

Modulo a II mercato turistico

Tourism is a complex phenomenon, which includes all the existing economic and social relationships between tourists, destinations visited (environment and residents) and economic operators of this industry. Initially the tourist phenomenon involved only the elite and those who used to travel for particular reasons like pilgrims. Nowadays instead *a mass and globalised tourism* model has been established, involving all the social classes. Tourism has become an economic sector that grows at rhythms superior to any other industry and that compose more or less the 10% of the global gross domestic product. Actually every year more than a billion people cross borders for leisure or business and the number of international arrivals has been growing at an annual rate of 4-5% over the last years. International tourist flows have increased in all the macro regions of the world: Europe is the most visited continent, while the area that shows the highest increase in annual rates is the Asian region.

The trend of international tourist flows is influenced by **social** and economic factors. *Tourist motivation, wars and political and health events* can be considered **social factors**. The main **economic factors** are the *tourist income, the price of tourist services and the movement on the exchange rate*.

Internationally the need arose to create institutions with the task of aiding cooperation and collaboration between states to increase international tourist flows and develop the industry: among these are UNWTO and WTTC.

UNWTO (United Nations World Tourism Organization) is a *UN agency* based in Madrid, which includes 156 countries and over 400 affiliated members representing the private sector, tourist associations and local tourist bodies. Its task is to coordinate tourist policies, develop partnerships between private and public sectors and promote sustainable tourism.

WTTC (World Travel & Tourism Council) is the *forum for CEOs of the leading 100 enterprises that operate in the travel and tourism industry*. Its task is to stimulate national Governments to develop intervention policies to support the growth of the industry and the freedom to travel.

These institutions adopt acts that invite public and private tourist leaders to introduce certain elements in their own sets of rules (laws, regulations and professional codes). Among these acts there are the *Manila Declaration* (1977), the *Quebec Declaration* (2003) and the *Global Code of Ethics for Tourism* (1999).

At the European level, coordination of tourist policies is carried out involving the European Union bodies (Council, Commission, Council of the European Union and Parliament). The *Treaty of Lisbon* entrusts the task to support, coordinate, and complete the policies of every single member states in relation with the tourism matter to these institutions.

Italy is one of the main tourist destinations worldwide. Many international tourists are attracted by the historical and artistic heritage, by the climate, the resources offered by nature and by the Italian food and wine. In our country more than 100 million arrivals, equally distributed between national and foreign tourists, are registered every year; this industry in 2014 generated approximately 160 billion Euro of GDP and employs more than 2 million workers. Italian tourist supply involves more than 150 thousand hotel and self-catering accommodation establishments (for a total of 4.7 million beds), travel companies, enterprises supplying tourist services and restaurants. Also in Italy a *growth in overall tourist flows* has been registered driven mainly by an increase of foreign tourists.

The strategic management of the Italian tourist industry is entrusted to **government bodies**, which are the *Tourist Board* (*Direzione generale del turismo*), the *Regions* (*le Regioni*), other territorial bodies and the *State/Region Conference* (*Conferenza Stato-Regioni*). **Other bodies and institutions operating in the tourist industry exist with specific goals such as** promotion, collection of statistics and analysis of the tourist phenomenon, and there are trade associations.

In Italy the main rules and regulations for the tourist industry are stipulated in the **Codice del turismo (Tourism Code)**, Legislative Decree 23/05/2011 n. 79, "Codice della normativa statale in tema di ordinamento e mercato del turismo".