



Future of Europe Reload



www.europeinfuture.eu

Co-funded by the
Europe for Citizens Programme
of the European Union



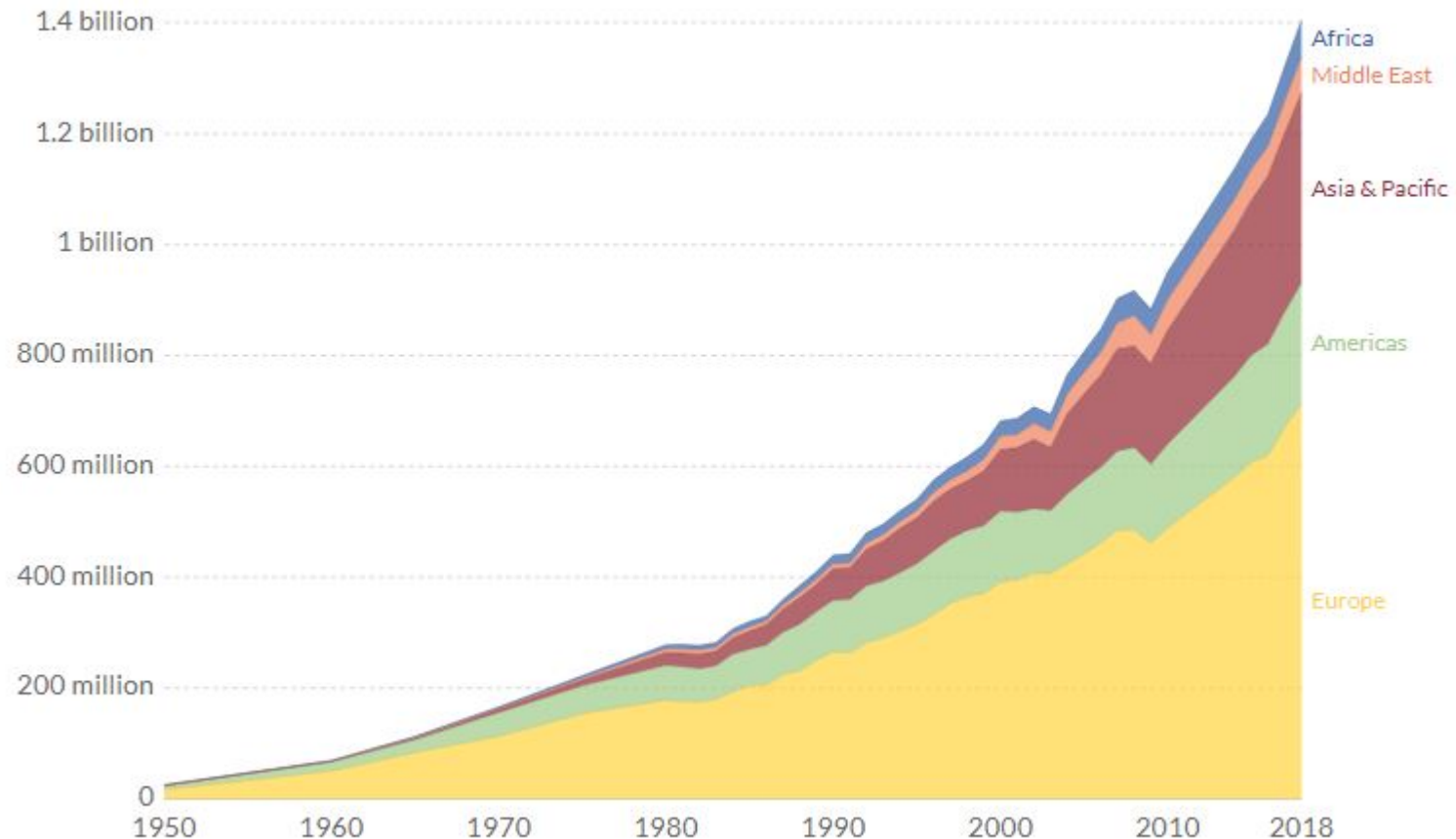
How to make Europe and Europeans closer to us. The role of tourism

Prof. Giuseppe Melis, University of Cagliari
Oristano, September 5, 2019

A premise: Why tourism?

International Tourist Arrivals by World Region

Our World
in Data



Tourism is the most important economic activity in the world producing revenues and salaries

CC BY



But also...

Is the best way to allow the knowledge of each other among different Nations, States and populations of them

Tourism allows to knock cultural walls off that many of us have towards the difference

Tourism fights the ignorance

We are all equal but each of us has a different and unique **identity, both as individuals and nations**

The main objective of the conference

Sharing ideas about the best ways to promote local places, known and unknown

Some assumptions to start

There is no single model of tourist

Each tourist is a person and each person is different than the others

The marketing choice for each of you is: to find and to select travellers that are fit with the destination where the bidders of tourist services live and work
(segmentation activity)

Travel **motivations** of customers according to 145 managers of tourist accommodation (in %)



Fonte: Burkhard, Kow e Fuggle (2016)

What tourists looking for on travel

Hedonism
(edonismo)

Novelty
(novità, una
volta nella vita,
unicità, diversità
di esperienza)

