EXPERIMENTAL APPROACH FOR REBALANCING CULTURAL TOURISM: THE CASE OF UNESCO SITES WITH LOW LEVEL OF VISITORS

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DEFINE A VALUE PROPOSITION INVOLVING LOCAL STAKEHOLDERS

The concentration of tourist flows in a few locations determines two forms of degradation: congestion and speculation in the most visited centers, the impoverishment of areas with high tourist potential but rarely visited. **Consider that in Rome, 86% of visitors concentrate their visits to cultural sites in 14% of the surface area of the historic center.**

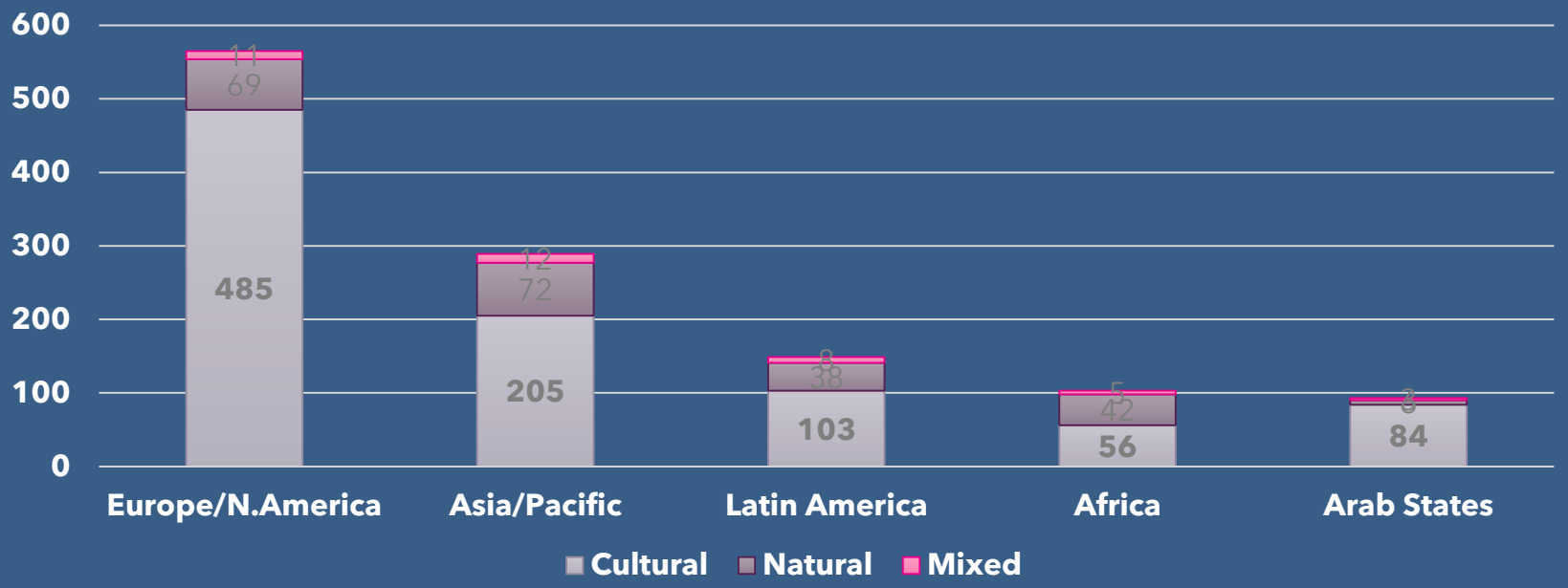
The reduction of over tourism is possible if a part of the flows, especially in the second visit to a regional territory, is oriented towards going to lesser-known locations. For this reason, a specific research was carried out **for Italian UNESCO sites with low tourist attendance.**

