

*A.M. Sala, S. Grandi, F. Dallari (a c. di),
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In a changing socio-economic world, the territorial choices and the investments in innovation made by the productive sector at the local level, play a growing role in the competitiveness strategies. In the same way, tourism, a strategic development factor, is becoming vital for more and more places worldwide.

Being a transversal factor, capable of producing differing interpretations and impacts, it is exposed to more and more pressure coming from different socio-economic actors and factors, both in the demand sphere, facing a changing society, and in the supply environment, composed by different territorial realities with their specific needs and constraints.

Consequently tourism has to be interpreted by the light of its internal/supply and external/demand fragmentation, considering it as a whole, in which this diversification is progressively leading it towards an integrated system which will be identified by a plurality of turisms. These multiplying phenomena are not merely the result of the different answers given by different places to the demand-driven needs, but also the outcomes of the interactions between these needs and the commitment to improve the local quality of life, policies and innovations, in order to accomplish the future that each place chooses for itself.

In the book *Turismo e Turismi tra politica e innovazione*, proceedings of the Conference "Quali turismi italiani per un mercato internazionale?" held in Modena (Italy) in may 2007, both tourist operators, local bodies and the scientific community confront on the above mentioned issues. The Conference was part of a research project (PRIN 2005) on "Tourist development and territorial change. Urban areas, ecosystems and regional complexities" in which the Unit of Bologna, who organised the meeting, specifically dealt with the issue of "Territorial accommodation and innovation for a sustainable regionalisation".

The book structure is articulated in three parts of which the first deals with the main characteristics of tourism in Italy, facing the present global cultural changes, while in the second the operators and administrators offer a picture of the more recent tourist policies at different scales. The third proposes an analysis of the new forms of tourism and a reinterpretation of the classical forms.

The volume opens with an analysis that Fabio Lando proposes of the destinations' tourist attraction, interpreted as a complex process of territorialisation, outcome of the territorial project pursued by the local society. The "cultural image" and the "actual image" of the destinations are the main representation of these tourist places, each one being the result of the cultures of both the residents and the visitors, from whose interaction the tourist attraction results.

In the following paper, Attilio Ponti Sgargi reads the fluxes and the market indicators which characterise the receptive structure in Italy, evidencing both the

relative contribution of each region, in respect to the tourist fluxes, and from the attraction of each region in respect to the outgoing regions. He emphasises how the small hotel structures are declining while the new non-hotel accommodation sector is growing, confirming a general trend towards the above mentioned fragmentation.

The territorial complexity and the theme of tourism sustainability is dealt with by Filippo Randelli, using the methodologies of quantitative analysis applied to the GIS, to study the tourism sector in Tuscany. This study confirms the role of tourism in the local development of the less populated areas of the region, particularly those with a less diffusion of Marshall's small and medium enterprises.

Concluding the first part, Raffaella Afferni and Stefania Mangano illustrate the role of ICT in tourist development in Italy, focussing on the province of Novara and its tourist promotion made in large part on the Internet.

The second part of the book starts proposing an analysis of the models, guide-lines and actions of the EU policies for sustainable tourism, focusing on environment, job quality, interaction with the local communities.

Katia Rizzello suggest the operational opportunities for tourism sustainability offered by the EU regional policies, with special regard to the Structural Funds and to their use for the improvement of the local resources.

In her paper, Laura Schiff analyses the evolution of tourism and the relevant policies in Emilia-Romagna, and the relation between tourism and territorial quality. This has changed from a mere commitment to the tangible impacts such as hotel rehabilitation and environmental sustainability, to the actual attention towards the intangible impacts of a place, such as the emotion, the remembrance and the knowledge it produces.

The role of the local actors and the promo-commercialisation strategies acted by the Emilia-Romagna region are then dealt with by Massimo Gottifredi, who emphasises the key role played by the public partnership as a strategy for local competitiveness in the international tourist system.

Beniamino Grandi then presents the tourist development in the province of Modena, and the strategies of utilisation of the 2007-2013 Structural Funds.

Finally, to conclude the section dedicated to the local operators, Ellen Bermann proposes the strategies promoted by one of Italy's main tour operators, Viaggi del Ventaglio, in respect to environmental and social sustainability.

The third part of the book hosts 10 case studies dealing with the multiplication of tourisms, in respect to territorial spreading and to typological diversification, and the key role they play in the enriching the supply and in the progressive de-seasonalisation of important mass destinations.

Among these Ghilla Roditi illustrates how recently-built city hotels in Milan may play a role in the promotion of the whole urban area; Anna Maria Sala suggests that the success of rural tourism is experiencing, answers to a specific need of the urban society; Cristina Bernini and Silvia Cagnone analyse the degree of satisfaction of tourists taking part to Conferences in the Local Tourist System of Rimini; Antonio Barone promotes the cultural itinerary "The route of the Phoenixes", supported by the Council of Europe, as an international laboratory of local development; Silvia

Grandi presents the evolution of industrial tourism in Italy in respect to the motors industry in Modena; Daniela Calanca suggests the possibilities of development connected to the couple tourism/fashion industry, in relation to the transformation of the brand "Made in Italy".

Enza Zabbini then suggests how movie tourism could become central in the cultural promotion of a place, focussing on Emilia-Romagna as a case study; Rita Cannas investigates how social tourism may promote ethical values as collective issues; Emanuela Bullado illustrates the role of temporary markets and fairs as a pull factor for tourist fluxes; Clara Bocchino concludes the book proposing the activity of gold panning on a river in the Piemonte region as a relevant factor in the promotion of a marginal place.