing the ability to create the conditions to prevent future problems in territories, which undertake paths of intensification of tourism flows also with social objectives. Finally, a profound use of local community rhetoric emerges. The community is indicated as a beneficiary of local development and as a protagonist in the design and implementation of SIT initiatives, but is rarely in-depth investigated, reducing the reflective potential of empirical research. As a result, there is an “urgent need” to study the SIT phenomenon through a sociological lens, in order to offer its contribution to understand the multiple dynamics that are yet not unveiled.

The main objective of this session is to deepen the relation between tourism, local societies and social innovation by going beyond the rhetoric of tourism and the tourist experience as solutions to the needs of target groups and to recognize their complexity.

In order to make a contribution to the growth and consolidation of SIT as a field of study, with this call we invite authors to contribute with theoretical, empirical and literature review contributions that reflexively explore some of the following themes:

- At the origins of social innovation. Poverty and problems of access to resources: tourism as a solution or tourism as a cause?
- The protagonists of social innovation. What exactly is “local community”? And how does it participate in SIT processes?
- The ways of producing social innovation. Collaboration and conflicts: alternatives or integral parts of SIT processes?
- SIT in contexts of undertourism and overtourism: convergences and divergences.
- Cultural heritage and social innovation in tourism. The role of arts and crafts in social innovation in tourism: actors, initiatives, outcomes.
- Social entrepreneurship and tourism. The contribution of social enterprises in overtourism and undertourism contexts.
- Rural tourism and social innovation. Places, practices, outcomes.
- Sustainability and social innovation in tourism. Are tourism and sustainability compatible?

Other topics not expressly mentioned will also be considered if able to shed new light on SIT studies.

2. Coasts and Mountains Under Siege: New Perspectives and Methodologies in the Management of Tourism in Protected Natural Areas

Chairs

Fabio Corbisiero, University of Naples “Federico II” fabio.corbisiero@unina.it

Iliaria Marotta, University of Naples “Federico II”, marotta.ilaria@gmail.com,

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The pandemic has disrupted the tourism industry, causing a shift in the way we think about travel. During the lockdown, severe restrictions led to an increase in travellers visiting nearby tourism systems, particularly Protected Natural Areas (PNAs), whether marine or terrestrial. These destinations have been popular among travellers from around the world, many of whom may not have been aware of sustainable tourism practices. However, this trend has been partially reversed thanks to a renewed interest in visiting international destinations, which has been fuelled by the pent-up demand resulting from pandemic-related travel restrictions. This has led to a resurgence of overtourism, particularly in urban areas, surpassing even pre-pandemic levels. From this critical perspective, social research and governance of PNAs should aim to promote their sustainable development while preserving ecosystems. Given this situation, the social sciences must make an interpretive effort that goes beyond the traditional scope of tourism analysis, seeking new perspectives and methodological approaches. Both researchers and administrators can use new resources to gain a more complex view of this phenomenon. For example, the Recovery Plan funds in Europe and the PNRR funds in Italy, as well as methodologies and research practices based on the latest technologies such as big data, robotics, and AI, can provide new ways of interpreting the relationship between PNAs and tourism.

In addition, issues such as area management and tourism governance of these territories assume central importance in the perspective of a more sustainable development and tourism promotion compatible with the peculiarities of PNAs, especially to avoid overtourism pressure. To this end, it is necessary to promote and strengthen participation, to create territorial networks of actors capable of improving cooperation between the various stakeholders, and to involve other territorial dimensions, such as the peri-urban area, with the aim of distributing visitor flows in such a way as to reduce the pressure of overtourism, both in PNAs and in cities, according to the last trends mentioned above.

In particular, we will welcome proposals that combine the main theme of the call with:

1. Governance and actor networks in tourism management processes in PNAs.
2. Old and new tourism analysis methodologies related to technological innovation.
3. Peri-urban as a space for the development of practices to contain anthropogenic pressure.
4. Transdisciplinary analyses of tourism studies in PNAs.

However, any alternative proposals to those listed in this call will be considered too.