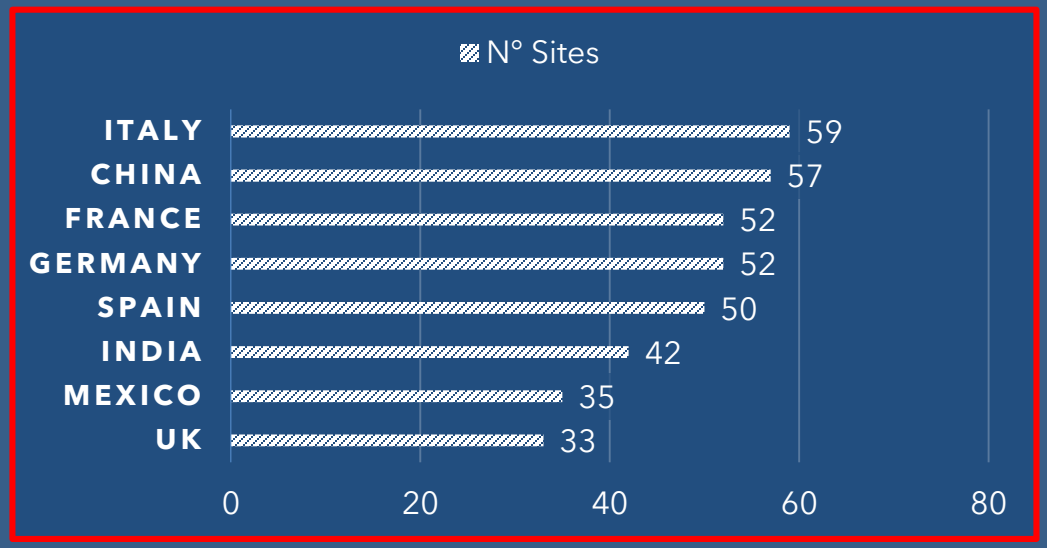
Experimental research includes a recognition and identification of the value represented by the Unesco sites included in the project

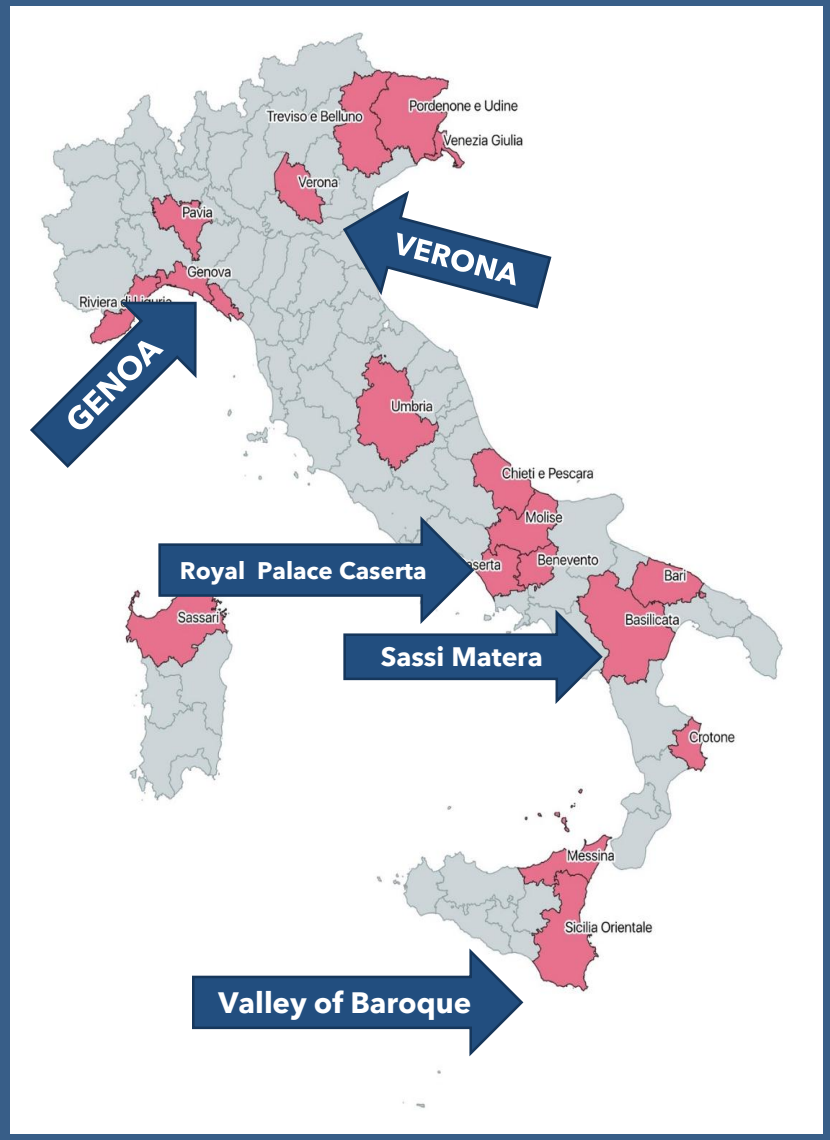
and

a survey of opinion leaders, community leaders, stakeholders and entrepreneurs of the territories concerned

