



Car\* Collegh\*,

è con il piacere di potervi coinvolgere che vi segnaliamo l'accettazione di una nostra proposta di Sessione in presenza per il Congresso del Centenario dell'UGI che si terrà a Parigi dal 18 al 22 luglio 2022.

La nostra sessione è la seguente:

**Title: Tourism and Trails: Enhancements and Actions for Marginal Areas in Post-Pandemic Scenarios**

**Reference of the submission: A101496SC**

**Title Case: Tourism and trails: enhancements and actions for marginal areas in post-pandemic scenarios.**

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## **DESCRIPTION OF THE SESSION**

"Trails and routes have been indispensable to travel and tourism over the centuries, helping to form the basis of mobility patterns of the past and the present" (Timothy, Boyd, 2015).

The strengthening of the connections between some localities and the disappearance of others have drawn society, cultures and economies over the centuries. In the current era, dominated by globalization and digitalization also in tourism systems, many interconnections have disappeared or at least blurred. At the present time, we can see marginal areas excluded from the urbanization and industrialization processes contracting day by day the vital spaces of their inner communities, and causing a relevant depopulation tendency and a certain progressive decline in economic conditions. The recovery and revitalization of historical routes and linked heritages in some marginal areas can be seen as a relevant key for understanding the essential and unique characteristics of some little local communities, which individually would probably not be able to propose a sufficiently robust, accessible and attractive tourism system. The fundamental purpose of developing tourist routes is the narration, the storytelling, linking the different territorial communities through the (re)discovery of common features between them. MacLeod (2012) highlights that storytelling is strictly related to the concept of "tourist gaze" in which the story narrated directs the eye to some objects in the landscape but distracts from all that is deemed irrelevant or potentially unwelcome to visitors. The same journey, the same trail, in a new perspective can represent a moment of transition, not just a line to connect two tourist destinations or nodes, but a moment of passage experience and meaning-making. The

(re)discovery of the moment of transition between places can be perceived through fruition practices collectively identified as slow and sustainable travel. The peripheral and marginal communities can therefore try to revive their community, with a common effort to reconstruct their historical and cultural roots through old and new narratives. In the tourism scenarios of a needed relaunch of post-pandemic proposals, Lew et al. (2020) argue that an essential role should be played by the innovative capacity and creativity of the actors involved. Subsequently, it is necessary to have careful management and continuous support from the governance to adapt and match intentions and actions to the new development contexts. Especially in peripheral areas, the development of tourist routes and trails should therefore necessarily present a strong interconnection between all the actors involved, especially the local community, often made fragile from a socio-economic point of view by the various historical events. An efficient multilevel governance is thus required in order to address the common efforts and to tie the different elements of the local tourism systems. In this theoretical framework, the session intends to welcome contributions that propose reflections on the themes exposed and that highlight planning, intentions and visions in territorial case studies.

## References

Lew A.A., Cheer J.M., Haywood M., Brouder P., Salazar N.B. (2020), *Visions of travel and tourism after the global COVID-19 transformation of 2020*, Tourism Geographies, DOI: 10.1080/14616688.2020.1770326

MacLeod N. (2012), *Cultural Routes, Trails and the Experience of Place*, in M. Smith, G Richards (eds.), *The Routledge Handbook of Cultural Tourism*, Abingdon: Routledge, pp. 369-374.

Timothy D.J., Boyd S.W. (2015), *Tourism and Trails. Cultural, Ecological and Management Issues*, Bristol: Channel View Publications.

Le lingue ufficiali delle proposte dei contributi dovranno essere in inglese, francese o spagnolo.

La piattaforma per le proposte di contributi sarà disponibile sul sito ufficiale <https://www.ugiparis2022.org/> a partire dal 16 novembre e fino all'11 gennaio incluso, senza possibilità di ulteriori estensioni. Sarà disponibile un elenco a discesa in cui si dovranno indicare la sessione nella quale si voglia effettuare una proposta di abstract.

In caso vogliate formulare una proposta nella sessione da noi organizzata, vi chiediamo gentilmente di inviare la stessa ai nostri indirizzi e-mail: [stefania.cerutti@uniupo.it](mailto:stefania.cerutti@uniupo.it); [fabrizio.ferrari@unich.it](mailto:fabrizio.ferrari@unich.it).

Augurandoci di poter dialogare con voi su queste tematiche a Parigi, vi salutiamo calorosamente

*Stefania Ceruti*

*Fabrizio Ferrari*