3. Mediterranean Archipelago. Challenges and Prospects of Island Tourism

Chairs

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In the last decades, islands as socio-spatial entities have attracted a specific sociological interest in economic, cultural, political, and environmental terms. Island status and living on an island include, in fact, a number of peculiar implications that differ from continental contexts. Research on island tourism should be considered as a specific thread that allows exploring the attractive capacity of islands as

objects of consumption. Although they have always had a tradition in seaside tourism, tangible and intangible heritage (e.g. endemism, historical-archaeological sites, artisanal and food and wine products, local culture, and traditions) as well as specific forms of territorial identification come into play in the development of the tourism both in large and small Mediterranean islands.

A fundamental contribution to this process comes from the international, national, and local policies and regulations systems adopted in recent decades, which aim to support the primary cultural industry of Mediterranean islands. Around the tourist system, the interests of private capital are concentrated, and public efforts are increasingly addressed to promote the destination (accessibility, marketing, targeting, etc.).

Furthermore, it is necessary to consider the risks connected to tourist practices, including over-tourism and the touristification of localities. Moreover, insecurity can arise in connection with specific environmental conditions of places and because of the so-called tourist-related crime.

In light of these considerations, this session aims to stimulate the debate on how island tourism is able to address the current challenges. We invite contributions that deal with the analysis of tourist mobility from an interdisciplinary perspective, also taking into account the recent pandemic crisis. More specifically, this call aims to collect empirical and theoretical contributions with specific reference to island contexts, reflecting on how tourism is evolving to address issues as:

- Public policies aimed at the environmental, social and cultural sustainability of tourism.
- Emerging forms of governance and territorial networks of tourism development.
- Impact of tourism on local populations and the environment.
- Environmental and cultural use of places.
- Impact of illegal activities linked to tourism.
- Characteristics of supply and demand after the Covid-19 pandemic.
- Islands as nodes of current mobilities networks.

4. Mobility Trends in Mediterranean and their Impact on Languages and Intercultural Communication

Chairs

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The Mediterranean has been a region of great diversity of cultures and languages since ancient times. Roman, Slavic, Islamic and Jewish cultures have coexisted in this area for centuries. This region, which we call the cradle of world civilization, a huge archive and a great tomb, is associated with the creation of the first phonetic alphabet and the largest library of the ancient world, while today on its shores are used four alphabets: Arabic, Cyrillic, Hebrew and Latin.

As probably the oldest tourist region, the Mediterranean is today, with 40% of total international arrivals, the most visited in the world. To its shores, along with its habits and culture, every tourist brings his own language, which mixes daily with the local speech, but also with the speech of a large number of migrants with whom the tourists travel and share a common space.

The Mediterranean, especially its northern coast, is the region of the most numerous migratory movements in the world. Numerous digital nomads, retirees, real estate owners (second home owners), primarily from the countries of northern Europe, testify to the presence of their languages on its Mediterranean shores, so German has been heard more often than Spanish in the Balearic Islands for decades. Poor and distressed migrants fleeing civil wars and dictatorships from south to north and east to west have turned countries like Italy and Spain, from which people once emigrated, into host countries. In France, which today counts over 10% of the migrant population (primarily from the

Maghreb countries), tourists on the streets of big cities hear Arabic more often than French. Furthermore, new hotspots in the world, such as the war in Ukraine, have greatly affected the demographic and linguistic image of Montenegro, where 15% of the population, mostly settled in tourist towns on the coast, are today represented by Russian and Ukrainian migrants who speak languages that have never been belonged to the Mediterranean area.

In addition to language, cultures also mix, and the acceptance of culture is a condition for integration and dialogue necessary for the Mediterranean area colored by conflicts and wars. What will be the consequences of tourist and other migrations in the Mediterranean from the communication aspect? Will English, the global language of today, which was considered marginal in the Mediterranean (since it is official or co-official only in its two smallest countries/territories, Malta and Gibraltar), continue to dominate tourist communication in the coming decades? What is the impact of migration on the improvement of the tourism product and the provision of labor for this sector? Which languages will be taught and studied and will they be solely used for the purpose of encouraging economic development and domination or defense of the centuries-old cultural diversity of the Mediterranean area?

5. New Forms of Cultural Tourism in Adriatic: The Potential Role of Ancient Maritime Wine Routes

Chair

Greta Spinetti, University of Teramo, gspinetti@unite.it

Dubrovnik and Venice are probably the most overloaded cities in Europe if we consider their rate of tourists per inhabitants: according to an analysis carried out by the booking portal for holiday rentals Holidu, they are makes them the most afflicted towns by overtourism, especially during summertime.

