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International Summer School in Geography of Tourism in Rimini

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On the base of the positive results reached in the previous editions, during the first week of September 2010 in the Faculty of Economics – Rimini of the University of Bologna was held the third edition of the *International Summer School in Geography of Tourism*.

This school has been an opportunity of studying and training, and also to stimulate an interdisciplinary and international dialogue between researchers, lecturers and professionals in Tourism from all Europe and from other countries extra-UE. During these first three years of experience, it has been forming an important network with a great added value in terms of relations, both at a national and international level.

Lectures were held by a pool of international and local¹ professors and professionals in the field. They used their experience and knowledge to give students a concrete vision about

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¹ Under the direction of Fiorella Dallari (Associate Professor of economic geography and UNESCO Chair, University of Bologna), have participated Antonio Barone (Director of the Phoenicians' Route, European Cultural Itinerary of the Council of Europe), Daniela Calanca (Researcher and Lecturer in Social and Contemporary History, University of Bologna), Elena Corradini (Researcher in Museology, University of Modena & Reggio Emilia), Yoel Mansfeld (Associate Professor at the Department of Geography & Environmental Studies and Head of the Center for Tourism, Pilgrimage & Recreation Research, University of Haifa), Alessia Mariotti (Researcher and Lecturer in geography of tourism, GIS, University of Bologna), Martino Ragusa (Freewriter, Journalist, TV, Theater Author and psychiatrist. Director and cofunder of successful innovative specialised in tourism and gastronomy websites: www.TuristiperCaso.it, www.ilgiornaledelgusto.it and www.velistipercaso.it. President of "La Compagnia del Cibo Sincero"), Paola Sarcina (President of Music Theater International, Cultural Event Project manager), Chiara Bernasconi (Digital Media Project Manager for MoMa, Museum of Modern Art of New York), Stefano Soglia (expert in Tourism Marketing), Yuki Trevisonno e Isabella Amaduzzi (APT Services, Emilia-Romagna), Susy Patrio (Director of Casa Artusi, Forlimpopoli). Since 2008 the coordination team is formed by Silvia Grandi (founder of the Summer School in Geography of Tourism of Rimini, lecturer of Cultural Geography, University of Modena and Reggio Emilia, and Research Fellow, Faculty of Economics, Rimini), Roberta Curiazi (Assistant Researcher in Economic Geography and Economic History, University of Bologna), Valeria Macchini (Administrative coordinator, Faculty of Economics - Rimini, University of Bologna).

marketing and promoting, and managing and developing of a territory by a tourist point of view.

From the 30th of August to the 5th of September 2010, in a friendly atmosphere thought to encourage the dialogue between students and lecturers, the School, situated in the historical center of Rimini, proposed an intensive refresher course for professionals, young researchers and students interested in themes like local development, renovation and improvement of tangible and intangible heritage, and territorial analysis according to a geographical approach. They were presented the latest methodologies and instruments to analyze the sector's dynamics and to enhance the tourist experience, into the global contest, by communicating and telling places as a way to promote their image.



In the 2010 edition², *“Culture, Tourism and Territorial development: communicating and telling places”*, particular attention was paid to the relationships between tourism, culture and territorial development, to the concept of tangible and intangible heritage, and to the “storytelling” as a way to communicate and narrate places. These are key factors for a territorial planning directed to a local tourism-based development.

During the lessons were presented several local and international case studies, through which lecturers outlined the strategies adopted by tourist destinations and designed on the base of local tourist managing policies and on different ways to communicate places. Hence the importance of topics such as authenticity, commodification and quality of the tourist experience in the places (F. Dallari), the attention to factors such as safety and usability of sites (Y. Mansfeld), and the ability of communicating places in different and innovative ways (E. Corradini), through which the individual becomes an integral part of the tourist experience.

It has been told about the importance of networking and marketing, but also about the ability of telling exciting stories, of reading and tasting the landscape *“with feet and mouth”*, as suggested by one of the guest speakers in this edition (M. Ragusa), representing the oldest - in terms of date of creation, in the Nineties - most important and popular social tourist network in Italy (www.turistipercaso.it). A creative and current experiment that shows how the value of the tourist experience is not something an end in itself and limited to the contingent moment in which we live it; on the contrary, it is something involving and that belongs to people forever, as authentic and indissoluble experiential baggage that it may also be worth to tell and share.

² In 2008 the topic was *“Territorial Development: culture, itineraries & creatività”* and in 2009 *“Territorial development: strategies to develop local tourism”*.

