

Cultural Sustainable Tourist Experience: strategic planning and management in the age of transition.

BOOST5 | Tecnopolis STP

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Cultural Economy and Territorial Development

D3.3.2 Masterclasses Programme | 24.03.2023

CULTURAL SUSTAINABLE TOURIST EXPERIENCE: STRATEGIC PLANNING AND MANAGEMENT IN THE AGE OF TRANSITION.

THE BENEFITS OF COMMUNITY PARTICIPATION IN HERITAGE INTERPRETATION

2

The objectives are to focus on the following themes:

- how to improve the entrepreneurial mind-set for sustainable cultural tourism
- how to face the present challenges in creating and promoting the cultural tourism experiences
- how to strengthen networking with local and international partners.

PART 1

The evolution of tourism as creative and innovative industry in the age of transition

PART 2

The paradigm shift of product development and its meaning for strategic planning and management

PART 3

How cultural tourism helps the development of sustainable tourism and the role of community to co-produce cultural tourism.

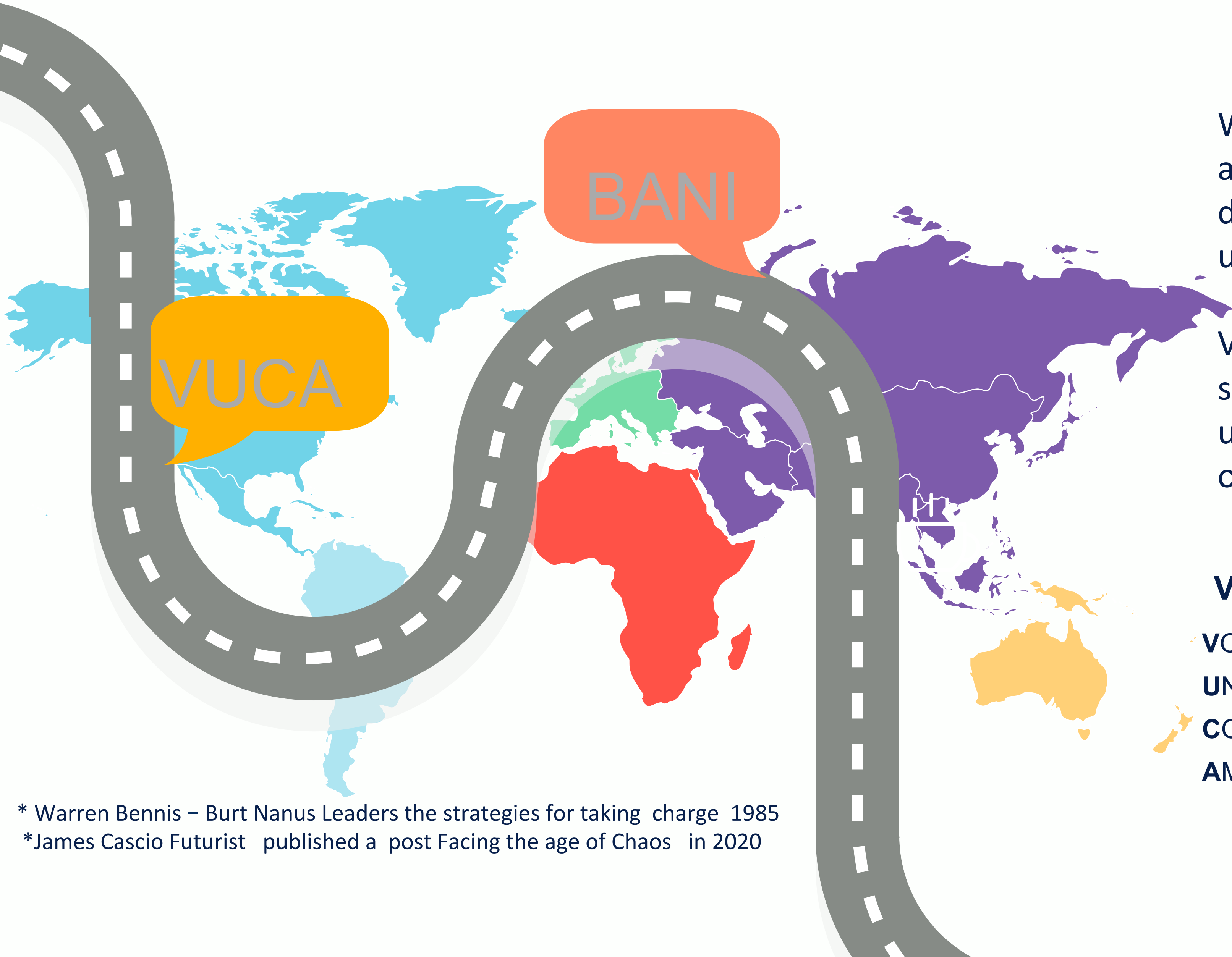


PART 1 THE EVOLUTION OF TOURISM AS CREATIVE AND INNOVATIVE INDUSTRY IN THE AGE OF TRANSITION



WHY AGE OF TRANSITION?

VUCA & BANI MODELS HELP US TO FIGURE OUT THE CHALLENGES IN THE WORLD



We have to face new challenges and new acronyms are born to give words to describe the easiest way to present the uncertainty

VUCA AND BANI are acronyms to focus the strategic keywords to describe the uncertainty and help Leaders and organizations to face challenges

VUCA*

- VOLATILITY
- UNCERTAINTY
- COMPLEXITY
- AMBIGUITY

BANI*

- BRITTLE
- ANXIOUS
- NON-LINEAR
- INCOMPREHENSIBLE

* Warren Bennis – Burt Nanus Leaders the strategies for taking charge 1985

*James Cascio Futurist published a post Facing the age of Chaos in 2020

VUCA MODEL*

VOLATILE VS VISION

Topic: Rapid and unexpected challenges
Tool: Knowledge about it is often available

UNCERTAINTY VS UNDERSTANDING

Topic: Unpredictability, indecisiveness
Tool: Investing in information, interpret it, identify opportunities

COMPLEXITY VS CLARITY

Topic: interconnected situations, data overload, mistake
Tool: focus on whats counts, Trust, transparency

AMBIGUITY VS AGILITY

Topic: Unclear cause, action, No precedents exist
doubt, Delays
Tool: flexibility and respond effectively

BANI MODEL*

BRITTLE VS CAPACITY AND RESILIENCE

Topic: Disasters are possible in every moment.
Tool: it requires **capacity** and **resilience**.

ANXIOUS VS EMPATHY AND MINDFULNESS

Topic: uncertainty causes anxiety.
Tool: we need **empathy** and **mindfulness** .

NON LINEAR VS CONTEXT AND ADAPTIVITY

Topic: events seems without connections.
Tool: it calls for **context** and **adaptivity**

INCOMPREHENSIBLE VS TRANSPARENCY AND INTUITION

Topic: we find answer with no sense incomprehensible
Tool: **transparency** and **intuition**

WHY AGE OF TRANSITION? THE TECHNOLOGY IS LEADING US INTO THE IMAGINATION AGE (Rita J KING)

INDUSTRIAL AGE

The goods produced were tangible and easy for our brain to understand. The idea of productivity is to produce more things faster

INFORMATION AGE

According the Unated Nations Public Administration Network the information age has been formed by capitalizing on computer microminiaturization advances which led to modernized information systems and internet communications as driving force of social evolution

The value is created by analysis, data, algorytms....

IMAGINATION AGE, TRANSITION AGE TO INTELLIGENCE AGE

The tecnologies like virtual reality, augmneted, reality, web 3, generative AI... will change the way human interact with each other and create economic and social structure . Creativity and imagination will become the primary creators of economic value

INTELLIGENCE AGE

The world that is arriving is one where we can imagine everything and experience these virtual worlds alongside our friends. You'll speak entire worlds into experiences



IS IT REAL?

APPENDIX 1 DESCRIPTION OF TRAVEL IN 2033

Artificial Intelligence 2033

Even today Artificial Intelligence knows human well enough to beat the world's best chess player. But by 2033 artificial intelligence will act like humans, to extent it'll have a personality

This will mean artificial intelligence will be able to get to know us the same way people do.

Touchless technology in 2033

Touchless system that are controlled by gestures rather than physically touching a device will be more widespread with their usage rising by 20% a year.

These will reduce health risks

Data in 2033

Artificial intelligence will be clever. But it'll need people's data to power it. A main use of data in 2033 will be to personalize that are the currently same for everyone

Virtual Reality 2033

People with virtual reality devices will use them like they use the smartphone. This will mean virtual reality users will be able to interact with each other in computer generated environments with 4 times the image quality phones today have .

The Planet in 2033

Climate change won't be solved in 2033. Global temperature's will still on course to increase by 36% Fahrenheit this century. But we'll be doing more to slow it down And it's effects will be more obvious than they are currently as we're expected to emit an extra 1 bn tons of carbon dioxide than we do now

Biometric data in 2033

To get people to use touchless systems in 2033 the sharing data about people's biological measurements and physical characteristics will be encouraged

Work in 2033

Today's remote working trend where 73% of people work partly or totally remotely will still exist And virtual technology will allow for more remote working



TRAVELER
TRIBES 2033
THE AMERICAS REGION

northstar | amadeus



Interreg
Italy - Croatia
BOOST5



HOW TOURISM IS CHANGING IN THE IMAGINATION AGE?

TOURISM IS AN ECOSYSTEM

NACE (Rev. 2)	Description	Share
H49	Land Transport and transport pipeline	0,45
H50	Water transport	0,22
H51	Air transport	0,91
I	Accommodation and food service activities	1
N79	Travel Agency, tour operator and other reservation service and related activities	1
N82	Office administrative, office support and other business support activities	1
R90-R92	Creative, arts and entertainment activities; libraries, archives, museums and other cultural activities; gambling and betting activities	0,66
R93	Sports activities and amusement and recreation activities	1

Tourism is essentially a horizontal activity that depends on and influences several sectors, and the success of the tourism industry lies in the synergies and sound interaction between them. For this reason, the value chains in the tourism ecosystem are complex. The whole tourism ecosystem comprises businesses that work in several sectors, including food and beverage services, on line information and services providers (touristic offices, digital platforms, travel technology providers) travel agents and tour operators, accommodation suppliers, destination managing organizations, attractions and passenger transport, following the tourism ecosystem definition by European DG GROW Annual Single Market Report 2021. In this table the column “Share” shows the percent with which the specific NACE code activities are considered to belong under tourism ecosystem (Council of the European Union Tourism in Europe for the next decade: sustainable, resilient, digital, global and social Brussel 27 may 2021)

WHAT IS THE PRODUCT/SERVICE OF TOURISM INDUSTRY?

TIPS 1 PARADIGM SHIFT IN TOURISTIC PRODUCT DEVELOPMENT

FROM TOURISM ABOUT
OBJECT AND MODEL OF
SIGHTSEEING

TO MOTIVATIONAL
TOURISM
WITH CREATIVE AND
INNOVATIVE
EXPERIENCES AND
MEANINGS

Andrea Rossi



**TOURISM OF
OBJECT/
SIGHTSEEING**

What do I
want to se

**TOURISM
OF ACTIVITIES
AND
RELATIONS**

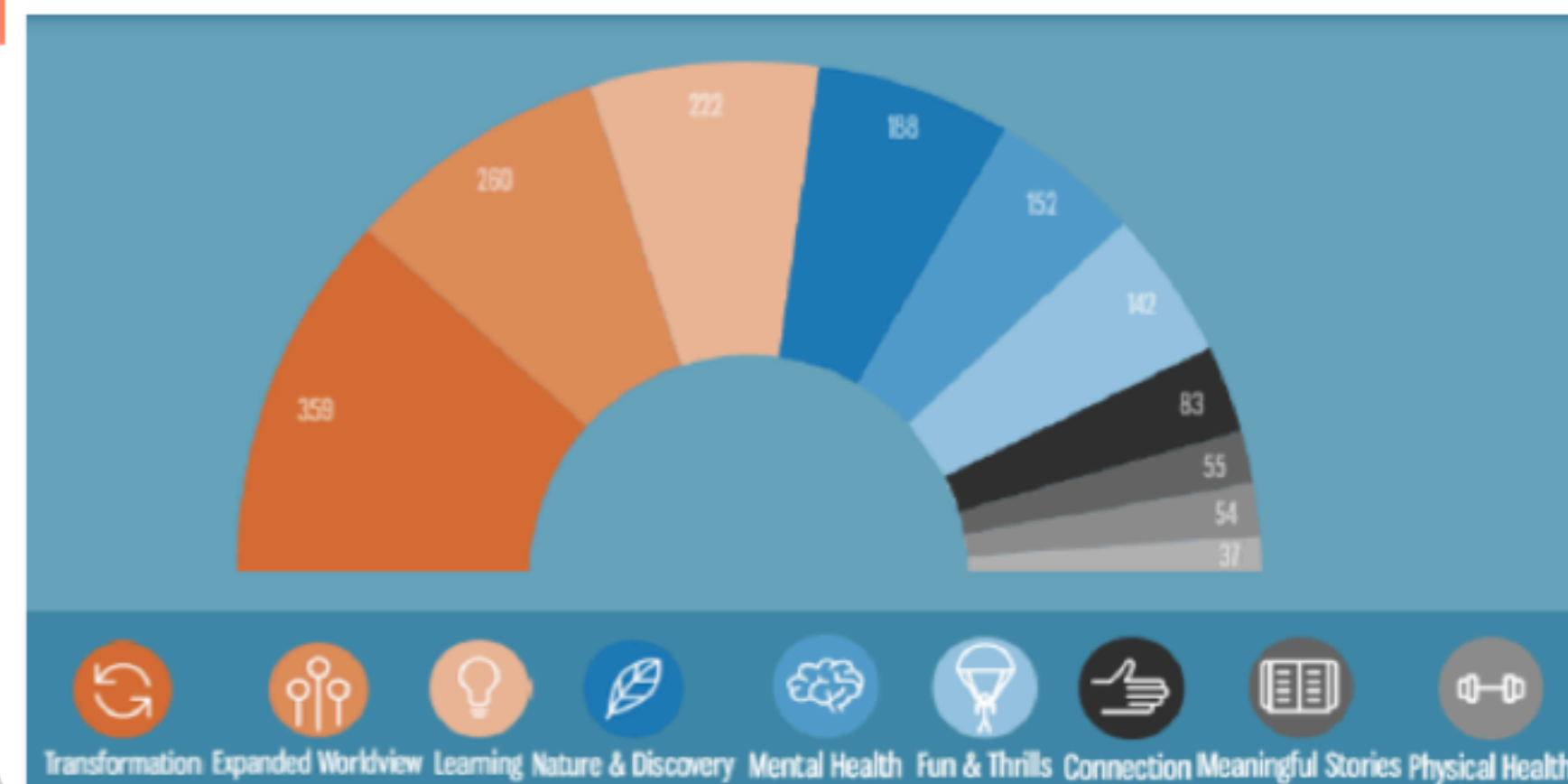
How do i
want to be
involved in
the life of
destination

**TOURISM OF
MEANINGS**

Which
meaning has
it in my life?

**TRASFORMA
TIONAL
TOURISM**

Could be a change
life experience?



