

Mediterranean Association for the Sociology of Tourism

Mediterranean Association for the Sociology of Tourism (ASTMed)

X International Conference

Beyond the Tourism? Travels and travellers in the (post)Covid society

Bertinoro (Forlì-Cesena, Italy)
June 19-20-21, 2024

Organized by

University of Bologna – Ce.P.CI.T. (Centro Studi sui Problemi della Città e del Territorio)



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
DIPARTIMENTO DI SOCIOLOGIA E DIRITTO DELL'ECONOMIA
CENTRO STUDI SUI PROBLEMI DELLA CITTÀ E DEL TERRITORIO
Ce.P.C.I.T.

University of Montenegro – Faculty of Philosophy



in collaboration with
CE.U.B. – Centro Universitario Residenziale di Bertinoro



Ais – Sociologia dell' Ambiente e del Territorio Research Network



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Nataša Krivokapić (University of Montenegro, ASTMed President), Asterio Savelli (University of Bologna, ASTMed Honorary President), Marie-Françoise Lanfant (CNRS of Paris, ASTMed Honorary President), Tatjana Novović (University of Montenegro, Dean of the Faculty of Philosophy), Gilda Catalano (University of Calabria, ASTMed Board Member), Philippe Clairay (University of Rennes 2, ASTMed Board Member), Stella Kostopoulou (Aristotle University of Thessaloniki, ASTMed Board Member), Joseph Inguanez (University of Malta, ASTMed Board Member), Ivona Jovanović (University of Montenegro, ASTMed Board Member), Silvia Mugnano (University of Milano-Bicocca, ASTMed Board Member), Inmaculada Puertas Cañaveral (University of Granada, ASTMed Board Member), Gabriele Manella (University of Bologna, ASTMed Secretary), Tullio Romita (University of Calabria), Antonella Perri (University of Calabria), Giovanni Tocci (University of Calabria), Matteo Colleoni (University of Milano-Bicocca), Simone Caiello (University of Milano-Bicocca), Luca Daconto (University of Milano-Bicocca), Sara Spanu (University of Sassari), Camillo Tidore (University of Sassari), Daniele Pulino (University of Sassari), Fabio Corbisiero (University of Naples «Federico II»), Ilaria Marotta (University of Naples «Federico II»), Antón Freire Varela (University of Naples «Federico II»), María Victoria Gomez (University of Madrid «Carlos III»), Letizia Carrera (University of Bari «Aldo Moro»), Maurizio Busacca (University «Ca' Foscari» of Venice), Olga Tzatzadaki (University «Ca' Foscari» of Venice), Greta Spinetti (University of Teramo)

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CONFERENCE PROGRAMME

WEDNESDAY, JUNE 19

From 2pm – Registration of participants

3pm - Institutional greetings

Gessica Allegni (Mayor of Bertinoro)

CeUB President

AIS Ambiente e Territorio Board Member

3.30pm – 5pm Opening Plenary session

Introduction and chair: Nataša Krivokapić (University of Montenegro, ASTMEd President)

Keynote speech by:

Marxiano Melotti (Niccolò Cusano University - Rome, ISA RC50 - International Tourism)

5pm-5.15pm Break

5.15pm –6.45pm Guided Walk in Bertinoro

7pm-8pm Welcome Cocktail

THURSDAY, JUNE 20

9am-11am Thematic Sessions

Session 1. Beyond the Rhetoric and the Veil of Mist of Social Innovation in Tourism

Chairs

Maurizio Busacca (University “Ca’ Foscari” of Venice, maurizio.busacca@unive.it)

Olga Tzatzadaki (University “Ca’ Foscari” of Venice, olga.tzatzadaki@unive.it)

Presentations

Stella Kostopoulou, Styliani Lefaki, Evangelia Stergiou, E. Theodoroudi, Vasileiou Vasileios

(Aristotle University of Thessaloniki)

Bridging Social Innovation and Local Tourism: A Case Study of Community-Led Initiative, Greece

