



VIII GIORNATA DI STUDIO “OLTRE LA GLOBALIZZAZIONE” Società di Studi Geografici

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proposte di abstract

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Sessione di riferimento	SESSIONE 9 - INTERNATIONALISATION OF THE ITALIAN ECONOMY AND STRATEGIC PUBLIC MANAGEMENT FOR SME COMPETITIVENESS
Titolo dell’abstract	INTEGRATED PUBLIC-PRIVATE ACTION FOR THE INTERNATIONALISATION OF TOURIST DISTRICTS IN HINTERLAND AREAS. THE CASE OF IRPINIA
Testo (max 250 parole)	<p>The motivations driving choices and the new ways of enjoying leisure time are clearly signs of a profound transformation on the part of tourists who put experience at the centre of their holiday and focus interest not only on visiting the localities, but also on discovering and acquiring knowledge of identifying elements of a particular territory and its community. These changes, on the one hand, provide the opportunity even for less developed areas, such as Irpinia, to open up to the tourism market, in order to satisfy a demand that seeks not only traditional destinations, the so-called mass-market products, such as the seaside or the cities of art, but also implies on the other hand, on the part of both those who create the tourist offer and of Strategic Public Management that implements the support policies for the sector, the ability to deliver flexible and rapid responses as part of a vision based on integrated solutions and efficient services.</p> <p>In a territorial context lacerated by the economic crisis and in search of new strategic lines in which to invest, the redimensioning of the average size of companies, the slowdown in lending, the difficulty in transmitting skills from one generation to another as a result of the demographic decline, and the limited capacity of operators to create a network, become serious obstacles to achieving higher levels of competitiveness.</p> <p>The Tourist District (TD) can represent a potentially effective tool for the development of the sector, especially in the inland areas, considering its vocation to favour projects of private public partnership in a transversal logic and to ensure stable internationalisation of a particular area through transnational relations and the activation of identity and tourism processes that constitute a path much wider than the regional one.</p> <p>Considering that Strategic Public Management impacts to no small extent on the competitive ability of a territory, or district, through the formulation of strategies to support the competitiveness of SMEs, the creation of institutional relations and the allocation of resources, the work intends to analyse critically the context in which the tourism supply chain moves, to assess whether TDs can prospect new development scenarios to deal effectively with problems such as seasonality, fragmentation of promotional initiatives, the lack of tourist information and the absence of a unitary branding policy.</p>

	Knowing how to seize such opportunities means focusing attention on strategic issues, ranging from the international competitive positioning of tourist destinations to the possibility for SMEs to create new products, re-modulating existing ones and inserting innovative proposals in order to present an overall quality offer characterised by a strong identity element consistent and calibrated with respect to endogenous resources. In short, participatory paths are crucial especially in the case of Irpinia to render its territory attractive and to ensure real cooperation between public and private stakeholders cemented with the dissemination of a collective culture of tourism.	
Parole chiave (max 3)	<ul style="list-style-type: none"> ▪ Territory Identity ▪ Tourist District ▪ Hinterland Areas 	
Bibliografia (max 4 riferimenti)	<ul style="list-style-type: none"> ▪ CICIOTTI E., "Quali politiche per le aree interne. Alcune considerazioni generali", in MELONI B. (a cura di), <i>Aree interne e progetti d'area</i>, Torino, Rosenberg & Sellier, 2015, pp. 107-140. ▪ CRESTA A., GRECO I (a cura di), <i>Luoghi e forme del turismo rurale. Evidenze empiriche in Irpinia</i>, Milano, FrancoAngeli, 2014. ▪ DE MATTEIS G., GOVERNA F., <i>Territorialità, sviluppo locale, sostenibilità: il modello SLoT</i>, Milano, FrancoAngeli, 2005. 	
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