UNESCO SITES IN THE WORLD



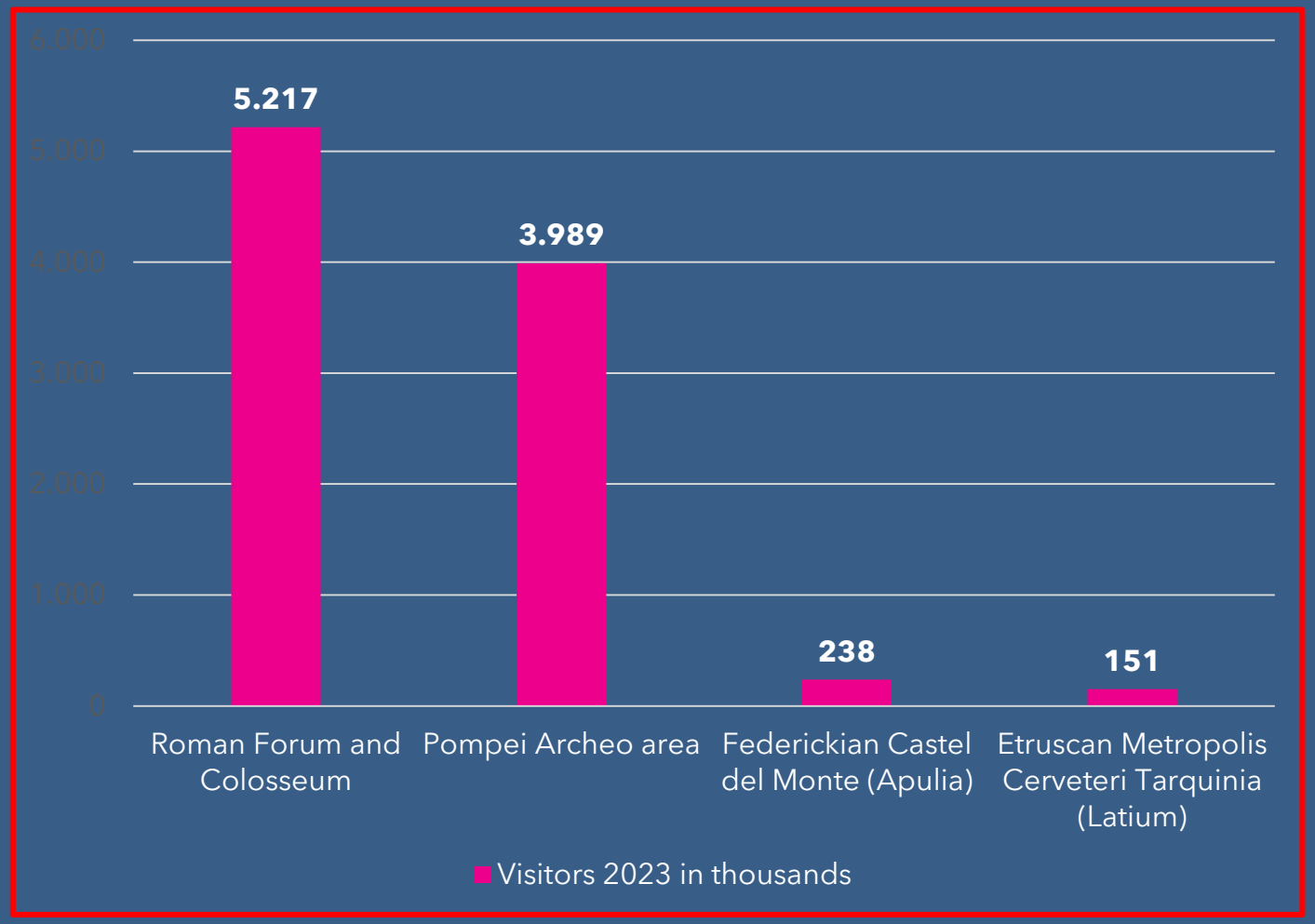




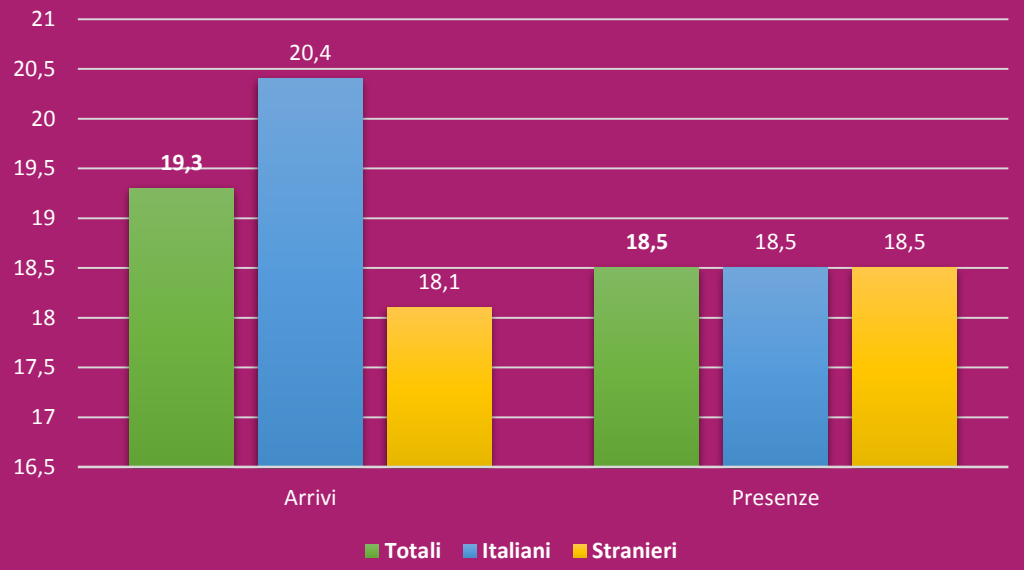
Bari	**Trulli di Alberobello**
Basilicata	Sassi e Parco delle Chiese rupestri di Matera Foggeta di Cozzo Ferriero a Rotonda (Pz)
Benevento	Luoghi Longobardi (Ducato di Benevento)
Caserta	Palazzo Reale
Crotone	Parco Naturale della Sila
Genova	Genova e le Strade Nuove
Messina	Isola Eolie
Molise	Ambiente incontaminato
Pavia	Città Millenaria (Via Francigena) *
Pescara-Chieti	Le vie dei tratturi
Pordenone-Udine	Palmanova (opere di difesa veneziane) Zona Archeologica e Basilica Patriarcale di Aquileia Luoghi Longobardi (Cividale del Friuli)
Riviera di Liguria	Portovenere e le Cinque Terre
Sassari	Festa dei Candelieri *
Sicilia Orientale (Catania, Siracusa, Ragusa)	Siracusa e le necropoli rupestri Città barocche e della Val di Noto Monte Etna
Treviso-Belluno	Le colline del Prosecco di Conegliano e Valdobbiadene
Trieste-Gorizia	Paesaggio rurale Collio-Brda
Umbria	Luoghi Longobardi (Campello sul Clitunno, Spoleto) Assisi
Verona	La città di Verona

