

Redesign Tourism Flows for Sustainability and New Models of Cultural Tourism

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Abstract

Sustainable and experiential tourism, specifically linked to slow-moving is a theme that, in the post-pandemic context and with the advent of overtourism is today one of the main vectors for the valorization of Italian cultural heritage and landscape offering prospects for economic and social development at a global level. It is thus, to see alternative forms of tourism where, as recommended by the Council of Europe and UNESCO/ ICOMOS, a systemic approach based on human centered approach is developed, in which local communities, together with institutions and private companies become drivers of territorial development to stimulate the social and economic growth of this sector. This paper addresses the themes of destination management and territorial marketing as innovative models for sustainable cultural tourism, and the qualitative methodology is pursued through the analysis of a case study, "Via degli Dei" a path that connects the cities of Bologna and Florence and the first path in the world with an international certification of sustainability the GSTC (global, sustainable, tourism, Council). The paper contributes to literature by highlighting how the integration of public-private partnerships act as a multiplier of resources in the field of sustainable tourism, allowing projects to be developed where the various actors of the system work together to produce value for the community.

Keywords: destination management, overtourism, public-private partnerships, sustainable tourism, tourism management