Letizia Montalbano (Il Giardino del Guasto Association, Bologna)

Towers, Tourists, Tortellini: Bologna between Transformation and Touristification

Marco Pizzi (University of Perugia)

*Participatory Place Branding in Tourism: A Study on Local Administrators’ Perceptions
and the Potential of Tourism in Italy’s Internal Areas’ Enhancement*

Session 3. Mediterranean Archipelago. Challenges and Prospects of Island Tourism

Chairs

Daniele Pulino (University of Sassari, dpulino@uniss.it)

Sara Spanu (University of Sassari, saraspanu@uniss.it)

Camillo Tidore (University of Sassari, tidore@uniss.it)

Presentations

Luisa Cutzu (University of Sassari)

«Quanti cieli, quanti mari che m'aspettano». Film-Induced Tourism and Territorial Promotion

Ivona Jovanović, Nataša Krivokapić, Andriela Vitić-Cetković (University of Montenegro)

E-storytelling and Positioning of the French Montenegrin Heritage of Adriatic Islands in Montenegro

Antonella Camarda, Daniele Pulino, Sara Spanu (University of Sassari)

Governing a Changing Sardinian Tourism. The Case of the Cultural District of Nuoro

Beatrice Seligardi (University of Sassari)

The Tourism of "Isolitudine": Writing Residencies and Workation in Sardinia

Camillo Tidore, Romina Deriu (University of Sassari)

Social stratigraphy of the tourist landscape: the Case of the Asinara Island (Sardinia)

Session 6a. New Tourists for New Forms of Request for Experiences

Chairs

Letizia Carrera (University of Bari "Aldo Moro", letizia.carrera@uniba.it)

Maria Victoria Gómez (University "Carlos III" of Madrid, mgomez@polsoc.uc3m.es)

Presentations

Paola De Salvo (University of Perugia), Gabriele Manella (University of Bologna)

Between Sociality and Slowness: The Role of Routes for Marginal Areas. The Case of the "Via degli Dei"

Sergio Fadini, Angela Masi (Il Vagabondo association)

Limits and Potential of Events to Attract New Tourists. A Study on Ginosa

Antonio Filicaia (University of Bari "Aldo Modoro")

New Forms of Tourism as National Legitimization: the Balkan Case

Isabella Frescura (former University of Catania)

New Itineraries of Cultural Tourism on the Old Commercial Routes: the Etna Wine Road

Alessandra Landi, Tommaso Rimondi, Stefano Zadra (University of Bologna)
City of Food(ification) is Bologna

11am-11.30am coffee break

11.30am-1pm Thematic Sessions

Session 1b. Beyond the Rhetoric and the Veil of Mist of Social Innovation in Tourism

Chairs

Maurizio Busacca (University “Ca’ Foscari” of Venice, maurizio.busacca@unive.it)

Olga Tzatzadaki (University “Ca’ Foscari” of Venice, olga.tzatzadaki@unive.it)

Presentations

Jasna Potočnik Topler (University of Maribor)

*Literary Tourism: Exploring Sustainability, Identity and Interpretation
Through Tourist Guides' Communication Skills*

Rita Salvatore (University of Teramo)

Pastoralism and Agritourism Fostering Social Innovation in Mountain Regions

Moreno Zago (University of Trieste)

Nova Gorica-Gorizia: New Identities for the European Capital of Culture 2025

Fitim Humolli (University of Prishtina)

The Half-Century History of Festivals in Kosovo: Their Types, Distribution and Tourist Impact

Joint Session

4. Mobility Trends in Mediterranean and their Impact on Languages and Intercultural Communication

5. New Forms of Cultural Tourism in Adriatic: The Potential Role of Ancient Maritime Wine Routes

Chairs

Greta Spinetti (University of Teramo, gspinetti@unite.it)

Ivona Jovanović (University of Montenegro, ivonaj@t-com.me)

Nataša Krivokapić (University of Montenegro, natashak@t-com.me)