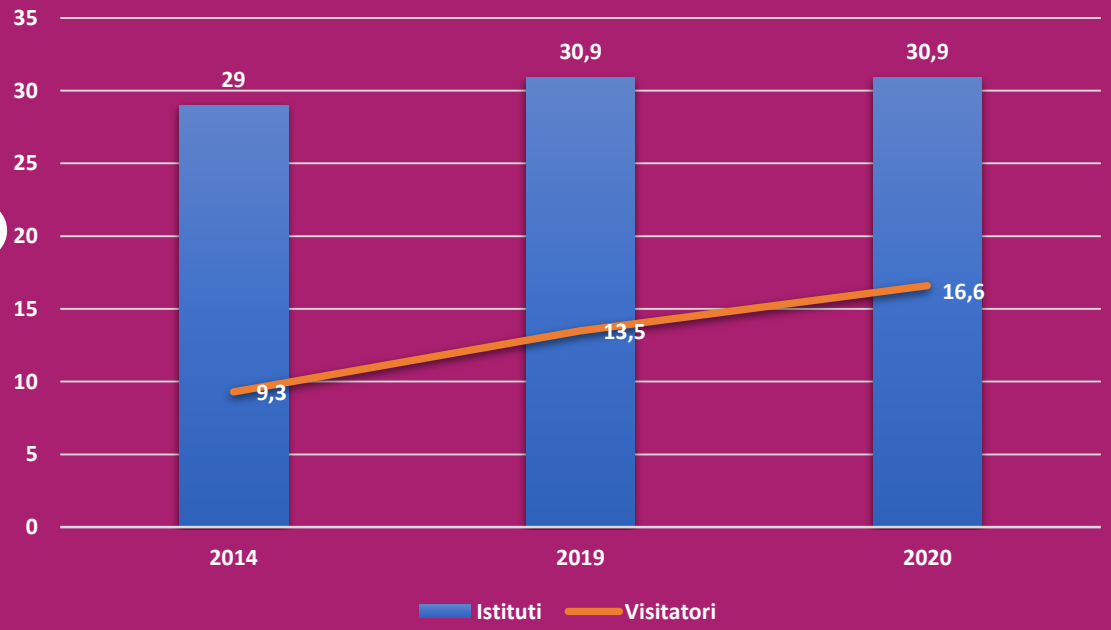
Unvalued Italian UNESCO sites

UNDERSTANDABLE DIFFERENCES, BUT TOO HIGH



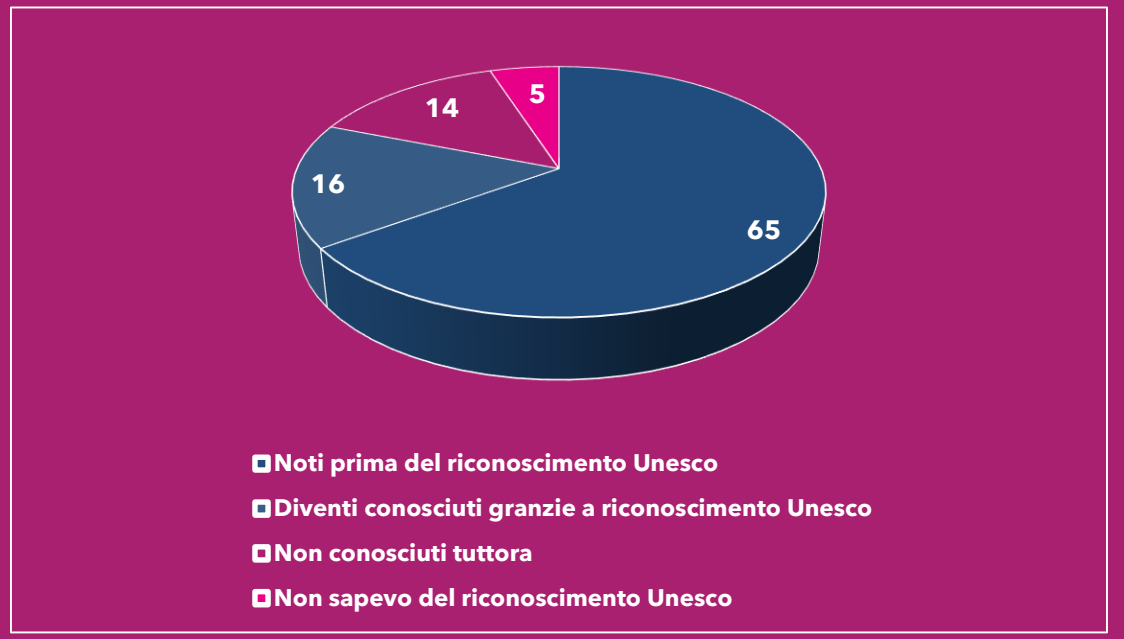
Tourist and cultural flows in % of total



