



INTERNATIONAL SYMPOSIUM REGGIO CALABRIA MEDITERRANEA UNIVERSITY

22.05.2024
24.05.2024

Networks, Markets & People for transitioning settlement systems.
Communities, Institutions and Enterprises towards post-humanism epistemologies and AI challenges



Tourism policies in the Regional Operational Programmes in Calabria from 2000 to 2020*

Chiara Corazziere^[0000-0002-3901-7147]

Mediterranea University, ArTe Department, Reggio Calabria, Italy
ccorazziere@unirc.it

Abstract. In the paper, an overall reading of the evolution of tourism policies in Calabria over the 20-year period 2000-2020 is proposed. The aim is to investigate the regional capacity to translate Community and national indications oriented towards overcoming a sectorial vision of tourism interventions and in favor of a territorially integrated strategy that also considers the new models of enjoyment of tourism resources. The text proposes a brief commentary centered on a critical comparison of the three programming cycles; the first, 2000-2006, which marked the transition from the conventional sectorial approach to tourism policies to integrated territorial planning; the second, 2007-2013, in which the quality of tourism is associated with the quality of life, the environment and the general principle of sustainability; the third, 2014-2020, centered on the stimulation of unprecedented forms of competitiveness and innovation in the tourism offer. In the final analysis, an attempt is made to understand whether in this twenty-year period the Region of Calabria has succeeded in synthesizing public intervention for tourism into a coherent strategy capable of concretely interpreting the principle of environmental, economic, and social sustainability shared by all today. Or whether, despite the maturation of a broader interpretation of tourism policy towards the identification of cultural, natural and landscape attractions and the acceptance of a declination as a resource spread and shared by communities, Calabria has limited itself to 'chasing' or legitimizing market trends, rather than orienting and governing them.

Keywords: EU cohesion policy, Integrated Territorial Planning, Tourism.

1 Introduction

The early 1990s saw a critical reflection on mass tourism, and on new possible designs for 'sustainable tourism,' stimulated by the increasingly decisive role of international bodies for the enhancement of cultural and natural heritage - primarily UNESCO

* This paper was developed in the context of the Italian National Research Project - PRIN 2017 'Regional Policies, Institutions and Cohesion in the South of Italy' (Project code 2017-4BE543; website www.prin2017-mezzogiorno.unirc.it), financed by the Italian Ministry of Education, University and Scientific Research from 2020 to 2023.