This awareness should lead us to rethink the tourism industry in the Adriatic Region, to decompress overbooked places and promote social and economic growth in (still) undeveloped tourist destinations.

Wine is one of the motivations that leads tourists to choose a destination over others, both because wine regions are usually pleasant places, also due to the landscape that vineyards contribute to shape, and because food and wine tourism can connect visitors with local producers, thus local population's history, culture and identity. This kind of experience can push towards new routes of cultural tourism, able to bring visitors to minor destinations of the Region, ideally reducing their stay in the main, crowded towns, to discover unknown but attractive territories.

The anchorage to the historical dimension could be a win-win strategy: on the one hand, it would help decompress overloaded cities and promoting social and economic growth in new areas, on the other hand it would contribute to partly de-seasonalize tourism flows. The latter is an aspect that should not be underestimated precisely because it is closely related to (food and) wine tourism.

Building on the legacy built by Interreg Adrion projects such as Approdi and Approdi Plus, we have focused on the Adriatic Region as a maritime and cultural one, a liquid territory and individual entity of the Mediterranean Sea and Europe. Investigating two archive collections, i.e. the Provveditori Generali in Dalmazia e Albania from the State Archives in Zadar and the Cinque Savi alla Mercanzia in Venice State Archive, we are tracing wine trades between the two sides of the Adriatic in the centuries XVII and XVIII. Combined with a critical analysis of previous attempts to promote cultural heritage of the Adriatic space, the ultimate goal of this session is to consider proposals for new cultural tourism itineraries focused on wine aimed at Millennials, in the walk of these ancient commercial routes.

6. New Tourists for New Forms of Request for Experiences

Chairs

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Starting from the last few decades, a process of profound transformation of tourist experience has begun, both in terms of forms and contents and in the number and type of people accessing it. On one hand, tourism is increasingly characterized as a search for experiences and emotions, authenticity of places and their history, and atmosphere. On the other hand, there has been an extension and diversification of the desire for travel, now claimed by categories for which it had remained a niche experience for a long time. The elderly, people individuals with disabilities those in temporary non-ability conditions, solo traveller, roots tourists – the list is by no means a closed taxonomy – are advancing increasingly extensive requests for access to the tourist experience, even claiming it as a true right. Senior tourism, which is increasingly distancing itself from medical tourism, tourism for disabled people, and even solo traveller and roots tourism in its various forms, represent the new challenges that tourism is requested to address. These new tourists also travel more and more in line with some cultural and experiential projects, not only in search of escape from the everyday life but also experiencing the journey as a de-localization of leisure time from the ordinary spaces and its temporary re-localization in the search for experiences, emotions, and cultural growth that destinations can provide. The internal differentiation within each of these groups of people requires a differentiated supply, through the provision of dedicated and specific packages, but without these becoming isolating experiences.

The session is open to theoretical and/or empirical contributions that present and discuss the new forms of tourism and especially the new types of tourists with reference to the categories of individuals mentioned earlier – but also beyond these – and to specific experiences realized in the territories, also but not only in a comparative key. Particular interest will also be directed towards papers that analyze the potential of digital and artificial intelligence in relation to the offerings aimed at these new tourists.

7. Sustainable Mobility for the Accessibility, Fruition and Attractiveness of Fragile and Remote Tourist Areas

Chairs

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Mobility is a key activity for tourism. In fact, mobility and transport system makes it possible to connect areas of origin and destination through transit areas. This system not only connects tourist areas but also enables movement within them. In other cases, the mobility itself represents the tourism experience (e.g. walk, hiking, long-distance and night trains, etc.). Only in some cases this system is reserved just to tourists; in the majority of situations is shared with all those who travel for work, study or other purposes. In other words, tourist mobility is added to everyday, systematic and asystematic mobility in the production of mobility flows.

After the period of the pandemic emergency and the significant decrease in tourist flows and mobility, we are witnessing an increase in national and tourist flows which are now very close to the ones before Covid-19. One of the consequences of the pandemic crisis has been the increase in private vehicle mobility, which has made mobility even more unsustainable in a sector, tourism, already characterised by heavy dependence on thermal vehicles and the weakness of the modal alternatives of public transport

and active mobility (walking and cycling), as the most recent data from Eurostat (2022) show: rented or private motor vehicles were the main means of transport (47%), followed by airplane (39%), train (6%), bus (5%) and transport using waterways (3%).