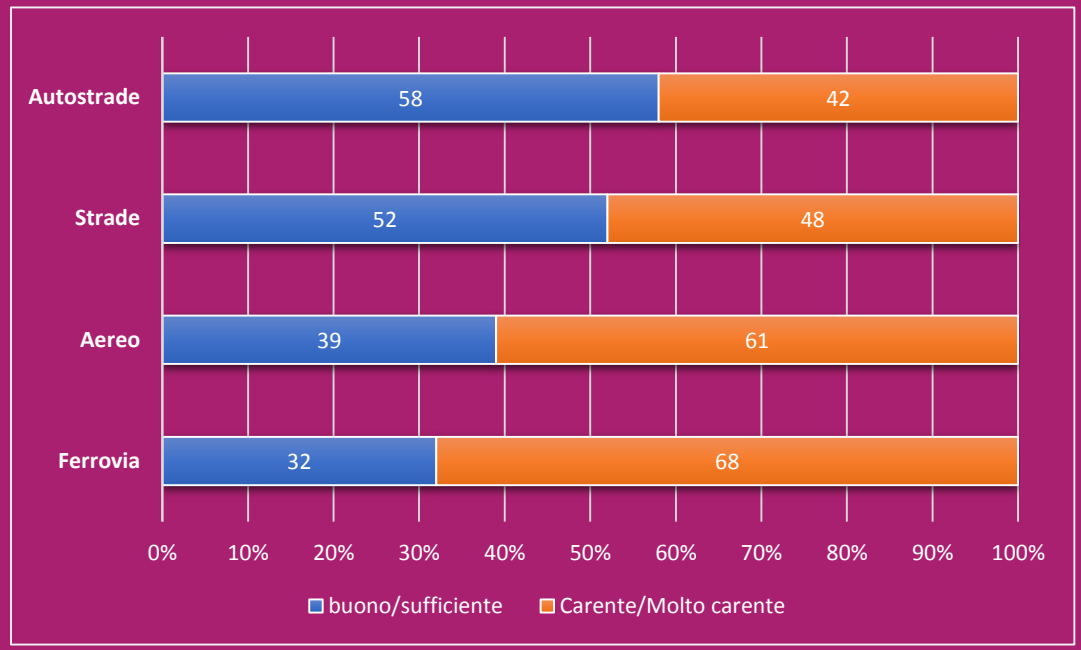


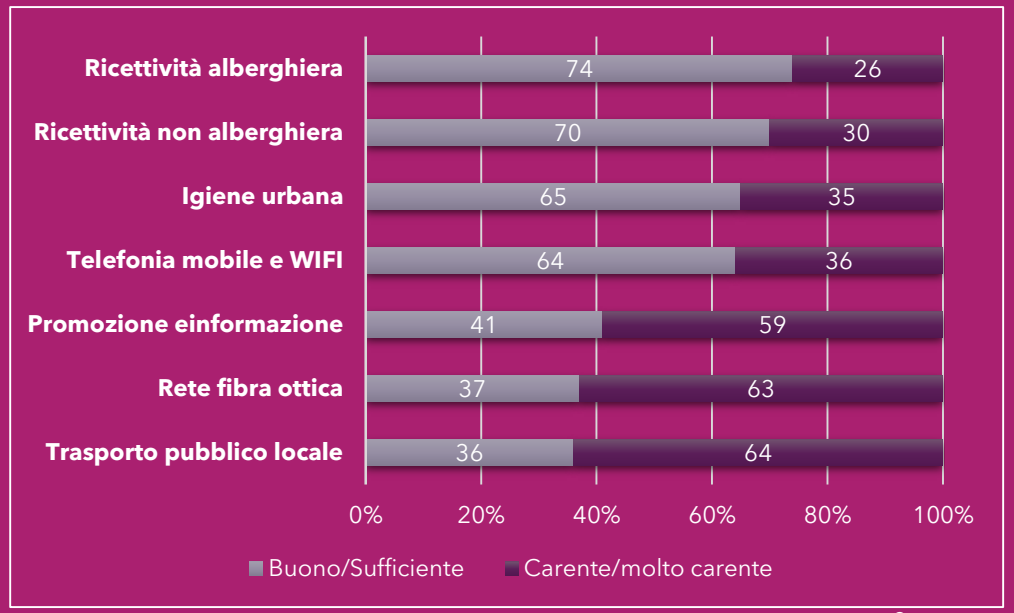
In almost half of UNESCO sites less than a fifth of tourists

The UNESCO brand does not increase the notoriety of the places: 65% already known before and 14 % not known even later

