

STL promotion: when mountain tourism become a goal

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Abstract: Mountain tourism has nowadays the look of a complex phenomenon. In a holistic meaning, tourism can be intended as a share of a dynamic, active, developing and changing society. Starting from this point of view, this research wants to give a tourism key of interpretation, together with a proper evolutionary model, by privileging the systemic approach, after the analysis of the other possible approaches.

The research highlights six basic elements of the mountain tourism system: the human one and people; the geographic one and places; the economic one and its impact on tourism; the innovative one and the development; the popular one and the multimedia communication.

From this perspective, this paper wants to quantitatively and qualitatively evaluate and to increase the value of the economic and cultural outcomes generated by the Piedmont mountain territory of which wants to put itself as a useful tool for development and valorization, by using interpretative keys and cues of reflection for people working on the territory.

Thanks to L.135/2001, the STL (Sistemi Turistici Locali) are promoted, and that means giving an important contribution to synergic collaboration between firms and local entity.

According to some semi-structured interviews, the surveys gathers data concerning mountain tourism in Piedmont, understanding better and better the tourist demand in Piedmont, in order to create a database with all the answers each city have given us. Then it will be proposing a new strategy, where both city and local firms are involved to collaborate to a new offer of tourism service.