

EDITORIAL

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The summer issue of Almatourism potentially provides an opportunity to reflect on new post-modern tourism approaches. We invite our readers to interact with our team and, most of all, the authors who have contributed to the issue no. 15 (almatourism@unibo.it ; object: number 15 /2017). New research areas in the field of tourism are explored in the five published articles, such as Positive Psychology, Dissonant Heritage and English Communication Ability, as well as Medical Tourism Trends and the New Media for the Culture, proposing reflections on a sustainable tourism for the future. “Novelty” is the leitmotiv of this issue, linking together all its articles.

In our opinion, the article written by Manuela Zambianchi provides, according to our survey, the first connection between the recent new area of psychological science, Positive Psychology, and Tourism, in her attempt to briefly examine the potential of the “well-being approach” aimed at reaching a positive aging also through tourism activities. Moving from the most relevant contemporary theoretical perspectives on positive aging, the author, who has already gained an expertise in this field, focuses in the first part of her article the attention on the conceptualization of successful aging, and examines the theoretical basis that could support the thesis that traveling can be viewed as an hallmark of this condition. The increasing relevance of aging population will result in a large proportion of senior tourists within the next ten or twenty years. Indeed, this demographic revolution, especially affecting the Western countries, highlights a crucial, widespread phenomenon: the increasing relevance of aging population, a fundamental challenge for the contemporary society, with the necessity of a broader and deeper comprehension of the bio-psycho-social factors that are involved in the achievement and maintenance of autonomy and positive overall functioning in the last stages of life. The growing tourism phenomenon, in turn, encourages to reflect on the concept of positive aging through a systemic approach, contributing to a substantial change - since the introduction, in medical and psychosocial sciences, of the systemic bio-psychosocial paradigm (Engel, 1977). The end of the second and the beginning of the third millennium have been marked by a complex and integrated model on positive aging which moves from a proactive conception of individuals. Thus, the relation between the positive functioning in old age and the topic of environmental exploration and traveling for tourism purposes could represent a relevant indicator of optimal aging, as Emanuela Zambianchi underlines with the analysis of different theories “enhancing the experience of well-being as powerful motivational force for traveling in old age”. The new concept of

Positive Psychology leads to examine and support the "eudaimonic well-being: the actualization of talents and potentials in favour of the society", where senior tourists too are and should be increasingly active when it comes to social participation and social wellbeing.

The contribute written by Sandra Nauert is centered around the concept of Dissonant Heritage, "referring to a contrast of meaning and value systems between the past and the present", and places special emphasis on the case study of ATRIUM (Architecture of Totalitarian Regimes of the 20th century in Europe's Urban Memory) cultural route in Forlì (Italy), today leading partner of the route. The notable traces of architecture built under the fascist regime link together, on an international scale, many medium-sized towns: the City Council of Forlì has created a partnership network of 18 institutions from 11 different countries (Italy, Bosnia- Herzegovina, Bulgaria, Croatia, Greece, Hungary, Romania, Slovenia, Serbia and the Slovak Republic) which gave life to the ATRIUM project, which was funded by the South East Europe Programme from 2011 to 2013. The controversial attitude of the local population towards this architectural heritage is perceivable in the rejection of the fascist regime and the parallel desire to come to terms with and valorise some elements of this heritage (Leech 2013:150). This is the Dissonant Heritage! As the author underlines, the 'Dissonant heritage', according to Tunbridge and Ashworth (1996), refers to a contrast of meaning and value systems between past and present. Consequently, it also suggests a discordance of different narratives that co-exist and inconsistencies regarding the representation of a certain history, featuring different types of dissonance to refer to when supporting a perspective of marketing theory. This is extremely important within processes of social and political re-composition which are increasingly required in our contemporary society. Sandra Nauert focuses on the potential risks in the communication of dissonant heritage by presenting a few case studies such as the exhibition on Cesare Valle in Forlì and the Municipality of Predappio. The interpretation of this material and immaterial heritage is the object of an endless debate, even for the UNESCO when taking action to preserve the Human Heritage. The author provides an answer to the question of which communication strategies can be adopted in order to avoid this problem and illustrates a few case studies, such as the town of Dimitrovgrad, a Bulgarian partner of the ATRIUM cultural route; as an alternative, dissonance can be negotiated through a resignification or by conveying it by means of contrast – in any case, always with a cultural policy towards the dissonant heritage within a constructivist approach.