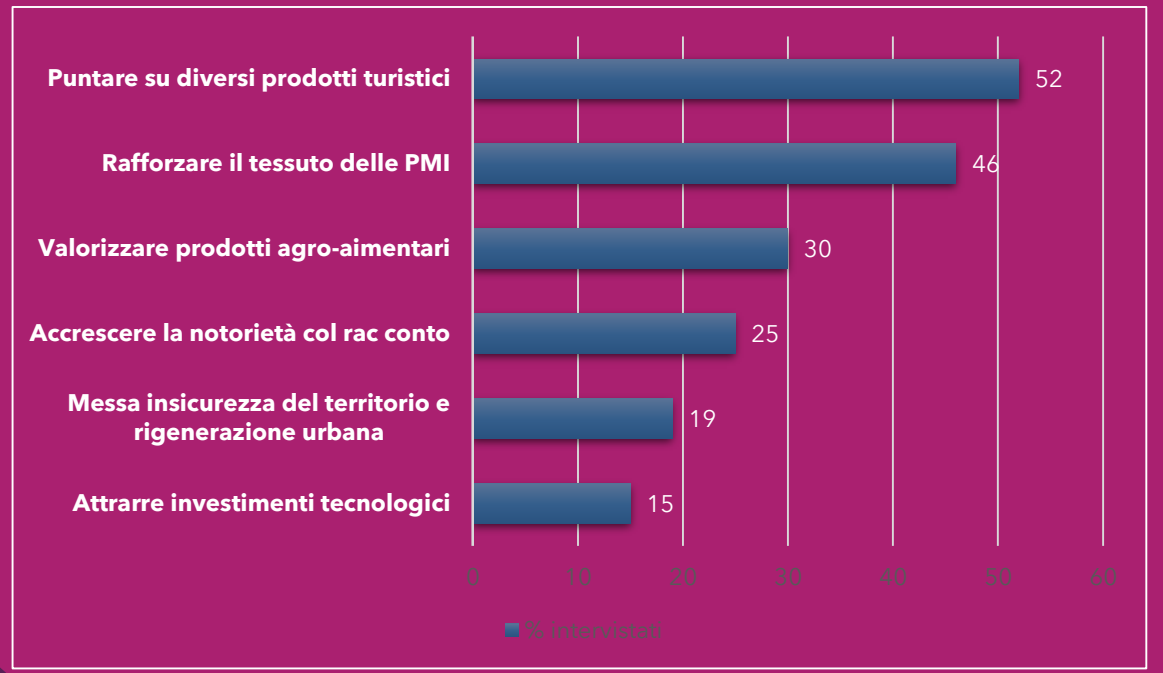


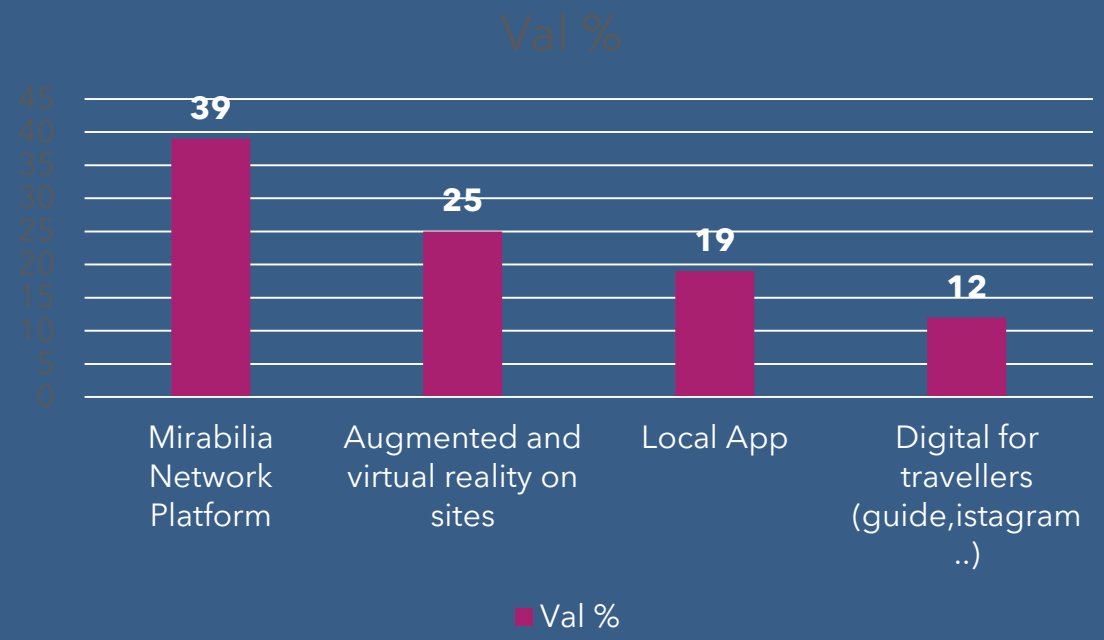
Territorial development depends above all on accessibility infrastructure and the quality of territorial services