Presentations

Matteo Lupoli (University of Bologna)

Italy and Albania Between Colonialism, Emigration and Tourism

Saša Simović (University of Montenegro)

Silent Voices, Hapless Travellers

Marilisa Specca (University of Teramo)

Green ways: A Sustainable Tourism in Abruzzo

Greta Spinetti (University of Teramo)

New Forms of Cultural Tourism in Adriatic: The Potential Role of Ancient Maritime Wine Routes

Session 8a. “Traces of future”: New Challenges for the Regeneration of Internal Areas

Chairs

Paola de Salvo (University of Perugia, paola.desalvo@unipg.it)

Gabriele Manella (University of Bologna, gabriele.manella@unibo.it)

Presentations

Caterina De Benedictis, Silvia Scarafoni, Jacopo Sforzi (University of Enna Korè, Euricse - Trento)

The Community Hub Model: A Potential Development Opportunity for Inland Areas

Giovani Tocci (University of Calabria)

Plans and Actions for the Repopulation of Small Villages in Italy

Arcangelo Teofilo (University of Bari "Aldo Moro")

Apulia: A Laboratory for the Future of Internal Areas

Between Digital Mapping and Participatory Processes

Gilda Catalano (University of Calabria)

SNAI and the Role of Integrated Relational Tourism into a Proximity Economy

1pm-2.30pm Lunch Break

2.30pm-4.30pm Thematic Sessions

Session 9a. Tourist Scenarios and post-Covid Trends: Minor Sites and Roots Travel

Chairs

Giovanni Tocci (University of Calabria, Arcavacata di Rende, giovanni.tocci@unical.it)

Tullio Romita (University of Calabria, Arcavacata di Rende, tullio.romita@unical.it)

Antonella Perri (University of Calabria, Arcavacata di Rende, antonellaperri@unical.it)

Presentations

Giorgia Ciolli (Niccolò Cusano University, Rome)

Tourism and Migration Museums: Towards the Discovery of a Heritage of Stories

Nataša Krivokapić (University of Montenegro, Niksić), Andriela Vitić-Cetković, Ivona Jovanović

(University of Montenegro, Kotor), Mihaela Lazović (Academy of Applied Sciences, Belgrade)

Diaspora Community, Travel and Homeland Development: The Case of Plav and Gusinje, Montenegro

Giovanni Tocci (University of Calabria)

Small Villages and Slow Tourism. Scenarios and Perspectives in the Post Covid Era

Tullio Romita (University of Calabria)

Sacred Places of Hospitality: The Italian Historical Minor "borghi"

Antonella Perri (University of Calabria)

The Minor Old Town Centers as Memory Places

Session 6b. New Tourists for New Forms of Request for Experiences

Chairs

Letizia Carrera (University of Bari "Aldo Moro", letizia.carrera@uniba.it)

Maria Victoria Gómez (University "Carlos III" of Madrid, mgomez@polsoc.uc3m.es)

Presentations

Sara Iandolo (University of Turin and University of Milan)

The Thrill of Touring a No-Go Area.

Tourists' Experience Gazing at the Stigmatized Neighbourhood of Scampia

Alice Lomonaco, Marco Alberio (University of Bologna)

*New Tourism Needs? Exploring the Mobility and Migratory Experiences of Italian Retirees
in the Mediterranean Area*

Silvia Covarino (German University in Cairo)

Landscapes of Overtourism. Consumed Image, Space and Life of the Contemporary Cities

Monica Pascoli (University of Udine)

Sustainable Tourism Experiences: How Local Communities Perceive Tourists

Letizia Carrera (University of Bari "Aldo Moro")

The Potential of Digital Technologies in Redefining Touristic Scenarios: A New Frontier for Senior Tourism

Session 2. Coasts and Mountains under Siege: New Perspectives and Methodologies in the Management of Tourism in Protected Natural Areas

Chairs

Fabio Corbisiero (University of Naples “Federico II” fabio.corbisiero@unina.it)