ATTA

IN EXPERIENCE ECONOMY, YOUR WORK IS THEATRE ...WE RECOGNIZE IT IS A S A MODEL ...
THAT MEANS DESIGN THE ELEMENTS THAT COME TOGETHER TO CREATE THE EXPERIENCE

YOU HAVE TO UNDERTSAND THAT EXPERIENCES HAPPEN INSIDE PEOPLE, COMMODOTY IS A GOOD, SERVICE EXIST OUTSIDE OF
US BUT EXPERIENCES HAPPEN INSIDE US

BY PINE & GILMORE

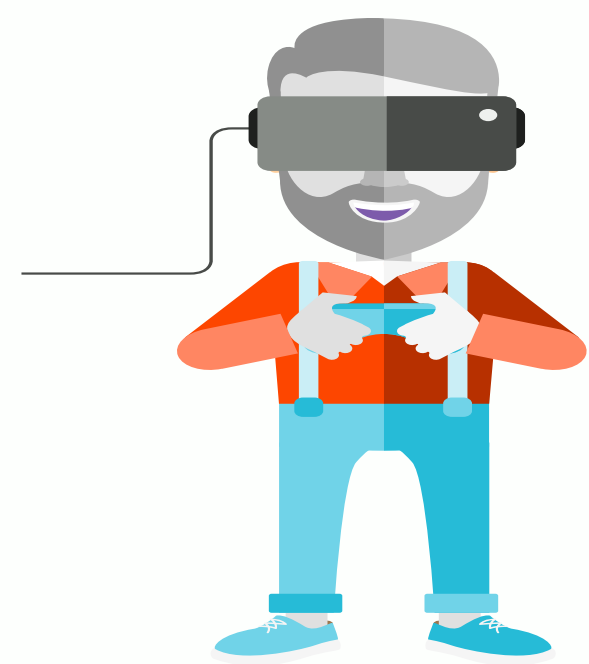
There is an overlaps and shared values between transformational experience
and creative experience

TRANSFORMATIONAL EXPERIENCE

TRANSFORMATION
INVOLVES EXPERIENCING A
DEEPER SHIFT IN THE
BASIC PREMISES OF
THOUGHT, FEELING AND
ACTION (EDMUND O'
SULLIVAN) A MIND
EXPANDED DOESN'T EVER
SHRINK BACH TO ITS
ORIGINAL SIZE .

CREATIVE TOURISM IS TOURISM
WHICH OFFERS VISITORS THE
OPPORTUNITY TO DEVELOP THEIR
CREATIVE POTENTIAL THROUGH
ACTIVE PARTECIPATION IN
COURSES AND LIVING
EXPERIENCES WHICH A
CHARACTERISTIC OF HOLIDAY
DESTINATION WHERE THEY ARE
TAKEN.

CREATIVE TOURISM



BY CRISPIN RAYMOND-
GREG RICHARDS /2020



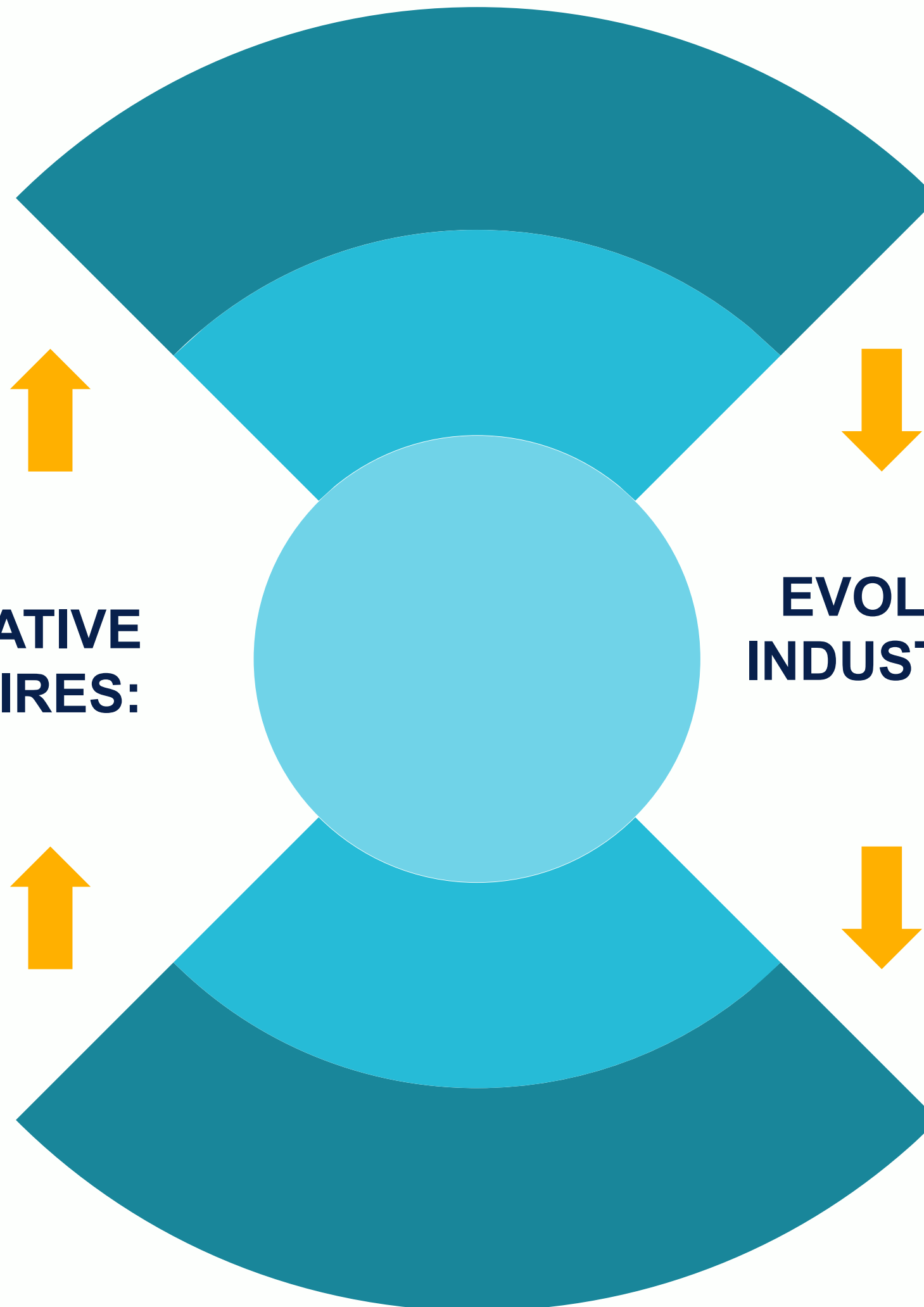
WHAT ARE THE IMPACTS ?

1) CONSTANT INNOVATION OF PRODUCT DEVELOPMENT. IT'S A PROCESS

DESIGN INNOVATIVE EXPERIENCES REQUIRES:

2) STRATEGIC INTEGRATION OF DIFFERENT PRODUCTION CHAINS CONNECTED WITH TOURISM TO CREATE SEAMLESS EXPERIENCE

3) MULTIDISCIPLINARY APPROACH

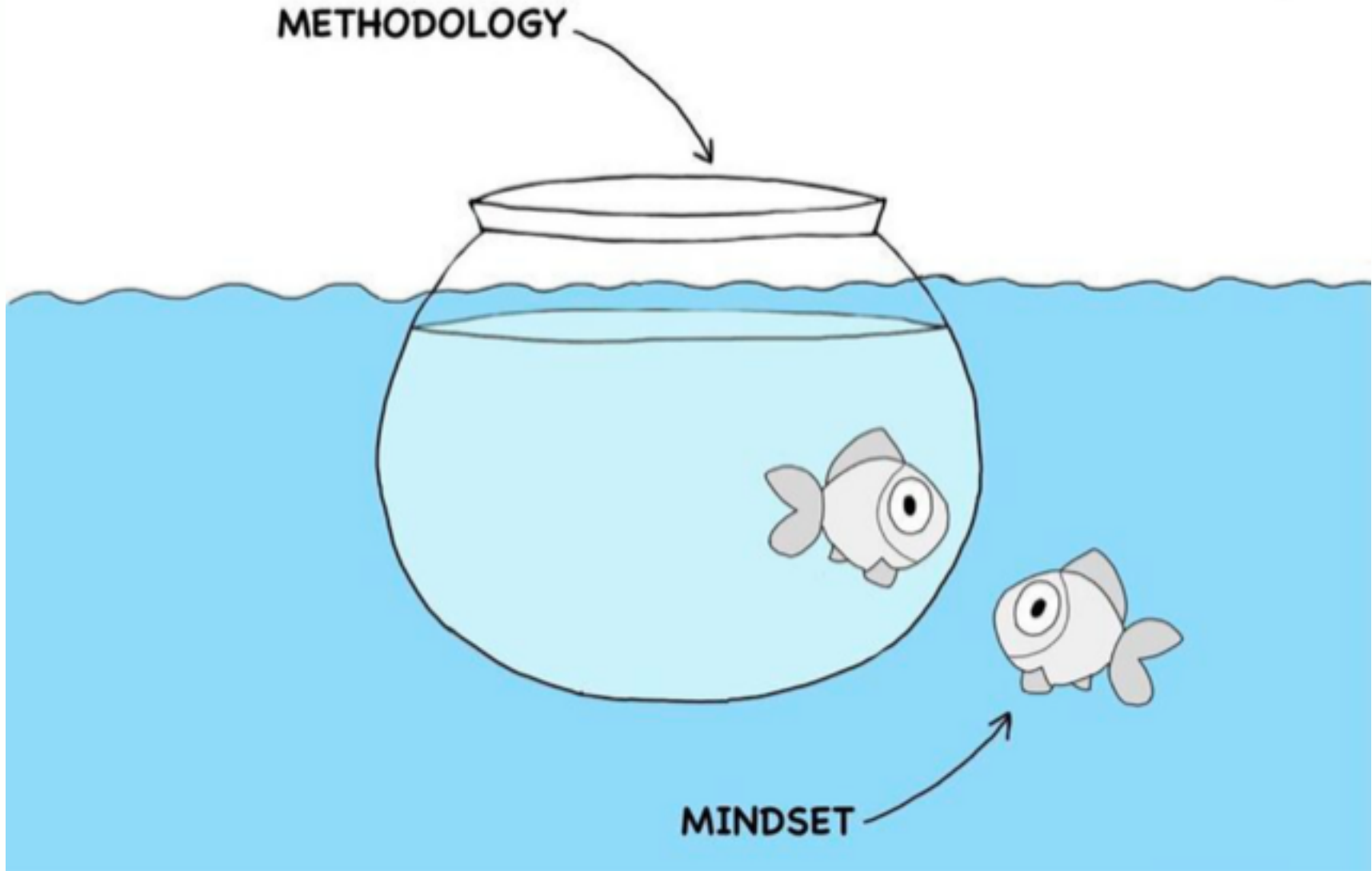


1) TO CREATE A INNOVATIVE ENVIRONMENTS AND SPECIFIC EXPERTISE AND SKILLS

EVOLUTION TOURISM INDUSTRY AS CREATIVE MEANS:

2) RE-SHAPE VALUE CHAINS TO FIT THE MODEL OF TRANSFORMATIONAL EXPERIENCE

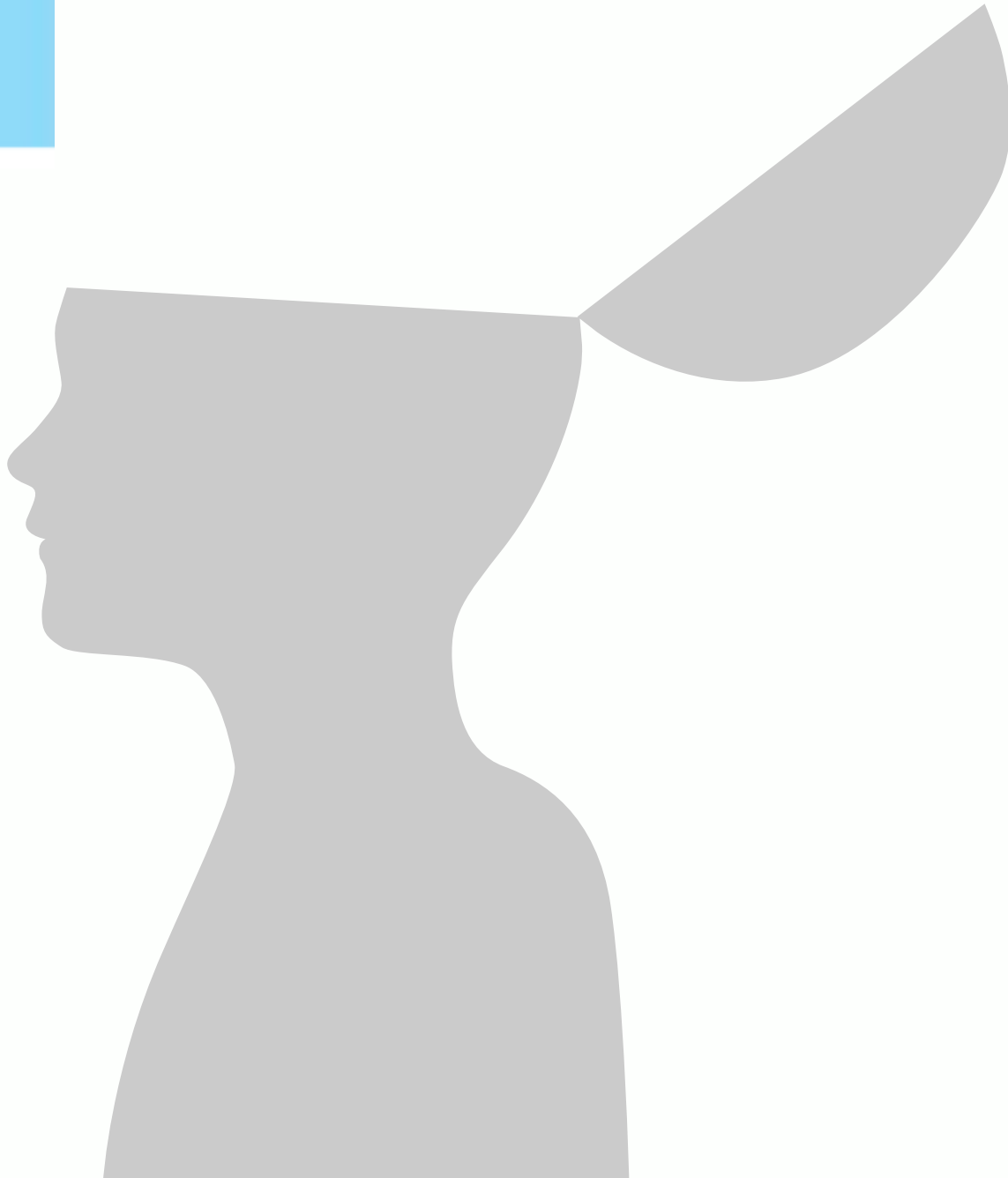
WHAT DOES IT MEAN FOR YOU?