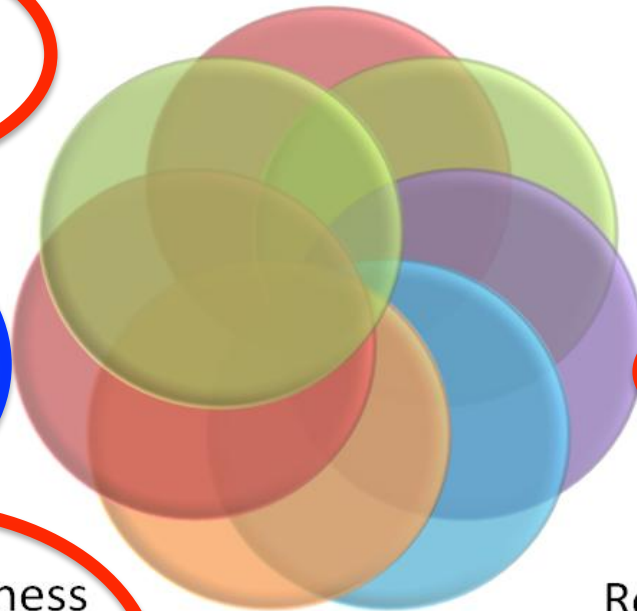
Local culture
(cultura locale)

Refreshment
(ristoro, riposo,
senso di libertà,
rivitalizzazio

Knowledge
(esplorazione,
conoscenza, nuove
culture)

Involvement
(coinvolgimento nelle
attività, fare qualcosa
di desiderato, visitato
posti sognati)

Meaningfulness
(fare qualcosa di
significativo, di
importante,
imparare)



A focus in Sardinia.
Local culture → Attributes,
Consequencies and Values
of Authenticity

Source: Atzeni, Del
Chiappa, Melis, 2017

Valori (Values)	V23	Felicità (Happiness)	15/22	68,18%	
	V24	Autorealizzazione	9/22	40,91%	
	V25	Crescita interiore/personale (Inner growth)	18/22	81,82%	
	V26	Gratificazione personale/autostima	12/22	54,55%	
	V27	Sicurezza (Safety)	13/22	59,09%	
	V28	Sentirsi in pace	9/22	40,91%	
	V29	Sentirsi energetici/vivi	6/22	27,27%	
	Conseguenze (Consequencies)	C15	Connessione con altre persone (Connecting to other people)	15/22	68,18%
		C16	Sentirsi a casa	10/22	45,45%
C17		Ricaricarsi/relax/staccare	10/22	45,45%	
C18		Esperienza in stile locale/solo in quel posto (Experience in local style)	20/22	90,91%	
C19		Sentirsi perso nel tempo	5/22	22,73%	
C20		Provare qualcosa di nuovo/nuove esperienze	9/22	40,91%	
C21		Ricordo/imparare cose nuove (Memory/To learn something new)	13/22	59,09%	
C22		Buon acquisto/non mi sento fregato	6/22	27,27%	
Attributi (Attributes)		A1	Persone amichevoli e genuine (Friendly and genuine people)	11/22	50,00%
		A2	Cultura e tradizioni (Culture and Traditions)	11/22	50,00%
	A3	Sostenibilità e ambiente	8/22	36,36%	
	A4	Atmosfera affascinante	9/22	40,91%	
	A5	Paesaggi unici (Unique landscape)	11/22	50,00%	
	A6	Strutture ricettive in stile	6/22	27,27%	
	A7	Comunicazione veritiera	7/22	31,82%	
	A8	Non globalizzata	6/22	27,27%	
	A9	Negozi e prodotti originali	6/22	27,27%	
	A10	Monumenti e infrastrutture	6/22	27,27%	
	A11	Eventi e spettacoli unici	6/22	27,27%	
	A12	Cibo locale	9/22	30,91%	
	A13	Non corrotta dal tempo (Not corrupted by the time)	12/22	54,55%	
	A14	Senso di comunità	9/22	40,91%	

Questions to think about!

What do you think to do in order to the tourists to looking for?

How the board/management of your tourist destination can find the tourists that are suitable with the characteristics of your territory (or destination)?

Which are the main factors of your competitive advantage to intercept tourists you choose?

Implications

- Several studies show that the tourism is going to give even more value to the destination that invest in its **identity**
- But.. what are the **main attributes of identity**?
- The answer is very easy:
 - Language
 - History
 - Culture (food and wine, clothing, lifestyle, traditions)
- ...but the transformation of this simple idea in a project and in consistent actions is not always easy or automatic

The passage from the idea to the project

It requires a demanding work of many subjects, private and public, to build a widespread awareness about the need of a strong collective territorial identity

It can only come from a shared project where the underlying values to reach are clear

Final questions

Are you working to build a collective territorial identity? Is there collaboration among different actors of destination?

Are you working to build tourist products (not only attractions and something to fill the time of tourists)?

Have you segmented your potential market?

Have you different products for different markets in different seasons?

How do you communicate your Unique Selling Proposition?



Thank you very
much for your
attention!



Giuseppe Melis

Dipartimento di Scienze economiche ed aziendali

Università degli Studi di Cagliari

Viale Sant'Ignazio, 74 – 09123 Cagliari

Telefono 070 675.3361

E-mail: gemelis@unica.it

Skype: giuseppe.melis.unica

Linkedin: Giuseppe Melis