

EDITORIAL

*Fiorella Dallari*

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Tourism is the subject which lends itself, and more than ever, to a complexity and diversity of disciplinary approaches. This fact makes it difficult to understand, to manage and to plan but also to imagine and predict its metamorphosis and transformation. Those who dedicate their studies to tourism, soon realize how they can't be limited to its disciplinary sector and therefore into a specialized approach, but it is necessary to return in the footsteps of the ancient studies to an interdisciplinary or rather trans-disciplinary approach, through the dialogue and research carried out from networks of specialists until arriving to a tourism discipline (if it will ever arrive). In the academic world now is possible to find faculties, departments, research centers and schools dedicated to tourism. This is a phenomenon very rare in Italy rather than in the rest of the world: compared to other research domains the disciplinary boundaries are still strong and cause the evident weakness of the touristic culture. If we talk about tourism geography, it seems that we are talking about geography without adjectives and quite distinct from economic, which is a priori evaluated as more important. The same is for economic, statistics, business management studies, law and history. Instead, they can better contribute together to the development and perhaps start to be linked, ever deeper, helping to demonstrate the importance of a potential sharing and integration.

In this first issue of AlmaTourism, the magazine created under the auspices of the High School of Tourism Sciences of the 'University of Bologna as interdisciplinary platform, are presented three essays. One is in the field of statistics and econometrics, the other two deal with administrative and private law. The first paper deals with the international competition of the tourism destinations based on the decision-making process that regulates the tourism demand. Then a statistical survey is developed for the empirical evaluation of the categories in the econometric model and also to measure the position of the image and the competitive destinations.

These concepts can be related to the law contributions where the first paper deals with the subject of the "Eco-Monsters" (eye-sores), an urban phenomenon frequently related to tourism that affect the image and competitiveness of the territories (coasts, cities, rural areas) and that requires an effective tourism policy, attentive to environment and landscape; a greater cogency and knowledge of rules and regulations in favor of an urban planning and landscape policy, represents a necessary action to support the recovery,

the upgrading and the enhancement of natural beauty and landscapes. Also the attention to the tourist represents a key factor for the image and for the tourism competitiveness, as it is confirmed by the Italian legislation on the 'ruined holiday damage' following the emersion of this new non-pecuniary damage.

Furthermore, the several notes cover quite different topics, starting from sustainable tourism (V. Schioppetto, A. Calzavara, G. Zanetto, Misiones: how to support an approach to sustainable tourism), the tourism of memory (D. Bagnaresi, The Gothic Line between heritage and memory of places), and the historical and cultural itineraries (A. Gola, N. Perugini, H. Samir, The recovery of historical paths for tourism as tool for social and territorial development: the Palestinian case of Battir; O. Missikoff, The Via Francigena in historical maps and photographic heritage of the Italian Geographical Society Exhibition).

In the laboratory section are exposed some topics related to the emerging issues in the field of tourism: the memory, the intangible and social heritage, and the itinerary as territorial system of local development, with the case study of the Hannibal Pathway. In the biography section Enza Zabbini reminds Umberto Toschi. An example of illuminated geographer, whose profession was lived and practiced with a deep and passionate engagement both in the academic and in the civil life. Nowadays, this example is increasingly rare, especially in Italy, where often the teaching activity and the research are privileged. On the other hand, the contents and the wider and more complex implications, which are useful for the territorial policies management and for the "public and private reasons", are abandoned. He is the first in Italy that attributes an active role for the development to a phenomenon considered by most of the people marginal and irrelevant (his theory on the territorial effects of tourism is dated 1948), From here it is possible to locate the acumen of a researcher who introduces his theories on tourism in a period when Europe is trying to recover itself from the war conflict just through the implementation of the industrial sector. It emphasizes that tourism 'helps to contribute to the Inter-comprehension between people, that is the basis of what we all hope for a peaceful and productive living "(Toschi, 1957, p 46).

All this variety of authors coming from different experiences and disciplines is crucial to deal with the contemporary tourism, which is ever more a phenomenon of cultural and creative experiences. It is also active in giving its contribution to achieve a just and secure society in the future. And this is the philosophy of AlmaTourism.