We need a new kind of approach to learn how to shift imagination from the periphery to the foundation of all knowledge

“The imagination is the ability to create a mental model of something that doesn’t exist yet”

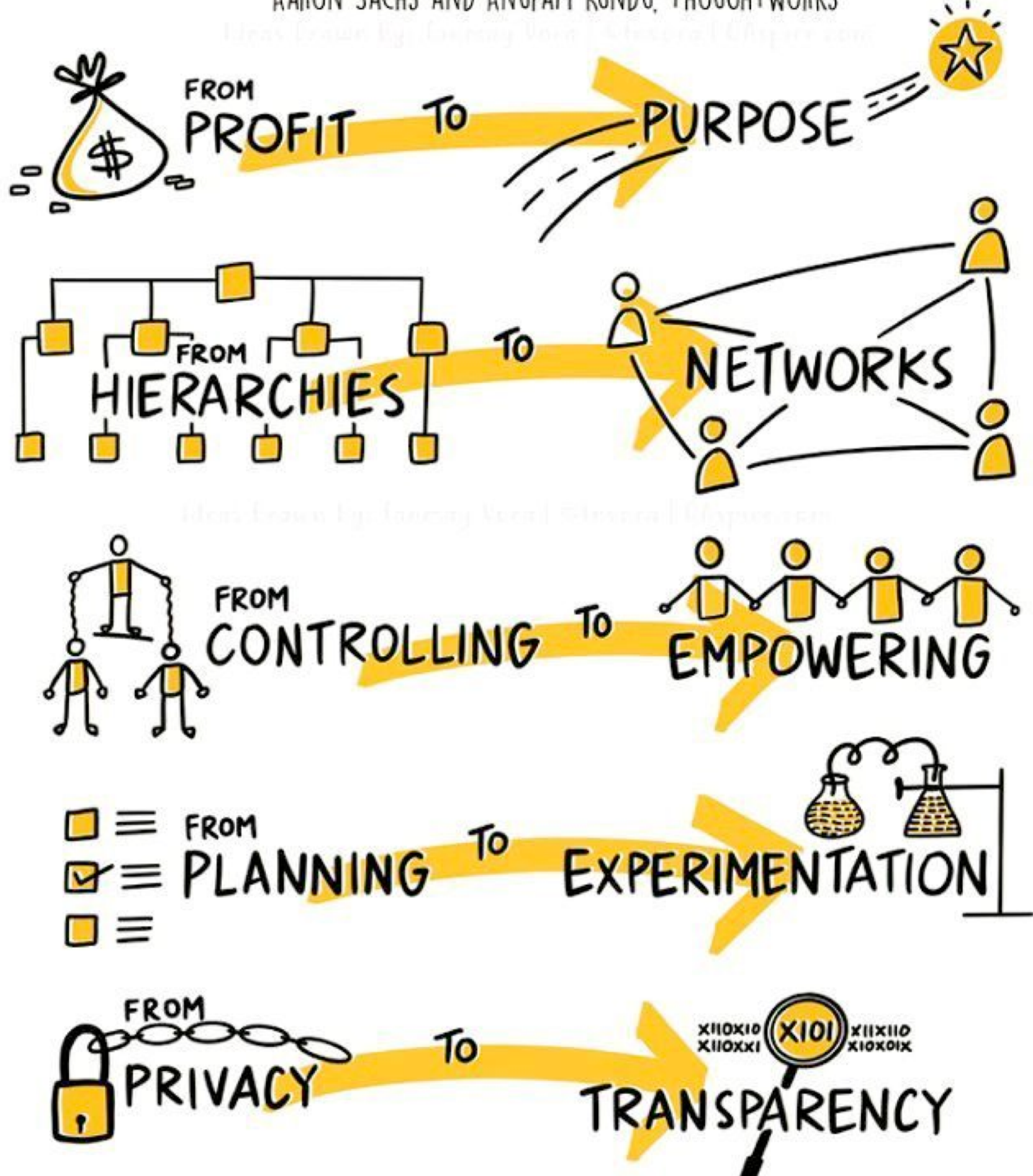
“The Imagination machine”



MINDSET SHIFTS

for organization transformation

AARON SACHS AND ANUPAM KUNDU, THOUGHTWORKS



Ideas Drawn by: Tanmay Vora | @tnvora | QAspire.com

EXERCISE

How to Spark New Ideas and Create Your Company's Future

— THE —

IMAGINATION

MARTIN
REEVES

MACHINE

JACK
FULLER

HARVARD BUSINESS REVIEW PRESS

This book explains how imagination works in our brain and indicates case histories in businesses

For the authors too many companies have lost their ability to imagine and now we need imagination more than ever

The phases:

The Seduction: how to open yourself up to surprises

The Idea: how to generate new ideas

The Collision: how to rethink your idea based on real- world feedback

The Epidemic: how to spread an evolving idea to others

The New Ordinary: how to turn your novel idea into an accepted reality

The Encore: how to repeat the process-again and again

For each phase you find:

- *Theory*: description, mode of operation, blocks, business case studies,
- *Tools*: game to play, good questions to ask; organizational diagnostic

We do an exercise: I extract two questions of each phases from Organizational diagnostic tool

SHARE EXPERIENCE!

01

THE SEDUCTION

Employees at your firm make time for quiet reflection (Make time for reflection)
Our business regularly looks and analyses anomalies in granular data
(investigate anomalies)
(2 of 8)

02

THE IDEA

In general employees respond to new ideas by trying to improve them rather than shooting
(Remember thinking is free)
Employees regularly “ask if” questions
(Play with assumptions)
(2 of 8)

03

THE COLLISION

Employees talk each other often about speculative and early-stage ideas
Our firm encourages and invests resources in developing an employee’s own early-stage ideas
(2 of 8)

04

THE EPIDEMIC

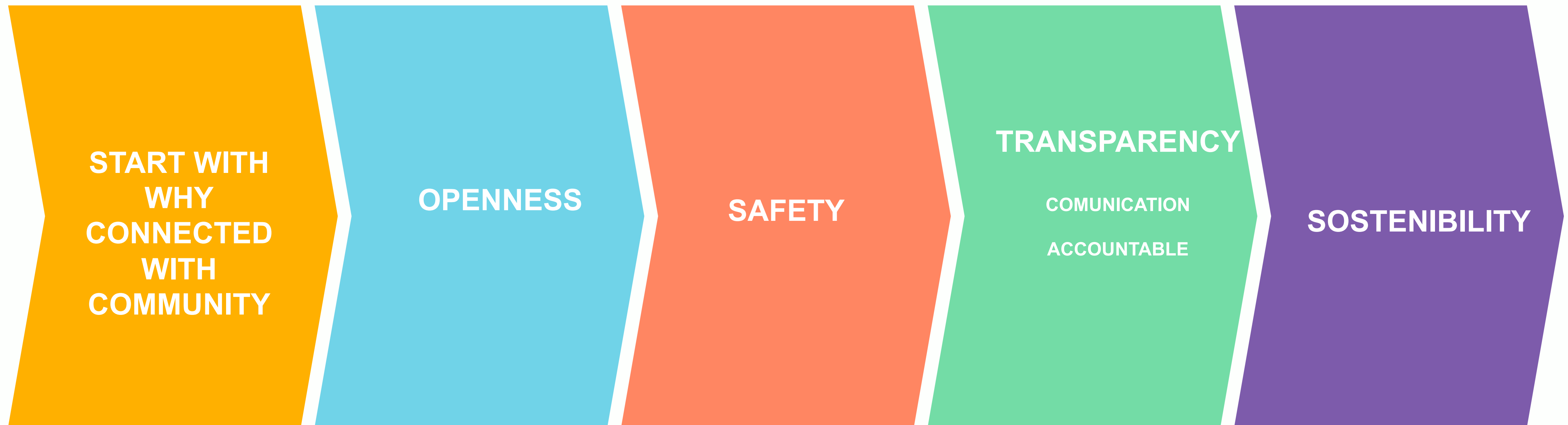
Employees use analogies, anecdotes, evocate description and other storytelling techniques rather than just communicating information
(Train for storytelling) .

PART 2

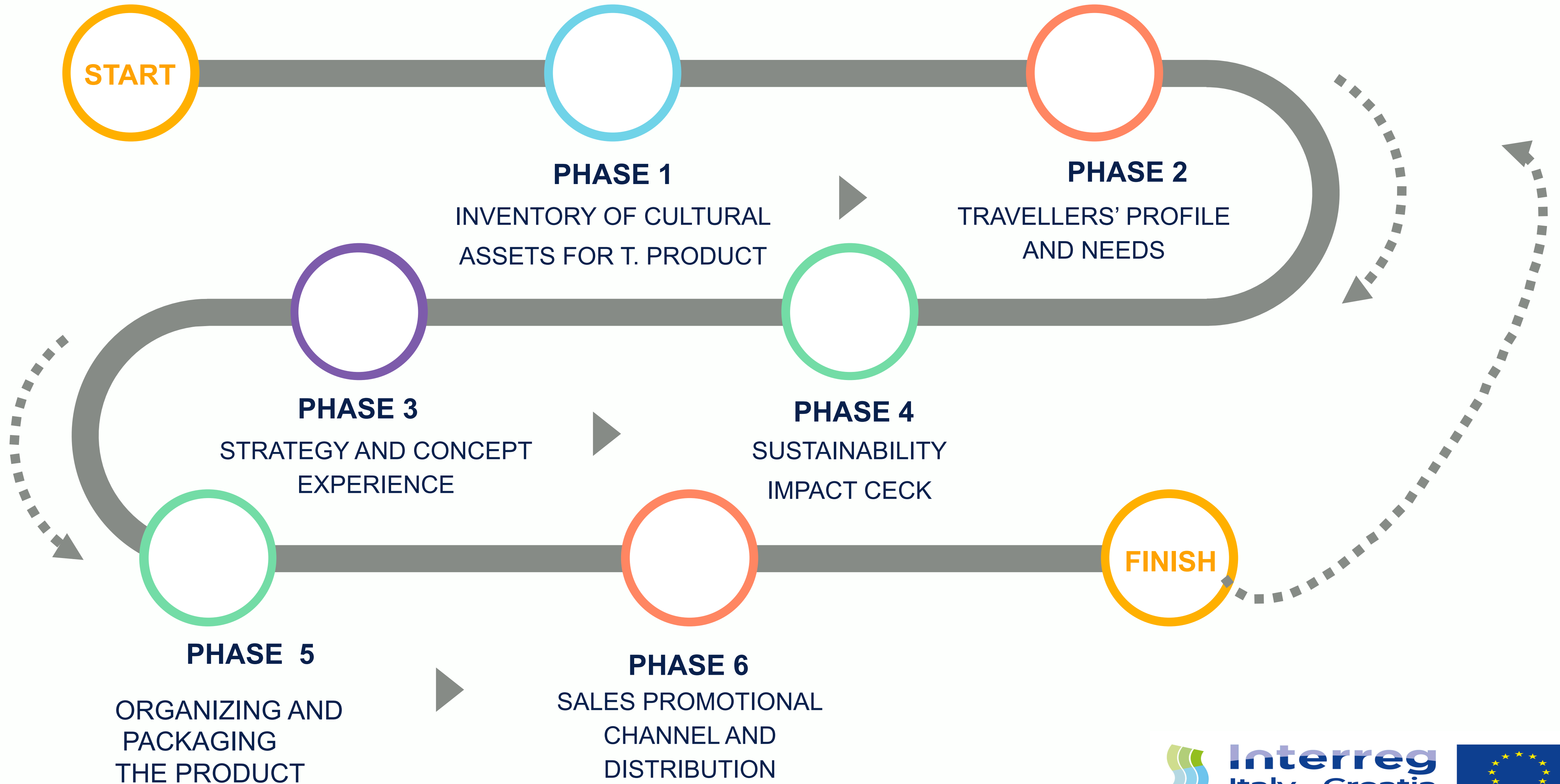
THE PARADIGM SHIFT OF PRODUCT DEVELOPMENT AND ITS MEANING FOR STRATEGIC PLANNING AND MANAGEMENT



HIGHLIGHTS FOR NEW BUSINESS MODEL AFTER COVID ⁶



CONCEPTUALIZATION ROADMAP OF PRODUCT DEVELOPMENT



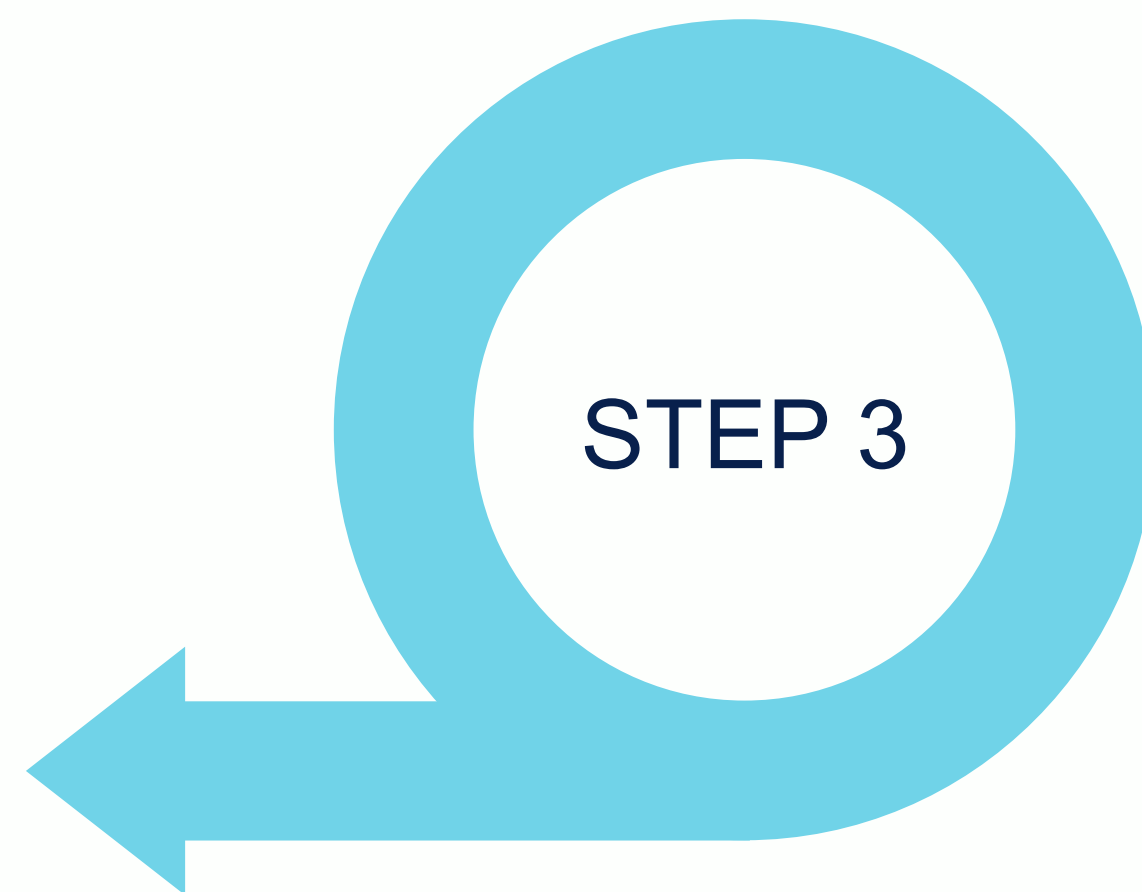
PHASE 1 INVENTORY OF CULTURAL ASSETS FOR TOURISM PRODUCT



SOCIO DEMOGRAPHIC PROFILE OF YOUR DESTINATION.