The negative consequences in terms of pollution, congestion, accidents and degradation of environment and eco-systems are particularly clear in fragile territorial systems such as rural, internal, naturalistic and island areas where natural resources represent a basic element of their quality and tourist attractiveness. While access to these areas is highly dependent on unsustainable forms of mobility, there is an increasing number of practices and policies for sustainable mobility in fragile tourist areas: e.g. MaaS services, Demand Responsive Transport, inter-modality, e-mobility, walking and hiking, slow-tourism.

The thematic session pays attention to this topic by inviting contributions on studies, interventions and policies on mobility and transport systems in fragile tourist areas and on proposals to orient their development to a more sustainable direction.

8. “Traces of future”: New Challenges for the Regeneration of Internal Areas

Chairs

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Gabriele Manella, University of Bologna, gabriele.manella@unibo.it

After a long time of political and cultural disinterest, the attention to internal areas has recently taken an important role in the public and academic debate. In Italy, as in Europe, the depopulation of these areas had negatively affected their life conditions and development processes. Far away and poorly connected to the main centers for essential services, they have been marginal and underestimated for a long time.

In the last decade, however, several regeneration strategies are emerging not only on the “economic side” but also on the change of perspective through which use and experience these areas. As also highlighted by the SNAI (the National Strategy for Internal Areas, launched by the Italian government in 2013), natural and cultural heritage is a unique asset to foster successful development strategies. Some favourable conditions for the creation of new services and the promotion of new lifestyles can be found there. This is clearly a benefit for favouring tourist attractiveness but also (and maybe even more) for the residents’ well-being.

These conditions seem to have increased even in the Covid-19 pandemic period, helping a transition process away from the “monocultural clichés” of mass tourism and in the favour of new participatory tools in local development.

This panel welcomes both theoretical and empirical proposals about the touristic (and not only) valorisation of internal areas, with particular attention to new forms of travel and holiday experiences, the territorial governance practices that are emerging, and the engagement of citizens and local actors in all these processes.

Even if the expression “internal area” is taken from the Italian debate (*area interna*), proposals are more than welcome also from the other Mediterranean countries where very similar territorial dynamics can be found as well.

9. Tourist Scenarios and post-Covid Trends: Minor Sites and Roots Travel

Chairs

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One of the best-known measures adopted to contain the Covid-19 pandemic was the blocking of people's mobility for a long period. This has consequently and inevitably generated, also and above all, the halt in tourist mobility.

In 2020, international “tourist arrivals” plummeted from 1.5 billion to a few hundred thousand; only starting from 2021, with the gradual removal of travel restrictions, the flow of travellers starts to grow again with trends similar to the ones before Covid-19.

However, in addition to the significant damage to tourism and all the related industries, a more significant impact of the pandemic was mainly determined at a social and cultural level, through the acceleration of changes relating to people’s way of life. In particular concerning the re-evaluation of cultural values and lifestyles, expressed by local contexts, as places capable of guaranteeing a higher quality of life.

This scenario has paved the way for the rediscovery of “slow” and sustainable tourism, such as that of smaller historic centres and nature itineraries. The last few seasons have recorded a growing trend in arrivals and presences in small centres and inner areas, immersed in nature and far from the itineraries proposed by conventional tourism, since they are considered places where to enjoy typical features, recreational opportunities, and larger spaces.

Furthermore, small centres, despite the strong depopulation they have suffered, are places where cultural traits, identity, and historical roots are preserved. On these aspects, another form of tourism is also essentially based, that is the so-called roots travel, the return to the places of origin.

This framework has therefore triggered important transformations in smaller towns and rural areas which have therefore increasingly become the target of Italian governmental interventions (Tourism Strategic Plan 2017-2022 and 2023-2027, National Recovery and Resilience Plan).

This session dedicates attention to the topic by inviting the submission of contributions concerning studies, research, interventions, and policies on the strategies for relaunching minor “tourist” sites through the promotion of sustainable and quality tourism in line with national actions and interventions currently being implemented (NRRP, National Village Plan, Roots Tourism).