The influence of English communication skills on income in the tourist industry is part of a scientific debate which pays increasingly attention to the human capital in areas of tourism attraction also showing a competition capacity in the

international scenario. The case of Siem Reap (Cambodia) illustrated by Jeffrey Stewart Morrow deals with this topic after having completed other research works devoted to the human capital in other contexts. The author has created an English assessment test based on the Common European Framework of Reference for language (CEFR): this statistical analysis is based on direct positive influence of English ability on income. The author adds to the study location, samples, instruments, method, with a simple statistical analysis based of seven variables related to English education, expressing five post-survey statistical measures.

This study provides evidence of the importance of the study of the English language for the young workforce, the local and national tourism income, and international tourism; thus, this type of research can be used profitably in many research contexts.

Among the growing audience of TV and new media, the traditional role of being an "official voice", like the Italian cultural channel Rai 3, is exemplary in the case of Materaradio, supporting the candidacy of Matera as European Capital of Culture. The relationship between radio and the territory presented by Gianluigi Corinto shows how literature and all media are powerful means of abstraction in creating the sense of place and identity. The radio, today considered less important than television and cinema, maintains however a high level of audience and a high level of culture. Italian radio channels are mainly devoted to leisure; RAI Radio 3 is a historic cultural radio with 1,4 million people per day. The methodology, based on direct and in-depth interviews, demonstrates that Materaradio has been effective in supporting the ECoC candidacy of Matera. Future research on the same topic is possible, being Matera 2019 still to come. If medical tourism is a consolidated practice, the new orientations studied by Salman Majeed and Changbao Li present an overview of latest trends in this phenomenon and its conceptualisation with a tourism industry analysis. A scoping literature review (1990-2016) shows its recent boom due to a greater mobility of places from United States to Europe, Asia and Africa, within a framework of intensified global competition. However, there is limited availability of research in medical tourism industry: a setback that must be overcome!

The framework is completed by three additional research dealing with different and interesting topics, always linked to tourism: Events and Cultural Festivals, Food, and the Memorable Experiences (MEs). The case study with its peculiarities is the method shared by the three articles: the perspective of the Stresa Festival's Visitors for enhancing brand image in Stresa (Italy) by Elisa Piva, Stefania Cerutti, Lluís Prats and Razaq Raj; the student's awareness about the uniqueness of Baba Nyonya food in the town of Shah Alam (Malaysia) by Ahmad R. Allattar, Liyana Asmara, Nur Aainaa Bakri, and Norzaman; a cross-cultural

investigation into Turkish and British tourists visiting the city of Dedim (Turkey) presented by Gökhan Ayazlar and Reyhan Arslan Ayazlar. Finally, we have the report written by Olimpia Niglio on the international conference "Knowing, Preserving and Enhancing. The Cultural-Religious Heritage" held in Verona and Vicenza (Italy, 2017, March 9-11). The scientific coordinators have tried to answer the question whether religious heritage, accounting for nearly two thirds of the whole Italian artistic and cultural asset, can be protected and preserved as a valuable diplomatic heritage. The conference, promoted by the Advanced Institution of Religious Sciences " S. Maria di Monte Berico" in Vicenza (Italy) has supported an interdisciplinary dialogue between experts of the religious and secular community, thanks to the massive contribution provided by many Italian and foreign researchers (Asian and American continent). To provide its contribution to this very important intercultural reflection, Almatourism intends to focus on "Sacred landscapes", meant as areas where nature-culture linkages are represented by the spiritual values that communities assign to their holy environments. The "sacred landscapes" are of high cultural value and these values have to be considered and analyzed in all their many aspects.

Almatourism is searching for new paths in the "wood of knowledge"!!