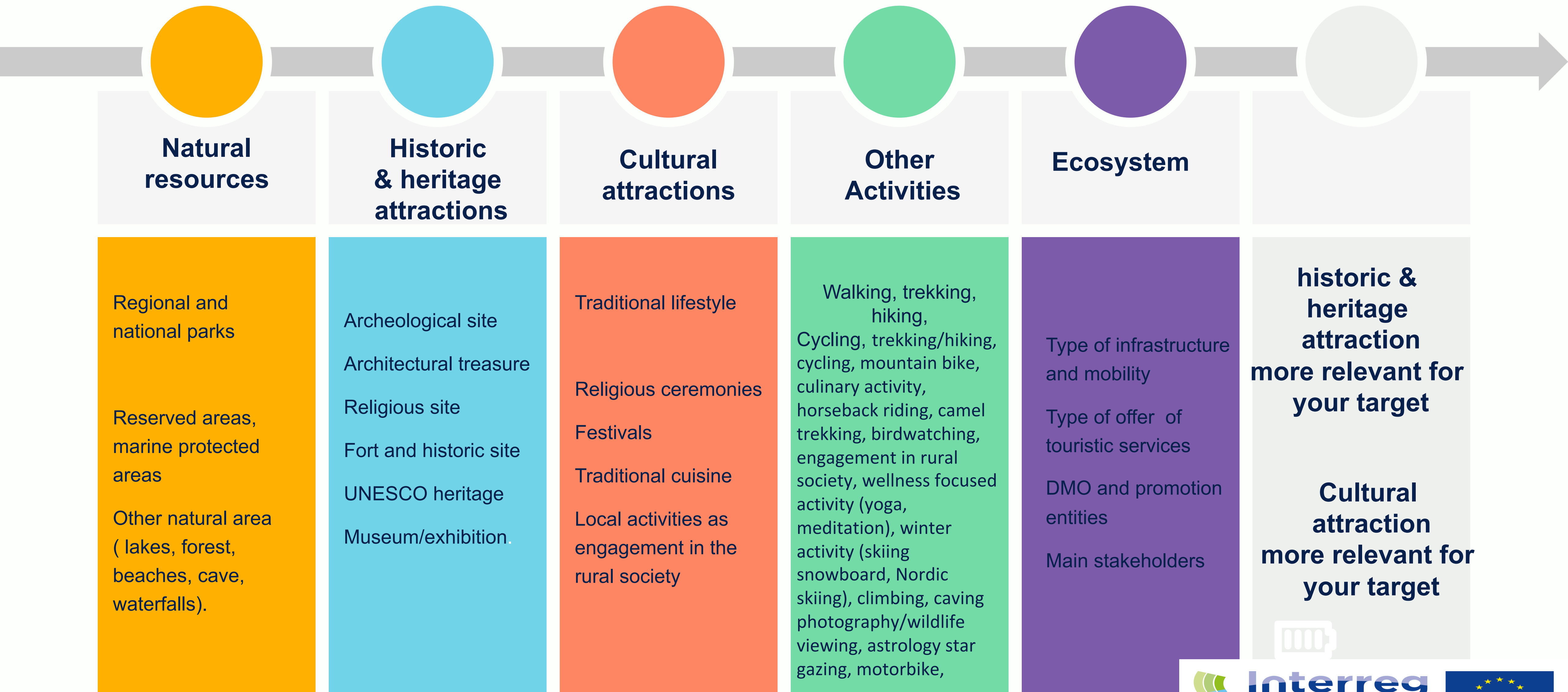


ATTRACTION INVENTORY OF CULTURAL PRODUCT



FILL YOUR ATTRACTION INVENTORY WITH THE RELEVANT TRIP ELEMENTS WITH DESCRIPTIONS, MAPS, PHOTOS.

MAP OF ATTRACTIONS' INVENTORY



PHASE 2 TRAVELLERS' PROFILE AND NEEDS



SEGMENTATION

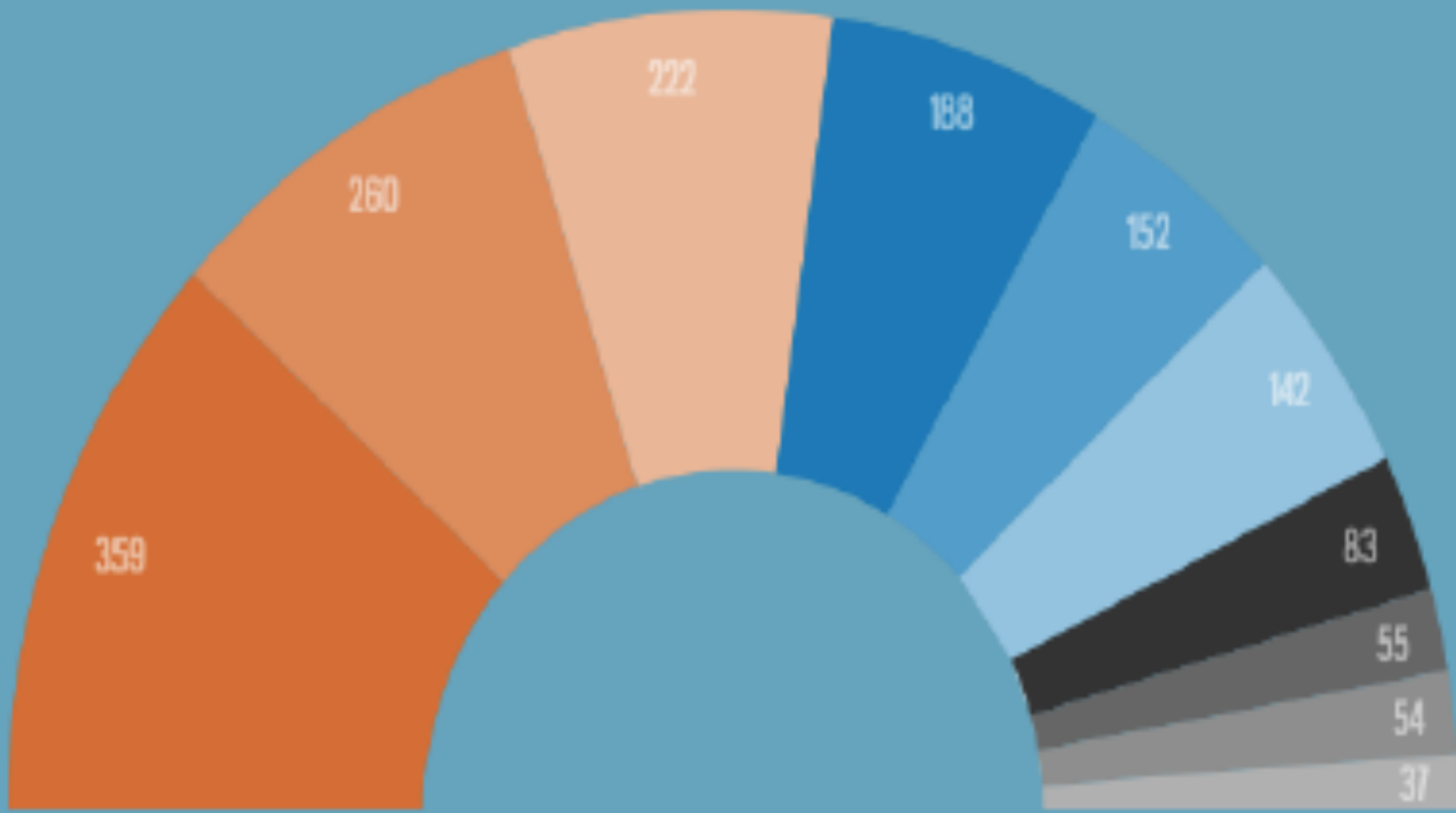


NEEDS' EVALUATION



FILL YOUR TEMPLATE WITH THE LIST OF CUSTOMERS' NEEDS

TIPOLOGY OF TRAVEL NEEDS



-  Transformation
-  Expanded Worldview
-  Learning
-  Nature & Discovery
-  Mental Health
-  Fun & Thrills
-  Connection
-  Meaningful Stories
-  Physical Health

Cfr. ATTA

MILESTONE 1. CECK NEEDS OF ALL TRAVELERS

CATEGORIES:

- UNIQUE EXPERIENCES NEED
- TRANSFORMATIONAL NEEDS
- SUSTAINABILITY NEEDS.



MILESTONE 2 CECK NEEDS OF TARGET PROFILE



MILESTONE 3 CECK NEEDS OF TRAVELERS OF OUTBOUND MARKET

SECTION A- IDENTIFICATION OF TARGET SEGMENT	
Activity-experience - idea of product	
Boomers (1946-1964)	X Generation (1965-1980)
Millennials (1981-1996)	Z Generation (1997-2012)
	Alpha generation (2013---
NOTE : comprehension of lifestyles	
Families, / Couples, / Solo Travel / Female / tourism for all	
Experienced / Intermediate/ Beginner	
Dedicated sustainable travel / soft sustainable travelers	
Visitors from nearby area / Middle distance visitor/ International visitors	
NOTE design my target - personas	
Segment enlargment	Segment enrichment
SECTION B – LIST OF NEEDS - CECK	
1) Needs and motivation for all tourist	
2) Needs of specific traveler profile	
3) Needs and motivation of traveler profile based on the outbound market	

Segmentation means to put human experiences at the center

Often we find researches with more details about what tourists do The most important thing is the comprehension of what people want for their lifestyles

EMPATHY is the foundation and means a deeper understanding of the the journey of people’s lives not just more data about the consumer journey

For this reason I suggest to develop multigenerational approach to understand Lifestyles, values, purpose, feeling

FIORILLO: AFTER ROSA CHEMICAL
 ACHILLE LAURO SEEMS CRISTINA D’AVENA
 “FESTIVAL DI SANREMO

PHASE 3 – STRATEGY AND CONCEPT OF TRAVEL EXPERIENCE



**FIND YOUR VALUE PROPOSITION
CONNECTED WITH THE COMMUNITY
AND ANALYSE SUSTAINABLE
INNOVATIVE PRACTICES TO INSPIRE
YOU**

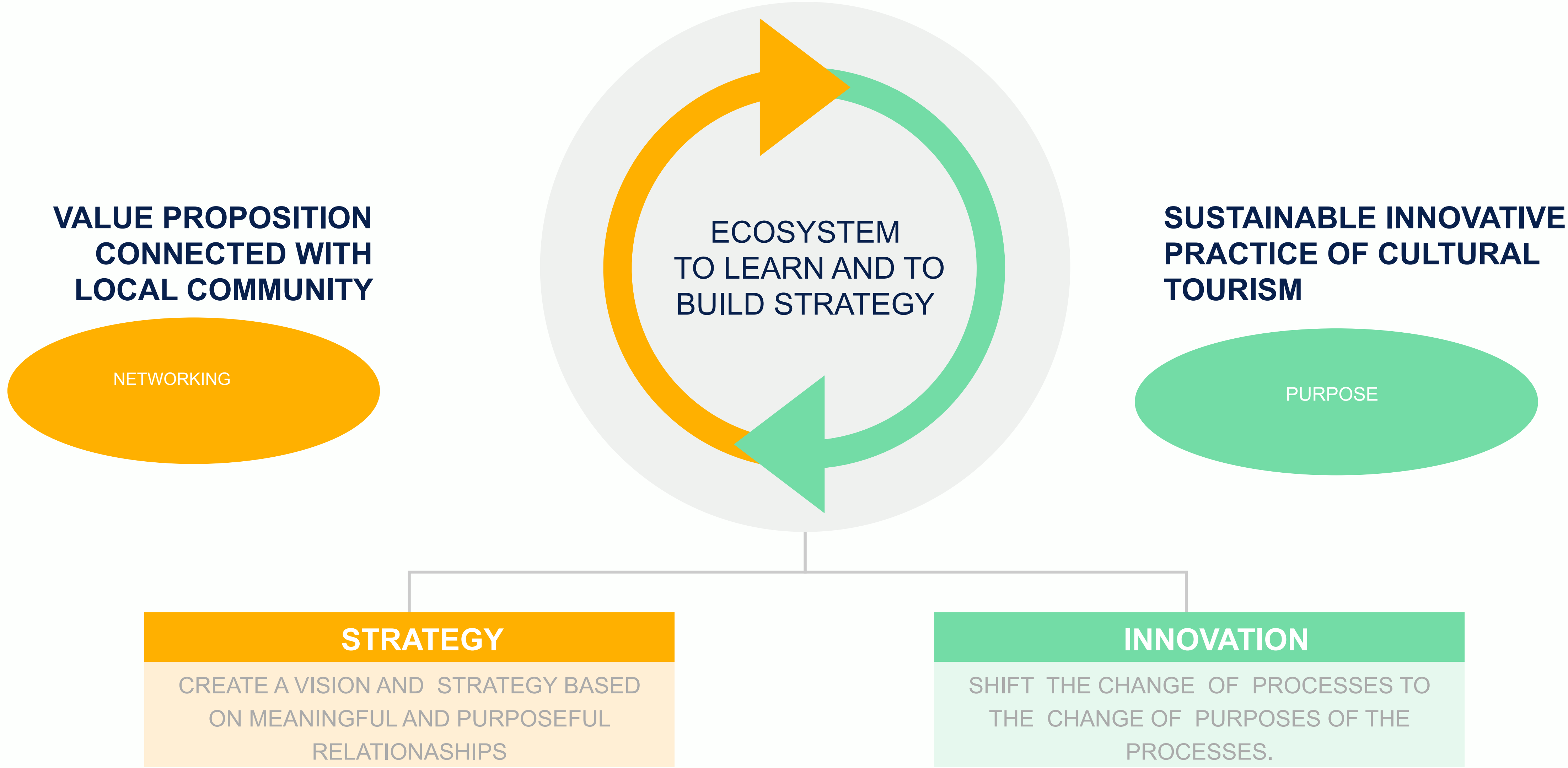


**PLANNING AND PAIRING
EXPERIENCES TO CREATE SKELETON
OF TOURISTIC PRODUCT**



**DESIGN ANF FILL YOUR TEMPLATE
WITH THE STRATEGY AND
DESCRIPTION OF TRAVEL
EXPERIENCE.**

VALUE PROPOSITION AND STRATEGY



**VALUE PROPOSITION
CONNECTED WITH
LOCAL COMMUNITY**

NETWORKING



**SUSTAINABLE INNOVATIVE
PRACTICE OF CULTURAL
TOURISM**

PURPOSE

STRATEGY
CREATE A VISION AND STRATEGY BASED
ON MEANINGFUL AND PURPOSEFUL
RELATIONSHIPS

INNOVATION
SHIFT THE CHANGE OF PROCESSES TO
THE CHANGE OF PURPOSES OF THE
PROCESSES.

