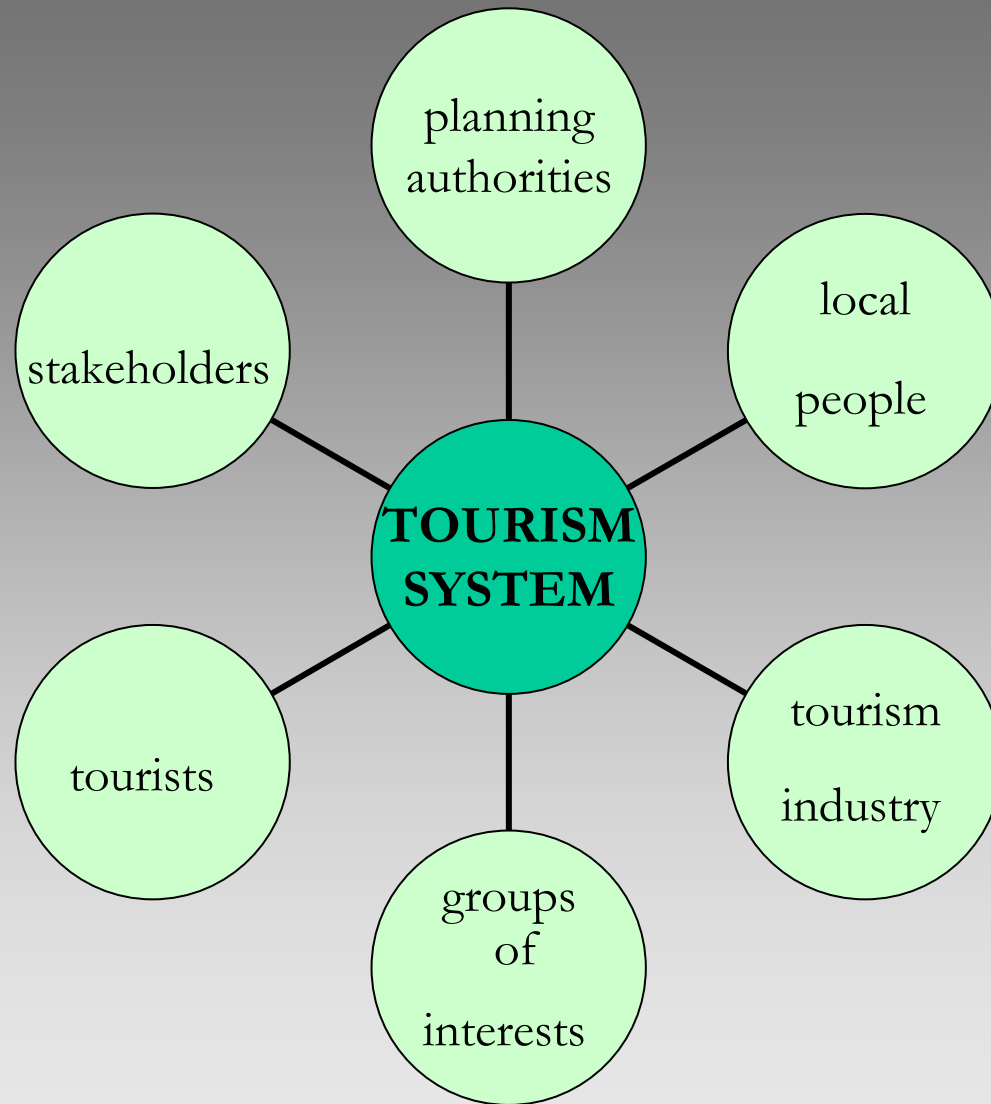


**TOURISM IS A COMPLEX
PHENOMENON**

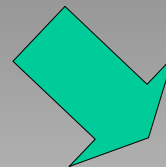
**A SOCIAL FACT THAT
ATTRACTS OPPOSITE
INTERESTS**



TOURISM PROJECTS ARE TO BE DEVELOPED IN A SPECIFIC CONTEXT



social, cultural, economic
and environmental
situation of the area
where the project is to be
developed



theoretical framework
in which the plan is
elaborated

**PLANNING IMPLIES TAKING
INTO CONSIDERATION ISSUES,
SUCH AS:**

- **THE DEBATE REGARDING THE
IMPACT OF TOURISM ON A LOCAL
COMMUNITY**
- **THE ISSUE OF SUSTAINABILITY**

**EVERY ASPECT RELATES WITH THE
OTHERS IN A CUMULATIVE WAY**

**THE EFFECTS OF
TOURISM DEVELOPMENT
ON A CERTAIN AREA**

**ARE NOT
THE SUM OF THE SINGLE IMPACTS
BUT THEIR COMBINATION AND
TRANSFORMATION**

**THE PLANNING ACTIVITY
ACQUIRES MEANING WITHIN A
SPECIFIC SOCIAL AND CULTURAL
CONTEXT**

**PLANNING IS AN ACTION OF CONTROL
CARRIED OUT BY A CENTRE**

IT IMPLIES A MANAGING PROGRAMME:

