

DESTINATION TOURISM MANAGEMENT THE CASE OF SUSTAINABILITY OF FLEGREA IDENTITY

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Abstract:

Tourism promotes the meeting of different lifestyles and promotes respect and integration of various cultures. For a long time we have moved away from a Fordist type of tourism, based on products that are all the same, aimed at a passive consumer with simple needs.

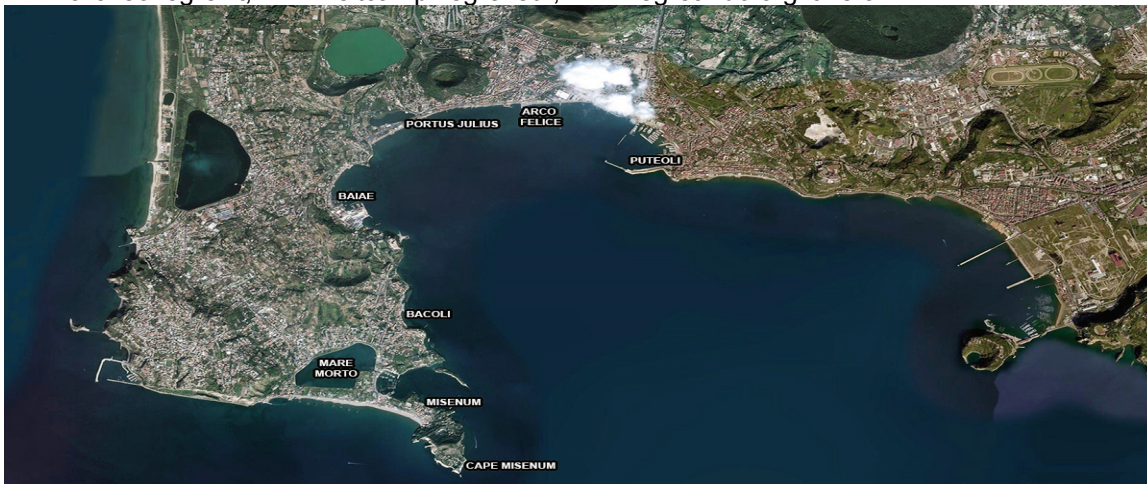
New tourists are experienced individuals looking for high quality at a good price, and want to understand the territory and the community that hosts them. Increasingly we are witnessing multiple forms of tourism: cultural, marine, thermal, eno-gastronomic, religious, rural, sporting, musical, cinematographic, etc. However, the innovation spaces are still many to be implemented and are based on the integration of services and local resources for the satisfaction of complex needs.

The relations between the tourist potential of a territory and its ability to attract tourist flows are at the center of a debate, protagonists of the actors present on the territory itself. To create local development it is necessary, the realization of infrastructures and services, and, obviously, the realization of interventions aimed at favoring the attraction of entrepreneurial and financial resources from outside area; but it is above all important to enhance the capacity and potential of the territory to attract flows of tourists.

The territory becomes "destination" only if there is an effective combination and coordination of the territorial resources with the relational, organizational and management skills of the individual person of the geographical area of reference, through specific projects. Tourist destinations are characterized as complex networks in which a multiplicity of independent actors participate in the co-production of tourist experiences through the reconstruction of a set of elements that characterize the overall system of the territorial offer.

A case study: The nature of the relationship between tourism, innovation, services and local resources of sustainability of the Flegrea identity.

www.archeoflegrei.it, www.visitcampiflegrei.eu/, www.flegreando.org/itinerari



The flegrea area in the naples gulf

The development of the flegrean area and the enhancement of its local identity passes through a sustainable development based on the enhancement of local resources, both tangible and intangible: economic, human, social, skills, cultural, etc.

All residents of the flegrean area must commit themselves to make of the local identity, which refers to the concept of "flegrean identity", a strength and an opportunity to promote tourism, economic development and the sustainability of the "destination". / Flegrean district".

A Flegrean identity that unites the resident citizens and that does not know the decline but sometimes it can be blurred by local phenomena but also wrong external communications. a flegrean identity on which we can leverage to promote a tourism development based on the concept of tourist destination of the flegrea area with the direct participation of all citizens who will be the protagonists of a change of perspective in the management of the territory that becomes a common good (commons).



Columns of Serapis's temple

Keywords: tourism, territorial offer, destination, management