

EDITORIAL

*Fiorella Dallari*

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The 2018 winter issue of Almatourism (N.18) can be considered as the conclusion of a ten-year season (2009/2018), a very exciting and challenging one, with a multidisciplinary dimension, supported by a large editorial team and advisory board, and also, over time, by a very often small group of young colleagues, and hosted and maintained by [ABIS-AlmaDL](#) and Centre for Advanced Studies in Tourism - CAST (Alma Mater Studiorum – University of Bologna), whom the editor wishes to thank.

Ever since the beginning, the journal (a double-blind peer review with a Common 3.0 license) has provided an immediate and open access to its contents, based on the principle that making research freely available to the public supports a greater global exchange of knowledge. As the first scientific Italian publication in English devoted to tourism, it is indexed in very important databases and search engines, and also available in the most prestigious libraries of the academic and scientific world.

Since 2009, the goals have been focused on “improving the convergence and the integration of different disciplines studying the tourism sector as an instrument to disseminate the research and academic results internationally, with special attention of the Neo-Latin and Mediterranean area... both at a theoretical and a practical level. Different disciplinary approaches are present, such as history, geography, economics, statistics, sociology, environment studies, law, and more in general all the approaches in the social sciences and humanities field.”

<https://almatourism.unibo.it/about/editorialPolicies#focusAndScope>.

Although the project originally included a wide range of topics, Almatourism has subsequently specialized on theme areas developed by our intangible capital: experts in geography, economics, history, marketing, and statistics of tourism. Over time, several issues with a global dimension have emerged, such as the UNESCO heritage and cultural itineraries, as required by the need to intertwine tourism with new emerging themes. Thus, the involvement of many Asian, African and Latin American authors has earned Almatourism an international dimension, with a strong idiographic contribution.

Almatourism was launched on June 21, 2009 as a biannual journal, with publication in the two solstices (June and December), which has been integrated “since 2014 “ with additional special issues. In this first season (2009-2018), nineteen ordinary issues and nine special ones contributed to disseminate the journal around the world: currently, the project boasts 27,000 users for almost 37,000 sessions, and over 100,000 thousand page views (users who surf multiple times generate multiple sessions; users browsing through multiple devices are counted as different users for each device; 2018). More than five hundred authors, 30% of whom are Italian, have contributed to the review. An intense internationalization process has been achieved since the end of 2013: in view of these results, the awareness of renewing and rethinking is inescapable!

This winter number proposes five essays and four short communications on very different themes and case studies. The users will read about issues on the preservation of the cultural Unesco heritage in Vall de Boí (Catalan Pyrenees, Spain) and in Hoi An (Vietnam), the strategic planning for the city of Yazd (WHS, Iran), a research for a Tourism Market Segmentation of tourists in Tehran (Iran), tourism of all-inclusive resorts and cruises, as well as the perception of residents of the

concept of tourism sustainability in Corfu, and the sustainability communication in informing tourists about the availability of sustainable products and eco-friendly experiences in the South of Sardinia (Italy).

The first research carried out by F. Fusté-Forné and T. Nguyen is focused on the implications of the identity of the intangible heritage heavily influencing the performance of a community-based practice. “The concept of *Communities of Practice (CoP)* and the meaning of identity and place attachment in an intangible culture heritage practice context” constitute the basic tools to interpret the selected case studies: the “Festival of Fire” in Vall de Boí, a World Heritage Site in the Catalan Pyrenees (Spain) and the “Lantern Festival” in Hoi An World Heritage Site (Vietnam). The Community of Practice, Place Attachment and Intangible Heritage Preservation are the key words to generate, recreate, transmit and sustain the Intangible Cultural Heritage (ICH) of local communities, as the authors claim. The paper places special emphasis on the similarities of community processes notwithstanding distinctive characteristics of different places and people.

The SWOT matrix is adopted in a feasible strategic plan for cultural tourism development in the Fahadan neighbourhood, in the historic city of Yazd. The authors, M. Nematpour and M. Ghaffari, used a questionnaire, structured according to the four pillars of SWOT analysis (strengths, weaknesses, opportunities and threats), relying on clustering analysis. Managerial implications, limitations and future research suggestions have a strategic role in the development of urban cultural tourism.

In the new tourism framework, all-inclusive resorts and cruises can be deemed as two dominant types of tourism. This is the reason why the author, A. Apostolou, addressed the question whether such practices can be considered sustainable, starting from the perception “of the local community and its participation in the management and practice of tourism in their region”. Corfu is the presented case study, being the island a tourist destination of great importance for resorts and all-inclusive cruises. The author points out how tourism has to be sustainable where it becomes an important sector for the national economies. The data collected by the questionnaires highlight important conclusions regarding the perception of residents about the concept of tourism sustainability.

A new essential role of tourism relates to the sustainability communication “about the availability of sustainable products and in addressing them to choosing eco-friendly experiences”, as R. Cannas claims. To that end, this qualitative study explores the function of communication as a strategy in support of the European Tourism Indicator System for sustainable destinations (ETIS) in the South of Sardinia (Italy), among the various concerned stakeholders, as well as helping “to share awareness and responsibility within tourist operators about the urgent need to improve the sustainability of tourism offers”.

Four short communications complete this 27 Almatourism issue. Here, you can appreciate how tourism basically remains a social activity, which has been and is typically associated with numerous positive and negative impacts. The cultural motivations are increasingly important, and the international and national policies strongly support the culture advancing in a process of local development, inclusiveness and political re-composition in our turbulent world.

In this vision, Almatourism, looking for new paths in the forest of knowledge, is pleased to wish all authors, reviewers, users and to all those who collaborate, a new year of peace and success and a future ... in tourism!