TEMPLATE STRATEGY AND CONCEPT OF TRAVEL EXPERIENCES

SECTION A STRATEGY AND VALUE PROPOSITION

Name of product / Traveler's profile

List of stakeholders to collaborate with and the members of community

Attend meetings in your community and be proactive to engage partners to discuss

Identify the value proposition in connections with local community

SECTION B PLANNING THE TRAVELLER EXPERIENCE (SKELETON)

B1 CUSTOMER JOURNAY

B2 EMPLOYEE/SUPPLIER JOURNAY

B3 PIVOTAL EXPERIENCE

B 4 EVALUATION

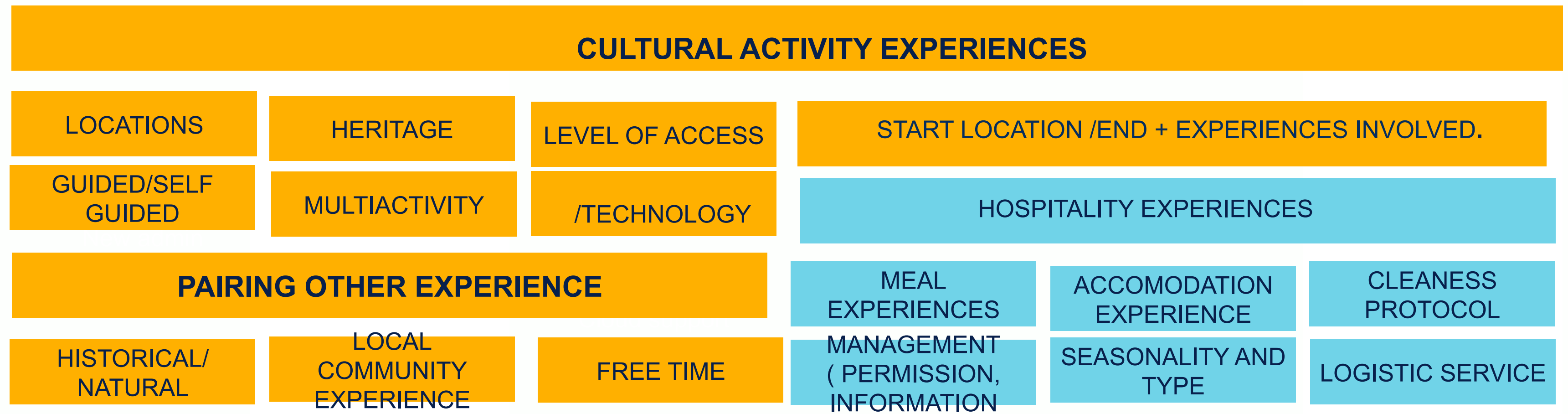
B 5 GOVERNANCE OF CONCEPT EXPERIENCE

YOU HAVE TO UNDERSTAND THAT EXPERIENCES HAPPEN INSIDE PEOPLE, COMMODITY IS A GOOD, SERVICE EXIST OUTSIDE OF US BUT EXPERIENCES HAPPEN INSIDE US

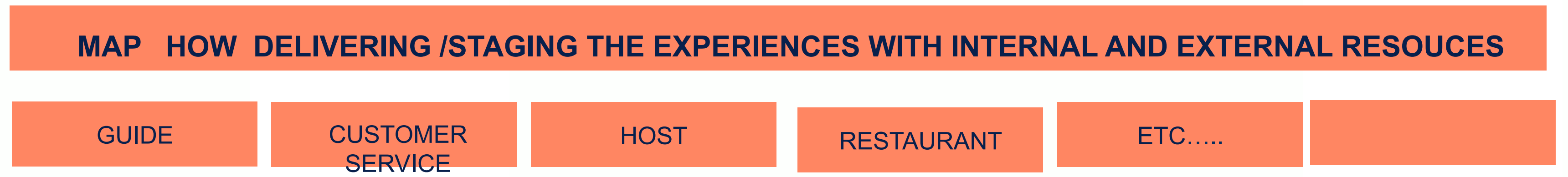
BY PINE & GILMORE

CUSTOMER JOURNEY

Map actions, key interactions identifying emotions and feelings



EMPLOYEE/SUPPLIER JOURNEY



PIVOTAL EXPERIENCES AND CUSTOMERS NEEDS



PHASE 4 – SUSTAINABILITY CECK

- SUSTAINABILITY IS INSIDE THE PROCESS OF PRODUCT DEVELOPMENT
- SUSTAINABILITY IS A KEY POINT OF EXPERIENCE STORYTELLING



STEP 1

FIND YOUR VALUE PROPOSITION
CONNECTED WITH THE COMMUNITY
AND ANALYSE SUSTAINABLE
INNOVATIVE PRACTICES TO INSPIRE
YOU



STEP 2

- LOOK AT GSTC GUIDELINES
- START WITH A EASY ACTION PLAN
- DEFINE CLEAR IDEA FOR STORYTELLING. THIS WORKS WITH CUSTOMERS !



STEP 3

DESIGN AND FILL YOUR TEMPLATE
CECKING IF YOU HAVE APPLIED
CRITERIAS ABOUT SOCIAL,
CULTURAL ENVIRONMENT IMPACTS.

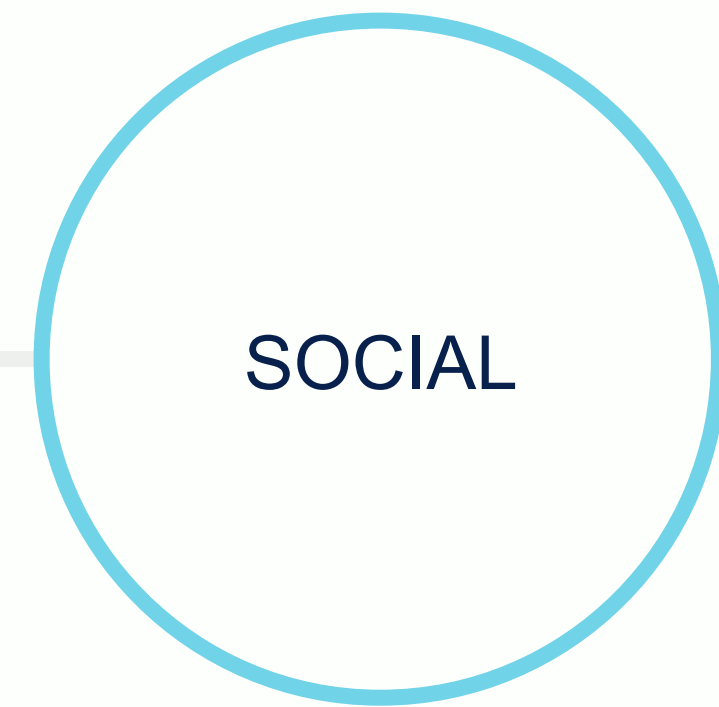
SUSTAINABILITY: IT'S EASY TO START

4 KEY SUSTAINABILITY AREAS FOLLOWING THE 4 PILLAR PROPOSED BY GLOBAL SUSTAINABLE TOURISM COUNCIL METODOLOGY



SUSTAINABLE
MANAGEMENT

TOPIC:
MONITORING AND
MANAGEMENT



SOCIAL

TOPIC:
MAXIMIZING SOCIAL &
ECONOMIC BENEFITS
FOR LOCAL
COMMUNITY (JOBS,
INCOME,.....)



CULTURE

TOPIC:
ENHANCING
CULTURAL
HERITAGE, THE
AUTHENTICITY OF
DESTINATION,
PROMOTING LOCAL
TRADITION, LOCAL
ARCHITECTURE,
LOCAL CUISINE



ENVIRONM
ENT

TOPIC
MINIMIZING
NEGATIVE IMPACT
ON THE
ENVIRONMENT AND
NATURAL
RESOURCES

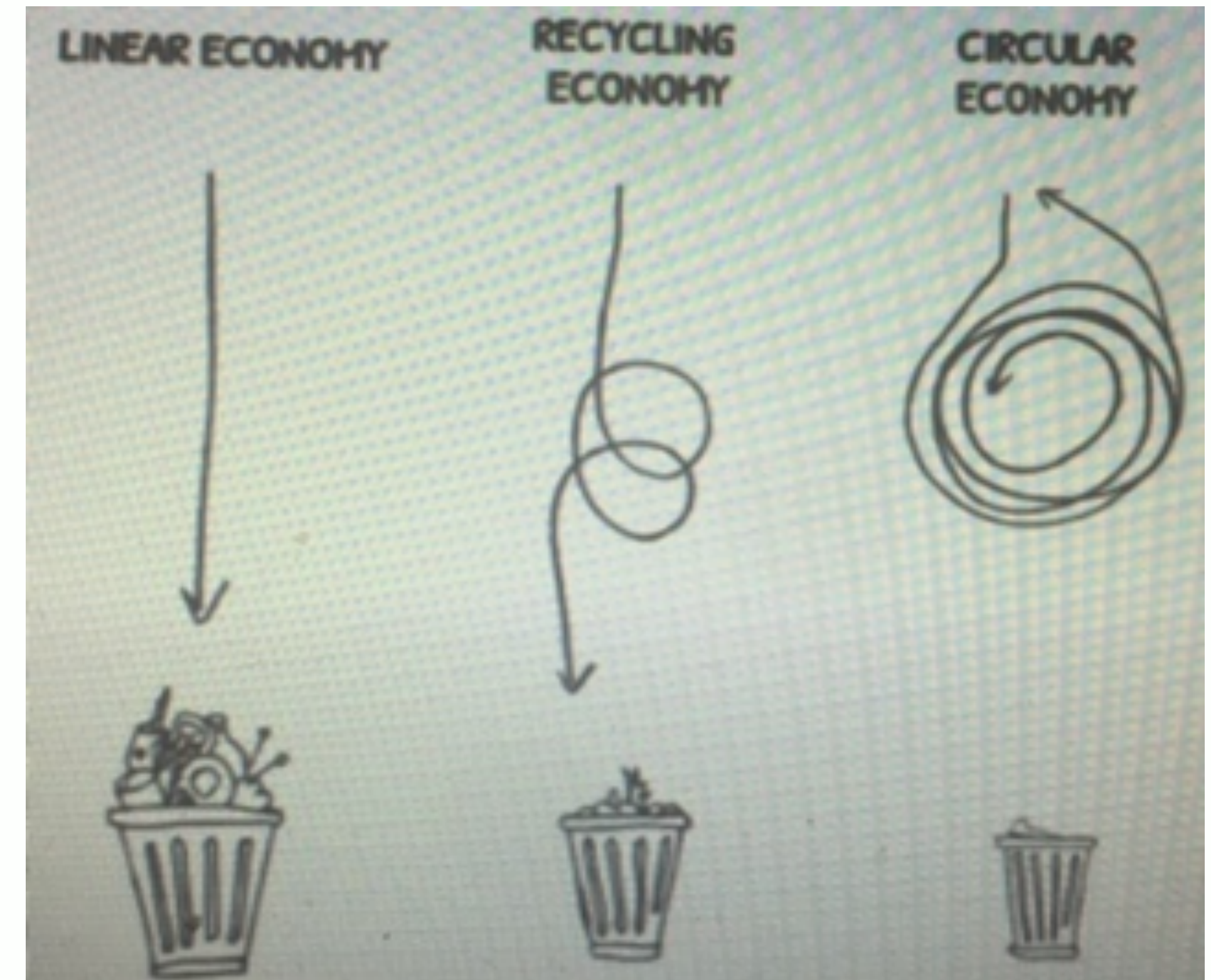


GSTC

GLOBAL
SUSTAINABLE
TOURISM
COUNCIL
GUIDELINES

1. **Sustainable planning** approach (e.g. seasonality and spread of visitors addressed).
2. High level of **community benefits** (e.g. the main beneficiaries are local communities, revival of rural villages).
3. **Conservation and active promotion of cultural heritage**, living traditions and the authenticity of the destination.
4. **Low-impact tourism infrastructure** applied (e.g. existing shepherd's pathways used, revival of traditional buildings, villages).
5. **Sustainable and green building** construction.
6. **Tourism activities** of the practice **generate the least possible impact** on the environment.
7. A **great offer of local gastronomy and local products in place**
8. **Protection of biodiversity** and natural heritage
9. Reliance on **soft mobility** options.
10. **Sustainable resource** management among **tourism businesses**.

IMG_1754.jpg



IT'S EASY TO START TEMPLATE: SUSTAINIBILITY CECK

Sustainable planning
Monitoring and management

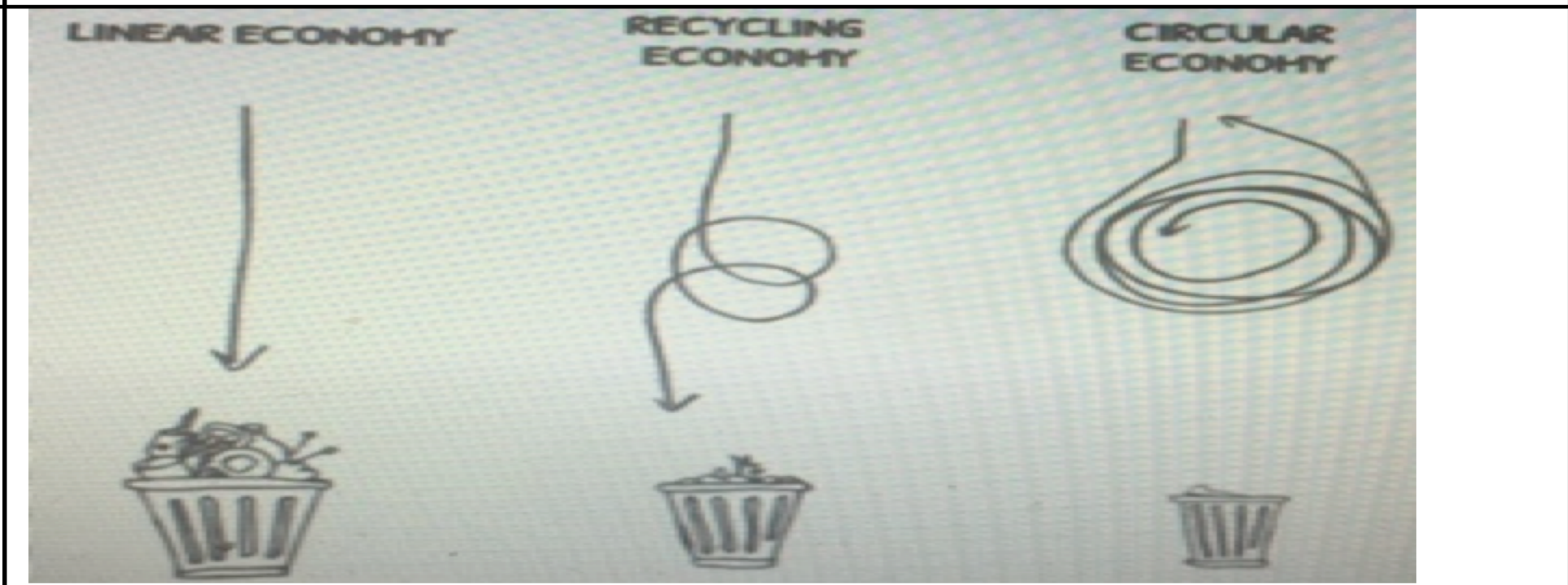
Community benefits
Maximinizing social&economic benefits for local community (jobs, income, entrpreneurship)

Cultural Heritage
Enhancing cultural heritage, the authenticity of destination, promoting local tradition , architecture and cuisine

Impact on the environment
Minizing negative impact on the environment and natural resources

Chose where you are:

I_I Linear economy
I_I Recycling economy
I_I Circular economy



HIGHLIGHTS OF PRODUCT ROADMAP IN THE TRANSITION AGE 31

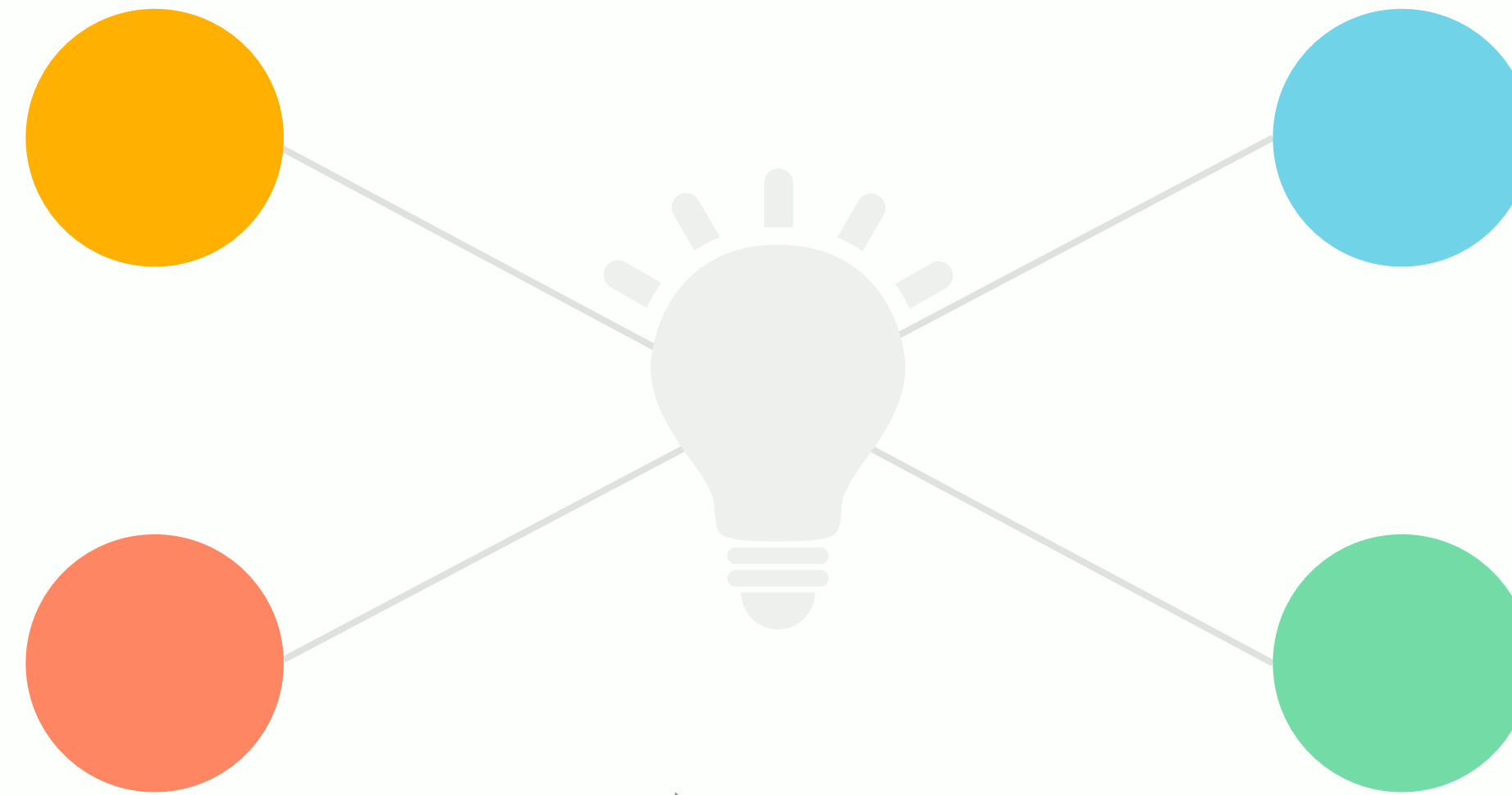
EMPATHY

EMPATHY IS THE GROUND OF SEGMENTATION (**PHASE 2**) . IT'S IMPORTANT UNDESTAND WHY

ACTIVATION

DEVELOPING A PRODUCT IS A CALL TO ACTION FOR POSITIVE SOCIAL, CULTURAL, ENVIROMENTAL IMPACTS THAT'S THE MEANING OF PURPOSE DRIVEN TOURISTIC PRODUCT

PHASE 4 AND PHASE 5 .



PROVOCATION

IT'S THE SOUL OF CONCEPT EXPERIENCE (**PHASE 1** INVENTORY + **PHASE 3** STRATEGIC AND CONCEPT EXPERIENCE)

DISRUPT&EMANCIPATION

DISRUPT BEFORE ANOTHER ELSE AND UNDERSTAND HOW TO EMANCIPATE TO ANTICIPATE IT'S REAL FOR PROMOTION AND DISTRIBUTION

PHASE 6



EXAMPLE OF DISRUPTION&EMANCIPATION

IMPACT CHATGPT ABOUT DISTRIBUTION OF TOURISTIC PRODUCT.

IT'S A GAMECHANGING TECHNOLOGY

IT'S A NEW CONVERSATIONAL SYSTEM USER FRIENDLY BY TOURISTS TOO TO SEARCH COMPLEX INFORMATION

EXAMPLE N. 1

LOOK AT THE ANSWER TO THIS QUESTION: I WANT TO STAY FOR TWO DAYS IN PUGLIA BEST CULTURAL TRIP AND BEST HOTEL IN BARI

FOR TOURISTIC OPERATORS NEW TOOLS TO GET EASIER ONLINE ADVERTISING AND CUSTOMER CARE

EXAMPLE N. 2

EXAMPLES OF GENERATIVE INTELLIGENCE IN TOURISM

EXAMPLE N. 1

Icaringella@yahoo.it quale è il miglior itinerario culturale di due giorni in Puglia

La Puglia ha una ricca storia e cultura che può essere apprezzata attraverso un itinerario di due giorni che copre le principali attrazioni della regione. Ecco un possibile itinerario culturale di due giorni in Puglia:

Giorno 1:

MATTINA:

Inizia la tua giornata a Bari, la città principale della Puglia. Visita il centro storico, conosciuto come Bari Vecchia, dove troverai la Cattedrale di San Sabino, il Castello Normanno-Svevo e la Basilica di San Nicola, il patrono della città.

POMERIGGIO:

Dopo il pranzo, dirigi verso il sito archeologico di Egnazia, situato sulla costa adriatica, a circa 40 km a sud di Bari. Egnazia è stata una città importante della Magna Grecia e dell'Impero Romano, e offre la possibilità di esplorare le rovine di antiche case, strade, mosaici e templi.

SERATA:

Torna a Bari per la sera e assaggia le specialità culinarie locali nei ristoranti del centro storico.

Giorno 2:

MATTINA:

Parti presto al mattino verso Alberobello, a circa 55 km a sud-est di Bari. Alberobello è famosa per i suoi trulli, caratteristiche case coniche in pietra secca che risalgono al XVIII secolo e che sono state dichiarate Patrimonio dell'Umanità dall'UNESCO.

POMERIGGIO:

Dopo il pranzo, fai tappa a Martina Franca, una città barocca situata a circa 15 km da Alberobello. Martina Franca è nota per il suo centro storico ben conservato, le sue chiese barocche e il famoso Festival della Valle d'Itria, un evento annuale di musica classica.

SERATA:

Torna a Bari per la sera, e goditi un'ultima cena della cucina pugliese in uno dei ristoranti del centro storico. Se hai tempo, puoi fare una passeggiata sulla passeggiata lungomare di Bari per ammirare il mare e il porto turistico.

Questo itinerario ti permetterà di scoprire alcuni dei tesori culturali della Puglia in soli due giorni, dalla città costiera di Bari alle antiche rovine di Egnazia, dai caratteristici trulli di Alberobello alla bellezza barocca di Martina Franca.

Icaringella@yahoo.it quali sono i miglior hotel in Bari

Ci sono molti ottimi hotel a Bari, a seconda delle tue preferenze di budget, posizione e stile. Ecco una selezione di alcuni degli hotel più votati a Bari:

Hotel Oriente: situato nel cuore del centro storico di Bari, questo hotel a 4 stelle è stato recentemente ristrutturato e offre camere eleganti e moderne, alcune delle quali con vista sul mare.

Grande Albergo delle Nazioni: situato di fronte al mare, questo lussuoso hotel a 5 stelle vanta una vista mozzafiato sul porto di Bari. Dispone di camere spaziose e ben arredate, un ristorante gourmet e un centro benessere.

Palace Hotel Bari: situato a pochi passi dalla stazione ferroviaria di Bari Centrale, questo hotel a 4 stelle è una scelta comoda per chi viaggia in treno. Dispone di camere eleganti, un ristorante, una terrazza panoramica e un centro fitness.

Parco dei Principi Hotel: situato vicino al lungomare di Bari, questo hotel a 4 stelle offre camere luminose e confortevoli, una piscina all'aperto, un ristorante e un parcheggio gratuito.

Hotel Moderno: situato nel centro storico di Bari, questo hotel a 3 stelle è una scelta economica per chi vuole soggiornare nel cuore della città. Le camere sono semplici ma confortevoli, e l'hotel dispone di un bar e una reception aperta 24 ore su 24.

Questi sono solo alcuni degli hotel più votati a Bari, ma ci sono molte altre opzioni a seconda delle tue preferenze e del tuo budget

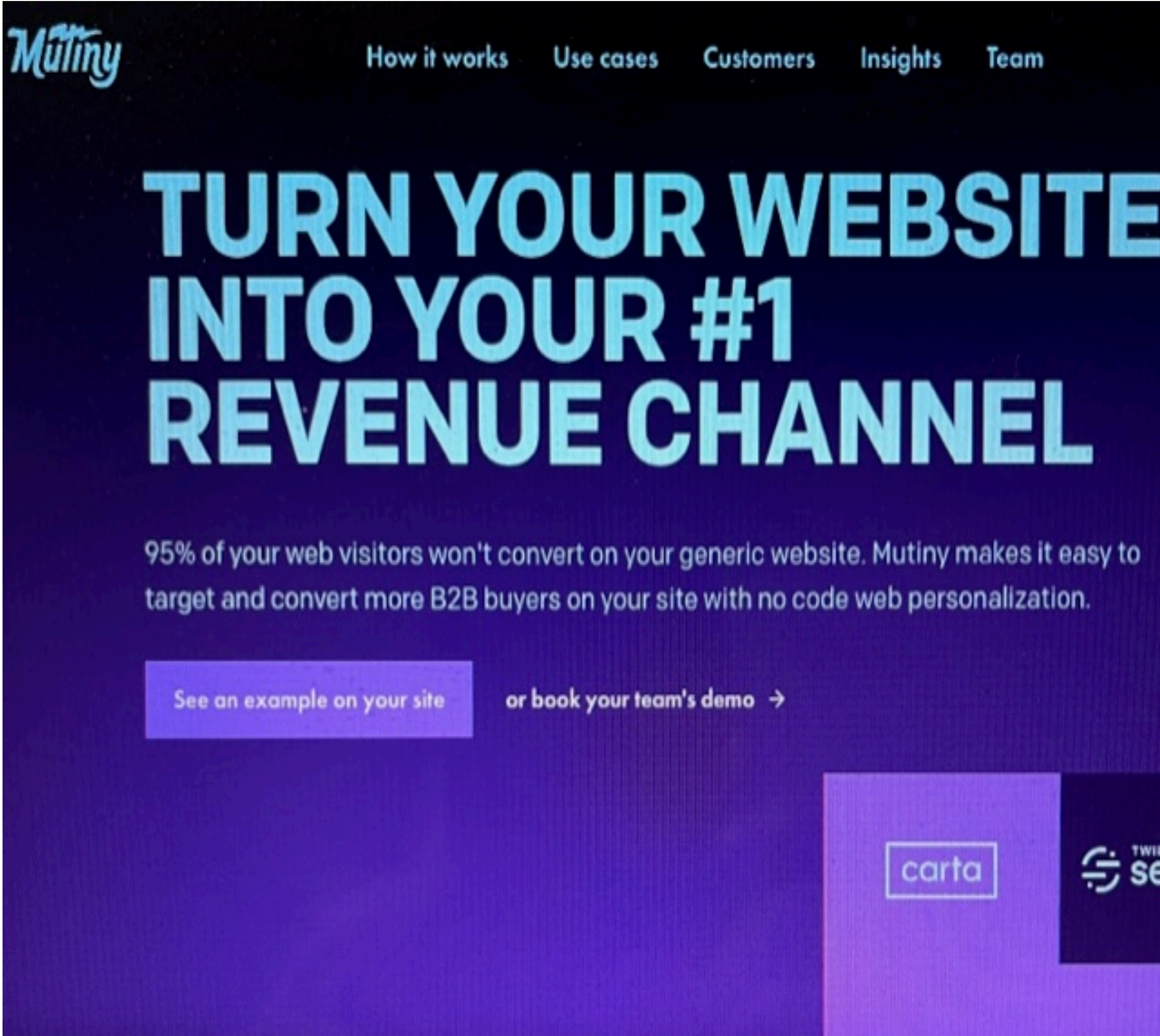
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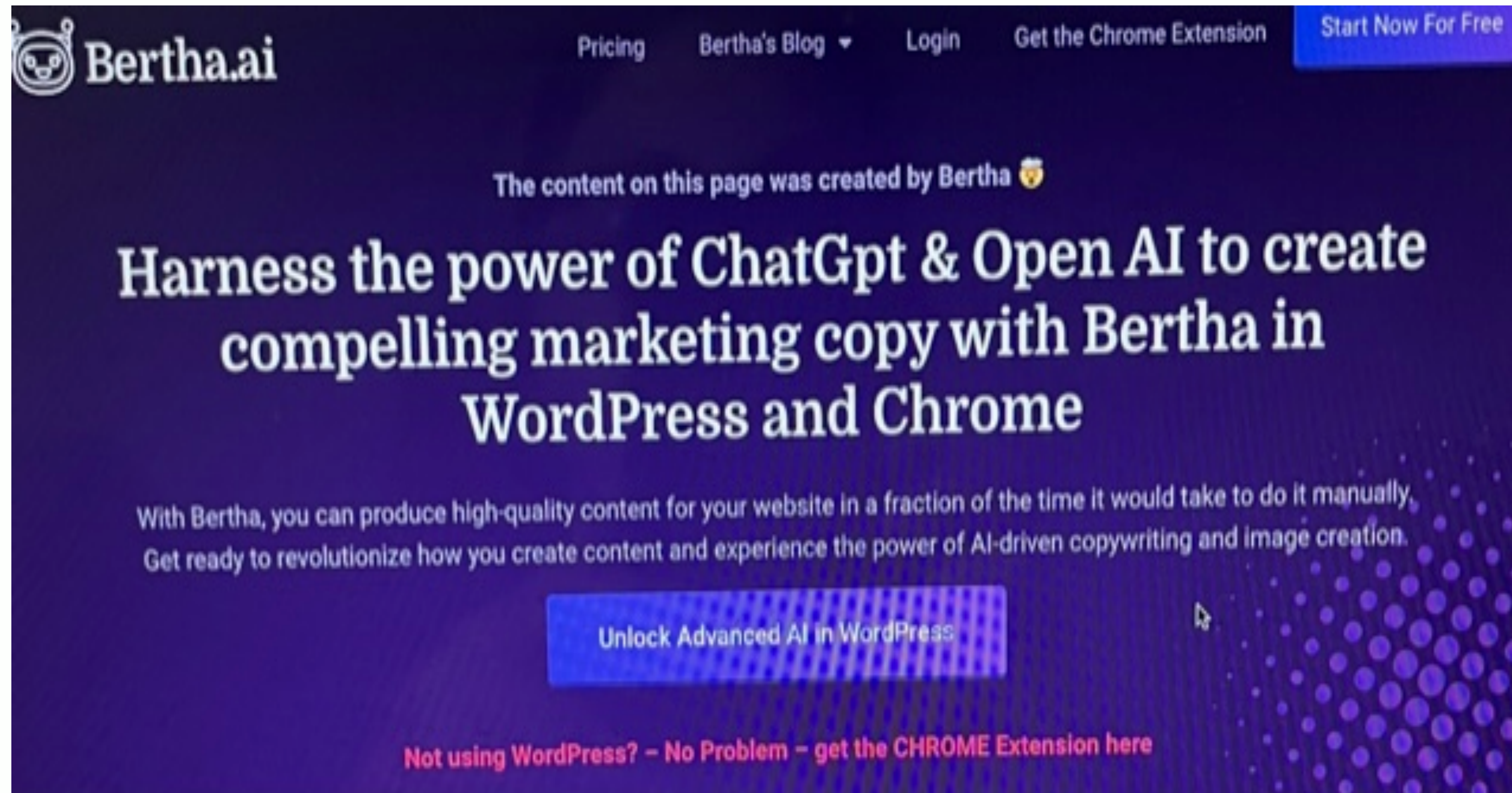
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BERTHA

