

## CREATIVE DISCOVERY TOURISM IS THE KEY TO INTERNATIONAL BRAND MARKETING OF TERRITORIES

Giacomo Primo Sciortino  
Asso Corce Global Trade and Web Association, Italy  
info@assocorce.it

### **Abstract:**

Creative discovery tourism is the key to international brand marketing of Territories. In our association's experience in international business, in fact, Territories rich in natural and cultural heritage, whereas Italy stands worldwide as the most prominent example, can use them efficiently, and thanks to the mobile virtual tools now available to all tourists, as a powerful (and free) instrument for the marketing of their original productions. As our recent studies demonstrate (see the case of Milan 2015 Expo) tourism has now evolved from the paradigm of leisure and entertainment, to embrace and stimulate various levels of consumption, and also remotely, when the traveling experience ends: industrial and handcraft business deals and investments, academic and vocational training, medical care, dietary and cooking habits and original food consumption, style of life.

Italy is now facing a big challenge with many favourable conditions to exploit its unique and still unexplored potential in this field (international tourism is still overconcentrated in the relatively few world known sites causing congestion while equally attractive discovery - interactive itineraries are unexplored): the "security" crisis affecting visitors' flows in many areas of the world making Italy more appealing, the resized Euro Exchange rate, the recent civil administration reform which promotes, along with dedicated funding, local communities productions and services. And last but not least the need to stem our internal areas desertion process by creating job and business opportunities for the local populations.

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