- 1. ABLE TO WORK IN TERMS OF SYSTEM-DEVELOPMENT**
- 2. WITHIN A SPATIAL FRAMEWORK**
- 3. THROUGH A LONG-TIME PROJECT**

PLANNING IS USUALLY DEVELOPED IN A NUMBER OF STEPS:

1. PREPARATORY STUDY
2. DEFINITION OF OBJECTIVES AND AIMS OF THE PLANNING ACTIVITY
3. IDENTIFICATION OF ALL THE ELEMENTS OF THE TOURIST DESTINATION
4. ANALYSIS AND SYNTHESIS OF THE RESULTS
5. POLICY PLAN AND FORMULATION
6. CONSIDERATIONS AND RECOMMENDATIONS
7. EXECUTION AND MONITORING OF THE TOURISM PLAN

**TOURISM DEVELOPMENT
SHOULD BE DECIDED
THROUGH NEGOTIATION.**

**THE TOURISM INDUSTRY CAN OFFER SOCIAL
AND ECONOMIC BENEFITS
ONLY**

**IF THE PROCESS OF PLANNING
GIVES UP A MERELY COMMERCIAL DIRECTION
AND PAYS ATTENTION
TO COMMUNITY ISSUES.**

**IN THE ANALYSIS OF THE
DEVELOPMENT STRATEGIES IN THE
FIELD OF TOURISM WE START FROM TWO
ASSUMPTIONS:**

- THE TOURIST ACTIVITY CANNOT REPRESENT THE SOLE ECONOMIC ACTIVITY ON WHICH THE FUTURE OF A DESTINATION IS TO BE BASED. IT IS ONE OF THE NUMEROUS ACTIVITIES THAT FORM AN INTERCONNECTED SYSTEM
- THE INVOLVEMENT OF THE COMMUNITY IS IMPORTANT. THE TERM COMMUNITY IS PROBLEMATIC, AS IT INCLUDES DIFFERENT SUB-GROUPS, EACH OF THESE LEADING DIFFERENT, SOMETIMES OPPOSITE, INTERESTS.

THE DIFFUSE HOTEL IS A TOURIST PROJECT INCLUDED IN A GENERAL DEVELOPMENT PLAN

- THE MODEL OF DEVELOPMENT AND INVESTMENT WAS IMAGINED AS A MODEL THAT CAN BE REPLICATED IN DIFFERENT SETTINGS
- THE PILOT PROJECT WAS NOT ONLY INVOLVED WITH TOURISM, BUT WITH A COMPLEX OF ACTIVITIES
- THE POPULATION WAS THE REAL OBJECTIVE OF THE WHOLE ACTION: THE ATTEMPT TO INVOLVE THE LOCAL COMMUNITY HAS BEEN A FUNDAMENTAL ELEMENT

THE PROJECT WAS

- RELEVANT FOR THE COMMUNITY, REALISTIC AND CONCRETE
- STRICTLY RELATED TO THE ENVIRONMENTAL SECTOR
- ABLE TO BRING OUT THE RESOURCES OF AN AREA, AS WELL AS PROMOTING A RESPONSIBLE AND CRITICAL CONSUMPTION BEHAVIOUR

IN BRIEF:

THE PLAN IS RELEVANT AND
CONCRETE

IT STARTS FROM AN OVERALL
RECOGNITION OF THE POTENTIALS
AND PITFALLS OF THE SYSTEM
AND DEFINES AN INTEGRATED
ACTION, WHICH CONSIDERS THE
SOCIAL, ECONOMICAL AND
ECOLOGICAL ASPECTS.

**MEASURING THE MULTIPLIER PERMITS TO
UNDERSTAND THE ECONOMIC BENEFITS LINKED
WITH THE TOURISM ACTIVITY**

**TOURISM ACTIVITIES COULD RE-ESTABLISH THOSE
ECONOMIC SECTORS THAT ARE UNPRODUCTIVE**

THE PERSPECTIVE HERE DESCRIBED
CAN BE TERMED *COMMUNITY-BASED*
TRADITION OF SUSTAINABLE TOURISM

THE COMMUNITY-BASED APPROACH
TENDS TO MAXIMIZE THE
PARTICIPATION OF LOCAL
POPULATION SINCE THE EARLY
STAGES AND PERMITS
A SOCIAL CONSTRUCTION OF THE
DEVELOPMENT.