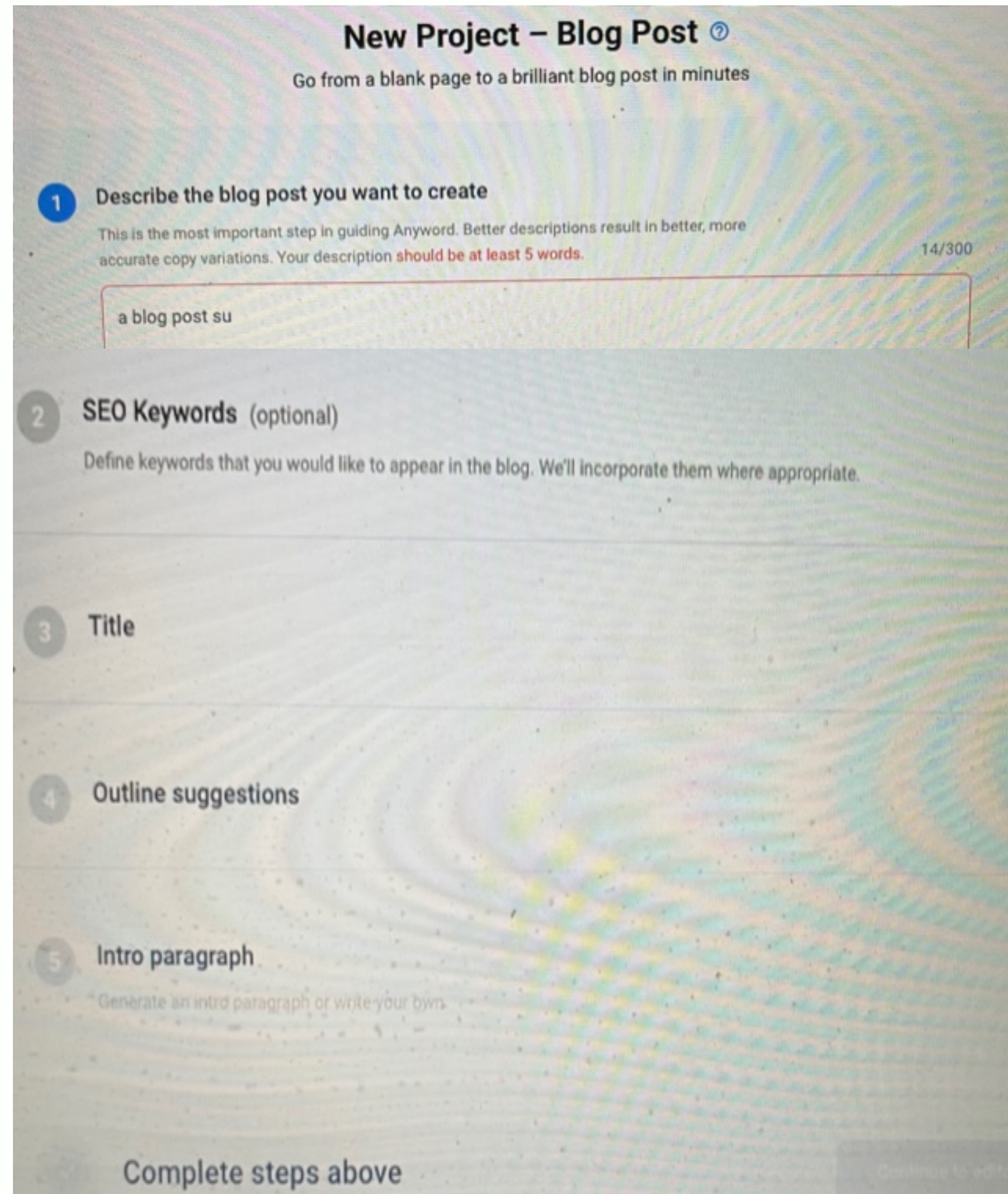
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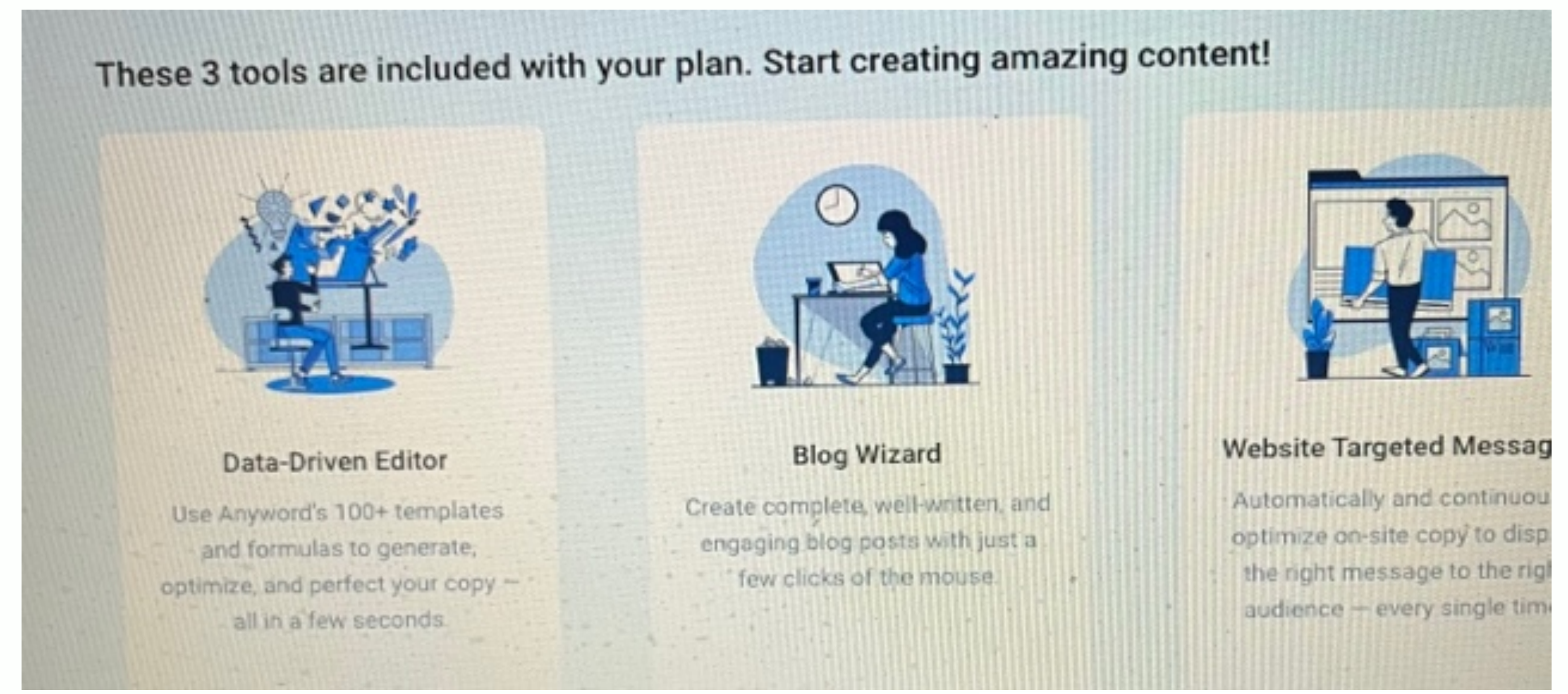
The screenshot shows the Bertha.ai website homepage. The header includes the Bertha.ai logo, navigation links for Pricing, Bertha's Blog, Login, Get the Chrome Extension, and a prominent blue button for Start Now For Free. The main content area features a dark blue background with white text that reads: 'The content on this page was created by Bertha', 'Harness the power of ChatGpt & Open AI to create compelling marketing copy with Bertha in WordPress and Chrome', and 'With Bertha, you can produce high-quality content for your website in a fraction of the time it would take to do it manually. Get ready to revolutionize how you create content and experience the power of AI-driven copywriting and image creation.' A large blue button with a grid pattern says 'Unlock Advanced AI in WordPress'. At the bottom, there is a red link: 'Not using WordPress? – No Problem – get the CHROME Extension here'.

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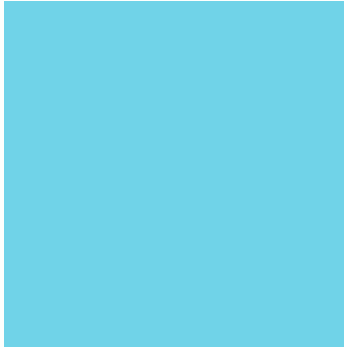




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USING THESE TOOLS YOU CAN DO A LOT OF THINGS: WRITE A LETTER IN ANOTHER LANGUAGES TO YOUR CLIENTS , WRITE CONTENT FOR YOU ADVERTISING, FOR YOUR WEBSITE

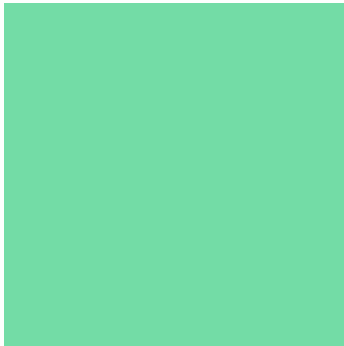


IT'S IMPORTANT ELIMINATE FALSE MYTHS: THESE TOOLS DON'T REPLACE HUMAN WORK: WE NEED GOOD COPY, REVENUE MANAGER, SECRETARY BUT BETTER

IT'S NOW IMPORTANT TO BE MORE DIFFERENT



THE MEANING OF THIS TECHNOLOGY IS TO BE HELPED TO DO "DIRTY WORK" AND HAVE MORE TIME FOR STRATEGIC CHOICES WE WILL HAVE MORE TIME TO UNDERSTAND HOW TO IMPROVE ANDHOW TO COMUNICATE BETTER THE STRATEGY



IT'S IMPORTANT TO START THE CONTROL OF YOUR WEB PRESENCE AND IMPROVE YOUR CONTENT IN RELATION A CLEAR STRATEGY THIS IS THE MEANING OF NEXT EXERCISE

EXERCISE

PRACTICE TO ASK CHATGPT



I WANT TO DO A MARKETING PLAN FOR MY B&B INFOR CULTURAL TOURISM FOR MILLENNIALS AND GEN Z



I WANT TO STAY FOR 3 DAYS IN.....WHAT'S BEST CULTURAL EXPERIENCES?.

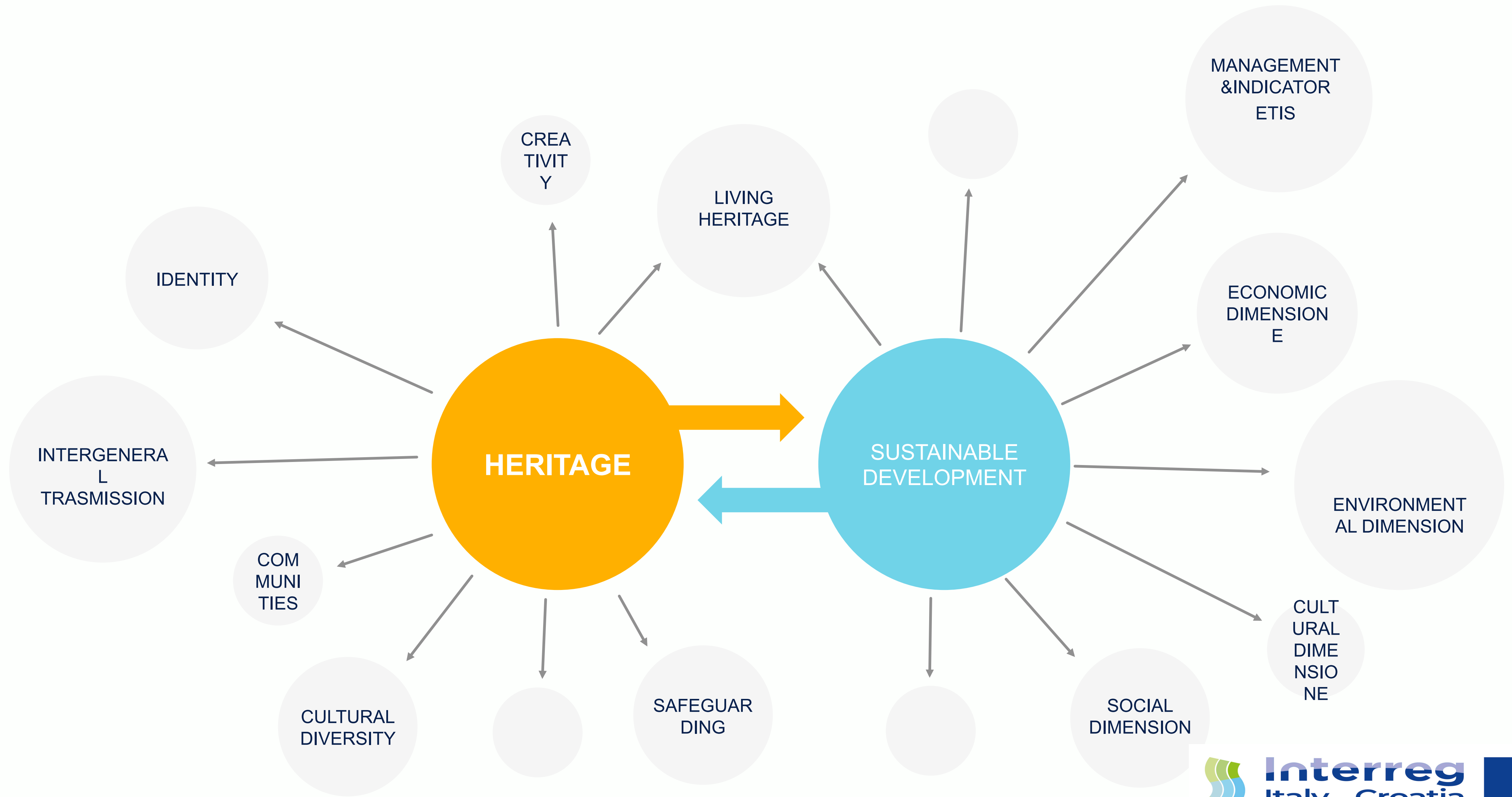


WHAT'S BEST AUTHENTIC ACCOMODATION IN?