A session was dedicated to the planning of tourist itineraries and to the organization of an effective communication plan for a tourist product. Therefore, particular emphasis has been placed in this regard on the issue of territorial exploitation, through the creation *ex novo* - or rediscovery - of thematic tourist routes, within which relating places, cultures, languages and people. The ideas have come here from another well-known professional, a project manager (A. Barone) creator of the Route of the Phoenicians - European Cultural Route of the Council of Europe -, which showed students the most recent and innovative experiments in the field, projecting them into the complex and challenging world of the cultural tourist entrepreneurship, nowadays in the process of developing at a national and international level, and where it's possible to find many intellectually rewarding spaces and opportunities for intervention.

These forms of "doing tourism" are currently experiencing a rapid growth and a significant confirmation in terms of tourist arrivals and presences, related to a renewed interest in the local heritage in its entirety.

An interesting and experimental teaching parenthesis was also reserved to many existing contaminations between art and tourism, which are giving rise to creative forms of "communicating and telling places" through performing arts. Two emblematic examples of these new and current trends were told, on one side, through the experience of the founder and president of the Music Theater International (P. Sarcina) under the Traffic.Art project, as an example to make a place attractive especially through the involvement of people; and through an experimental session in videoconferencing with artists in New York, by direct connection with Chiara Bernasconi, Project Manager at the Museum of Modern Art in New York, who spoke about the meaning of urban routes invented by artists of New York City Project Elasticity.

The educational initiative, supported by Italian and foreign partners, was characterized by several moments of travel-lesson on the ground, in order to know the functioning of local tourism organizations such as APT - Agency for Tourist Promotion of Emilia-Romagna Region, or directed to locations and sites of particular cultural interest, including Casa Artusi³ (Forlimpopoli) and the Fortress of Bertinoro, or the city of Rimini, whose history and culture, closely connected one to other and related to local development, make it an interesting tourist model that's still under study at international level. The intention was to provide participants with a direct contact with the territory, which has been "read, told and interpreted" according to the main purposes of the school.

The study-week, which ends with a discussion on participants' project works, has been also enriched by parentheses for further studies - Geo Tip -, in which students present some issues about their research fields and/or works in progress. In addition, the inputs that participants received during the seven full-immersion training days, produced results in terms of high visibility of the learning experience and of the Faculty of Economics in Rimini that hosted it, thanks to the publication of personal works on different web-sites of the sector, including the already mentioned "Turisti per Caso", visited every year by almost 900.000 users.

³ Casa Artusi is a cultural center devoted to home Italian cuisine. Located in the heart of Forlimpopoli, inside the block of the Church of the Servants, and created in memory of the famous writer and gastronome Pellegrino Artusi, Casa Artusi is part of the Museum of Taste of Emilia-Romagna. It represents an ideal and material *continuum* in the cuisine world, thought as a coherent path connected to food. In the Center it's possible to visit a well-kept and well stocked library, which houses precious writings of Artusi, a restaurant, where you can enjoy the excellent national cuisine, a cooking school, opened to those who want to know "the art of well-eating", and a space dedicated to cultural events related to our country culinary traditions (http://www.casartusi.it/web/casa_artusi/home_casa_artusi).

In this way it continues the virtuous process of dissemination of knowledge and know-how deeply connected to our regional excellences, which is made up of tourism and its economic, political and social value in local development and international relations. For this reason, and on the base of feedbacks from participants during the last edition of the School, it was decided to dedicate the 2011 edition to a very current theme that, especially with respect to future sustainability, will influence the development of tourism: Green Tourism and Blue Economy, i.e. the idea behind the Green Economy considered as something broader and more practical to ensure the sector a development that, in mature destinations and regions, particularly the bathing ones, often tends to result such as a mass consumption phenomenon.



Blue Economy began as a project to find 100 of the best nature-inspired technologies that could affect the economies of the world, while sustainably providing basic human needs, such as potable water, food, jobs, and habitable shelter or shelter in which start your own business. Clarifying what Green Tourism is, and whether is possible to establish links with the emerging Blue Economy, will be the matter on which researchers and professionals will face with to provide concrete answers together with the participants to the School. Is it possible to apply the philosophy of the Blue Economy to Green Tourism? What product or process innovations are possible? Which technologies, related to the operation of nature within a biomimicry strategy, can be referenced to?

Extending the concept of Blue Economy to economic activities in tourism implies that tourist firms have to launch development processes that could create flow of income and build social capital using less resources. Furthermore, unlike the green economy, this happens through an overall lower investment for environmental protection - natural and social, as structural variable already integrated in the same economic activity.

The Summer School 2011, "*Tourism Between Green and Blue Economy. The Future of Mass Consumption*", is intended to be an occasion for a dialogue on the characteristics of an economy that no longer operates on "what we do not have" in terms of available resources, and that is able to meet all the basic needs in a territorial perspective of development.