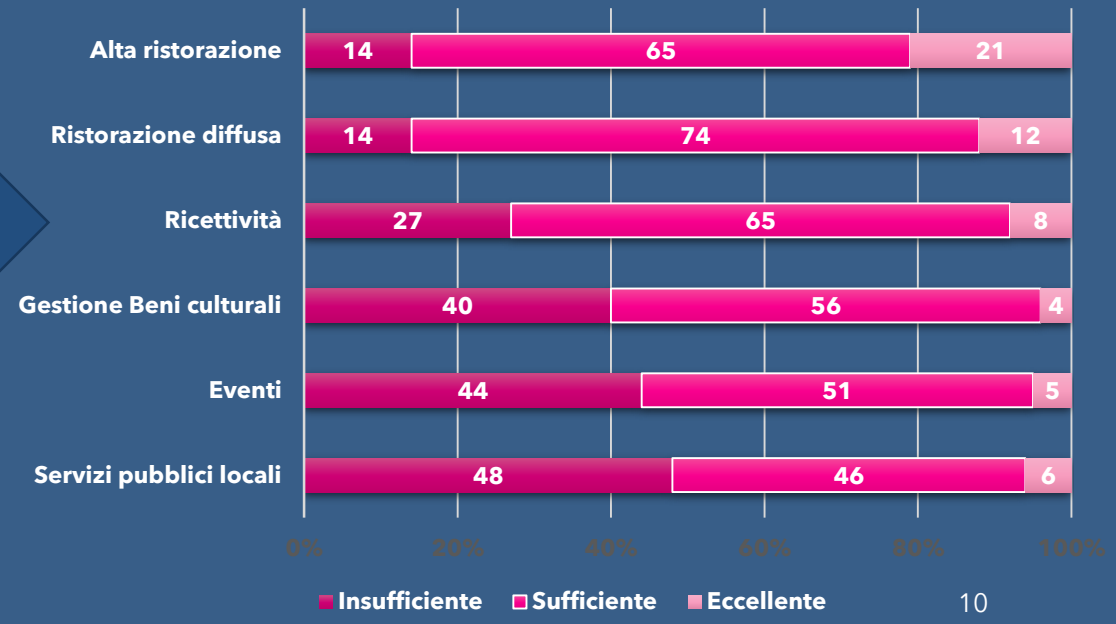
Possible strategies: integrating different tourist products, in particular nature and food offerings. Strengthen storytelling with social media to increase awareness

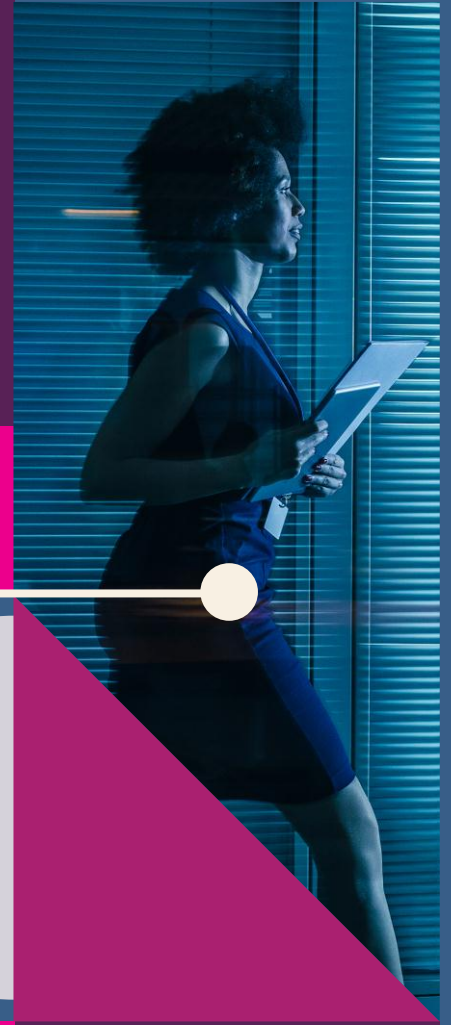




The fundamental digital support

Degree of professionalism of the staff employed in tourist services: catering is good





It is necessary to prepare a series of tools aimed at obtaining multiple results: from greater visibility and growing bargaining power towards political institutions, to increase flows of visitors, new residents, investors, to improve infrastructure, connections and services, to support the business world, especially the most fragile, small and medium-sized ones, and innovative start-ups.

Mirabilia Day (59/100)

Staff training project (55/100)

Networks of Emporiums in the sites (43/100)

Digital and Paper Guide (43/100)

Film Commission (23/100)

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