Ilaria Marotta (University of Naples “Federico II”, marotta.ilaria@gmail.com)

Antón Freire Varela (University of Naples “Federico II”, antonfreire.varela@unina.it)

Presentations

Antón Freire Varela (University of Naples “Federico II”)

Tourism Beyond the City Center: Agriculture-Related Tourism as a Sustainable Development Alternative

Selene Tondini, Matteo Lupoli (University of Bologna)

Tourism Beyond Consumption and More-Than-Human Relationships:

The Case of Sasso Simone Simoncello Interregional Park

Philippe Clairay (University of Rennes 2)

Mass Tourism After Covid-19

Emilio Cocco (University of Teramo), Federico Montanari (University of Modena and Reggio Emilia),

Consuelo Diodati (University of Teramo & University of Roma 3)

Protecting Nature, Nurturing Locals, Welcoming Tourists. Challenges and Controversies in the Governance of Natural Protected Areas of Surin and Tarutao Archipelagos in the Andaman Sea, Thailand

4.30pm-5pm Coffee Break

5pm-7pm ASTMED General Assembly

8pm: Social Dinner

FRIDAY, JUNE 21

9am-10.45am Thematic Sessions

Joint Session

7. Sustainable Mobility for the Accessibility, Fruition and Attractiveness of Fragile and Remote Tourist Areas

8b. “Traces of future”: New Challenges for the Regeneration of Internal Areas

Chairs

Luca Daconto (University of Milano-Bicocca, luca.daconto@unimib.it)

Simone Caiello (University of Milano-Bicocca, simone.caiello@unimib.it)

Paola de Salvo (University of Perugia, paola.desalvo@unipg.it)

Gabriele Manella (University of Bologna, gabriele.manella@unibo.it)

Presentations

Jurgen Myftiu (University of Milano-Bicocca), Daniele Crotti, Elena Maggi (University of Insubria)

*Health Issues in Cycling Tourism and the Role of Road Safety:
an Application of the Protection Motivation Theory*

Matteo Colleoni, Simone Caiello, Luca Daconto, Anastasiya Ramusik (University of Milano-Bicocca)

*Mobility as a Service – MaaS as a Solution for Sustainable Mobility of Italian Rural Tourist Areas:
Opportunities and Challenges*

Paolo Corvo (University of Gastronomic Sciences of Bra-Pollenzo)

The Need for New Policies Against the Overtourism: the Case of Venice

Maurizio Busacca, Olga Tzatzadaki (University “Ca’ Foscari” of Venice)

Social Innovation in Tourism for the Inner Areas: Desire, Mirage or Nightmare?

Rossana Galdini, Silvia De Nardis (Sapienza University of Rome)

Small Worlds Apart. Rhetoric and Perspectives

Session 9b. Tourist Scenarios and post-Covid Trends: Minor Sites and Roots Travel

Chairs

Giovanni Tocci (University of Calabria, Arcavacata di Rende, giovanni.tocci@unical.it)

Tullio Romita (University of Calabria, Arcavacata di Rende, tullio.romita@unical.it)

Antonella Perri (University of Calabria, Arcavacata di Rende, antonellaperri@unical.it)

Presentations

Elisabetta Della Corte, Paolo Caputo, Franco Capalbo (University of Calabria)

Why the Mediterranean area of Italy can Save Itself from Tourism Destruction

M. Kokkolaki, Stella Kostopoulou, Evangelia Stergiou (Aristotle University of Thessaloniki)

The Impact of Covid-19 on Tourist Behavior and post-Covid Trends in Agritourism:

A Greek Case Study

Tiziana Migliore (University of Urbino “Carlo Bo”)

The myth of roots

Domenico Antonio Barbuto (University of Calabria)

Tourists? No, Roots Travellers.

Rethinking the Reception of Genealogical Tourism: Reflections and Proposals

10.45am-11.15am coffee break

11.15am-1pm Final Plenary Session

Roundtable with the session chairs