PART 3

HOW CULTURAL TOURISM HELPS THE DEVELOPMENT OF SUSTAINABLE TOURISM AND THE ROLE OF COMMUNITY TO CO-PRODUCE CULTURAL TOURISM.

KEY CONCEPTS



1 NO POVERTY
End poverty in all its forms everywhere

2 ZERO HUNGER
End hunger, achieve food security and improved nutrition and promote sustainable agriculture

3 GOOD HEALTH AND WELL-BEING
Ensure healthy lives and promote well-being for all at all ages

4 QUALITY EDUCATION
Ensure inclusive and quality education for all and promote lifelong learning

5 GENDER EQUALITY
Achieve gender equality and empower all women and girls

6 CLEAN WATER AND SANITATION
Ensure access to water and sanitation for all

7 AFFORDABLE AND CLEAN ENERGY
Ensure access to affordable, reliable, sustainable and modern energy for all

8 DECENT WORK AND ECONOMIC GROWTH
Promote inclusive and sustainable economic growth, employment and decent work for all

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
Build resilient infrastructure, promote sustainable industrialization and foster innovation

10 REDUCED INEQUALITIES
Reduce inequality within and among countries

11 SUSTAINABLE CITIES AND COMMUNITIES
Make cities inclusive, safe, resilient and sustainable

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Ensure sustainable consumption and production patterns

13 CLIMATE ACTION
Take urgent action to combat climate change and its impacts

14 LIFE BELOW WATER
Conserve and sustainably use the oceans, seas and marine resources

15 LIFE ON LAND
Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

16 PEACE, JUSTICE AND STRONG INSTITUTIONS
Promote just, peaceful and inclusive societies

17 PARTNERSHIPS FOR THE GOALS
Revitalize the global partnership for sustainable development

SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

Which is the North star of sustainability? The 2030 Agenda for sustainable Development

The 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for sustainable development are an urgent call for action by all countries - developed and developing - in a global partnership.

It's mandatory to develop actions looking at the positive impact on these objectives

Destination Stewardship

The increasing competition between destinations and threats from global change and natural disasters brings to mind the question about how tourism can support the growing of communities and sustainability in travel.

That means destination's role is not only the marketing. *The destination stewardship organization is based on a collective and transformative mindset that calls to be proactive and amplify the long-term values of the territories for visitors and residents alike.*

Destination will continue to use every marketing and public relations tool to promote to potential visitors. It will use the same tools to inform residents about benefits of the visitor economy, to teach visitors about ways to travel responsibly and steward the touristic experiences for the future generations.

By Stewardship concept Responsibility and Sustainability are strategic topics in destination management and they need to create strategic alliances to plan actions and to promote co-management system with stakeholders



Destination Stewardship

In this vision we have three kinds of stakeholders and all these partners must work together to protect territories' assets and improve touristic experiences and ultimately establish the best standards for sustainable travel

Kind of stakeholders:

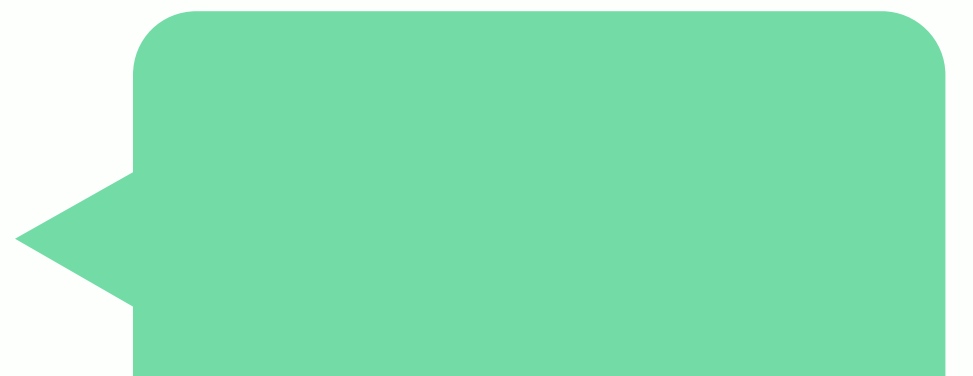
tourism industry must share and embrace strategies that sustain the business for generations to come



residents as ambassadors to all travelers. They have to become the best example of responsible and green travel



visitors must pledge not only to leave better than they find it, but also to acknowledge its vulnerability and take steps to preserve it for the future generations. To ensure the future, the tourism industry must ask visitors to continue to respect local communities and environment. In many cases destinations have had success with educational campaigns aimed at visitors and have promoted a Responsible Travel Code. These examples demonstrate the power of engaging visitors as critical participants in the stewardship effort of destination



Stewardship means to put at the center of tourism governance

A -the need "to take care" of the resources of the territory understood as common goods and production processes for which to develop the eco-efficiency of products and services
It is therefore the work to nurture the passion and confidence for cooperation and development the sustainability

B- resilience. Territories and cities are complex systems in which challenges and solutions are interdependent and the

very resilience capacity depends on how this interdependence is managed to grow.

This is why it promotes coordination practices of different sectors that help to achieve shared collective

interests on environmental, social and economic sustainability between networks of actors of the different sectors involved.

Example of Steardship plan



STRATEGIC TOPIC	OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3
STEWARDSHIP	PRACTICE STEWARDSHIP AND INFUSING STEWARDSHIP ETHICS IN BRAND DESTINATION .	CREATE ALLIANCES AND EXPAND SUSTAINABLE PRACTICES ACROSS TOURISM SYSTEM.	DESPERSE VISITORS.
PRODUCT DEVELOPMENT	DEVELOP TRANSFORMATIONAL EXPERIENCES.	SERVICE AND SAFETY STANDARDS TO STAGE EXPERIENCES.	DEVELOP IMPACT MANAGEMENT.
GREEN & DIGITAL TRANSITION	SUSTAINABLE MOBILITY.	CIRCULARITY OF SERVICES TO STRENGTHEN VALUE CHAINS FOR THE FUTURE.	GREEN DIGITAL TRANSITION
RESKILLING AND UPSKILLING THE WORKFO	GREEN SKILLS	DIGITAL SKILLS	GUIDE SKILLS
SOCIAL DIMENSION DEVELOPMENT	GENDER QUALITY	TOURISM FOR ALL.	WEELBEING OF RESIDENTS.

THIS MODEL MIXES UP THE PROCESS OF PRODUCT DEVELOPMENT AND THE TOPICS OF TRANSITION PATHWAY FOR TOURISM 2022 DG GROW

UNWTO DEFINITION OF CULTURAL TOURISM

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*“Cultural tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attraction/products in a tourism destination
Cultural tourism is a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attraction/products in a tourism destination”*

“In this time the division between tourism and culture is increasingly hard to discern and the culture that tourists consume increasingly integrated into the everyday life of the places they visit”

“This integration of tourism and culture has proceeded through different stages of the transformation of both tourism and culture. In terms of culture and cultural tourism we can identify three basic phases of development over the centuries as shown in next table “.

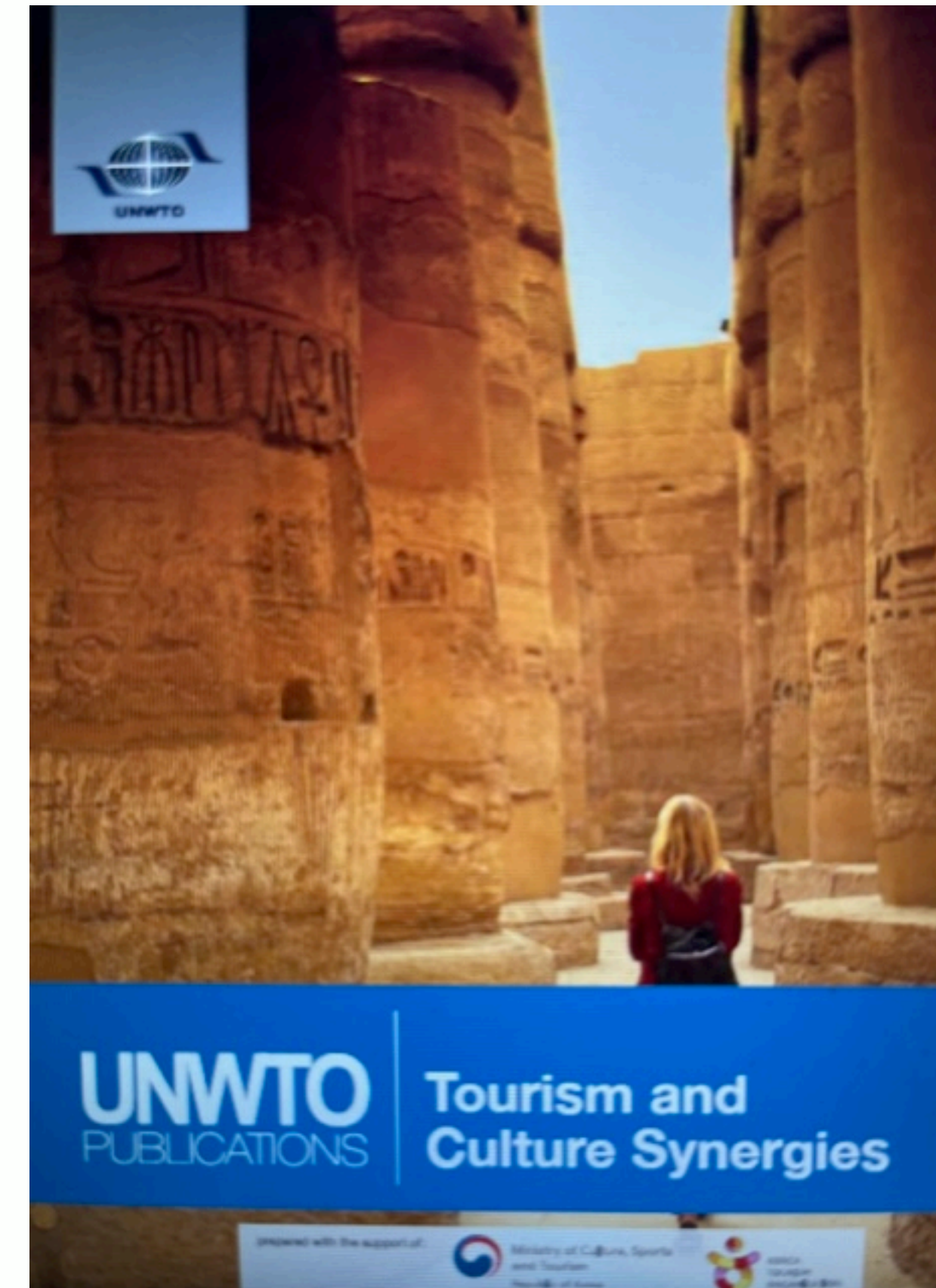


Table 3.1 Phases in the development of culture and cultural tourism

Phase	Culture	
1.0	<p>Culture 1.0: culture as by-product of industrial growth. Wealthy merchants and industrialists invested in culture as a means of polishing their image and/or doing good for the community</p>	<p>Culturism tourism Grand Tour, cultural sumption by a small elite</p>
2.0	<p>Culture 2.0: culture as industry. With industrialisation and the growth of the culture industries, culture became an economic field, invested in by the public sector to stimulate growth and jobs</p>	<p>Cultural tourism 2.0: mass cultural tourism, development of cultural resources as touristic attractions</p>
3.0	<p>Culture 3.0 Culture as a source of new value (s). The diversification of cultural taste, the fragmentation of cultural production and the access to new technologies and media challenges the monolithic production of culture under Culture 2.0. Alongside economic value, culture is also seen as a means of creativing identity, stimulating social cohesion and supporting creativity</p>	<p>Cultural Tourism 3.0 Culture as a value platform for tourism (and vice versa) increasing integration of tourism and everyday life</p>

5 MAIN TOPICS OF LIVING HERITAGE

UNESCO CONVENTION FOR THE THE SAFEGUARDING OF INTANGIBLE CULTURAL HERITAGE

- TRADITION AND EXPRESSIONS
- PERFORMINGS ARTS
- SOCIAL PRACITICES TIRUALS AND FESTIVE EVENTS
- KNOWLEDGE AND PRACTICES CONCERNING NATURE AND UNIVERSE
- TRADITIONAL CRAFTSMANSHIP

LOOK AT LIST OF INTANGIBLE CULTURAL HERITAGE TO BE INSPIRED!

WHAT'S THE FUTURES OF CULTURAL TOURISM?

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TYPE 1 CULTURAL TOURISM

is not merely seeking experience iconic heritage sites and tangible cultural assets but is looking for to experience authenticity in the contemporary way of life of places they visit

The “slow cultural” tourism demand is characterised by small and fragmented niches where

People are eager to experiences specific “authentic” elements of local culture and willing to pay a premium-price for that autencity

WELL-BEING OF COMMUNITIES IS AT THE CENTER OF PROCESSES

GENERATIVE GOVERNANCE

TYPE 2 CULTURAL TOURISM FAST CULTURAL TOURISM (LEISURE TRAVEL)

The tourism demand corrispondes to a more uniform, global, less authenticity-driven type of demand which is also focused on “consuming “local culture as a element of a price-sensitive tourism experience

KEY ROLE OF THE DESTINATION MANAGEMENT

to re-design cultural tourism with high cultural, social and environmental potential promoting a more resilient tourism economy

This doesn't depend exclusively on historical heritage but also on other factor such as ICT, gastronomy, identity, local culture, value, intangible heritage



Rita J. King · Già segui
EVP Business Development, Science House
3 giorni ·

It's time to double down on being human. AI should be applied imagination, not "artificial intelligence." The idea that "machines are now able to communicate in a way pretty much indistinguishable from humans," isn't saying much for humans, is it? If we don't embrace our superpower of imagination now, it's possible we never will. Being human is a fleeting moment between stardust and robots. What comes next is shaped by what we do now.

[Vedi traduzione](#)



The genie escapes: Stanford copies the ChatGPT AI for less than \$600

WE NEED TO IMAGINE NEW PROBLEMS AND NEW TOPICS IN THE TRANSITION AGE.

EXAMPLE:

- 1) CAN CULTURAL TOURISM HELP TO UNDERSTAND THE TRANSFORMATIVE NATURE OF OUR CULTURAL HERITAGE?
- 2) CAN CULTURAL TOURISM HELP TO PUT SOCIETAL CHANGES IN PERSPECTIVE AND HELP APPROACHING CHANGE WITH MORE CONFIDENCE AND LESS FEAR?