

Tourism: an opportunity for mobility and for intercultural encounters

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Who am I



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Globalization, the growth of mobility and of the tourism industry

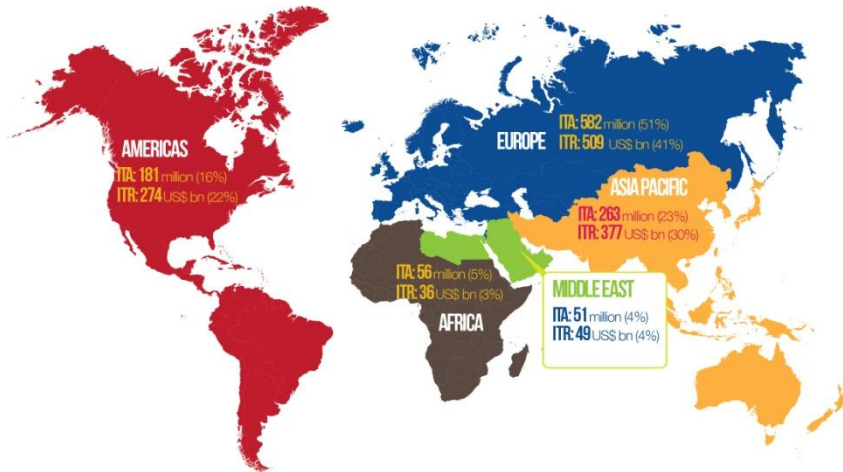


Globalization, the growth of mobility and of the tourism industry



INTERNATIONAL TOURISM 2014

International tourist arrivals (ITA): 1133 million
International tourism receipts (ITR): US\$ 1246 billion



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INTERNATIONAL TOURIST ARRIVALS 2014

1138 MILLION



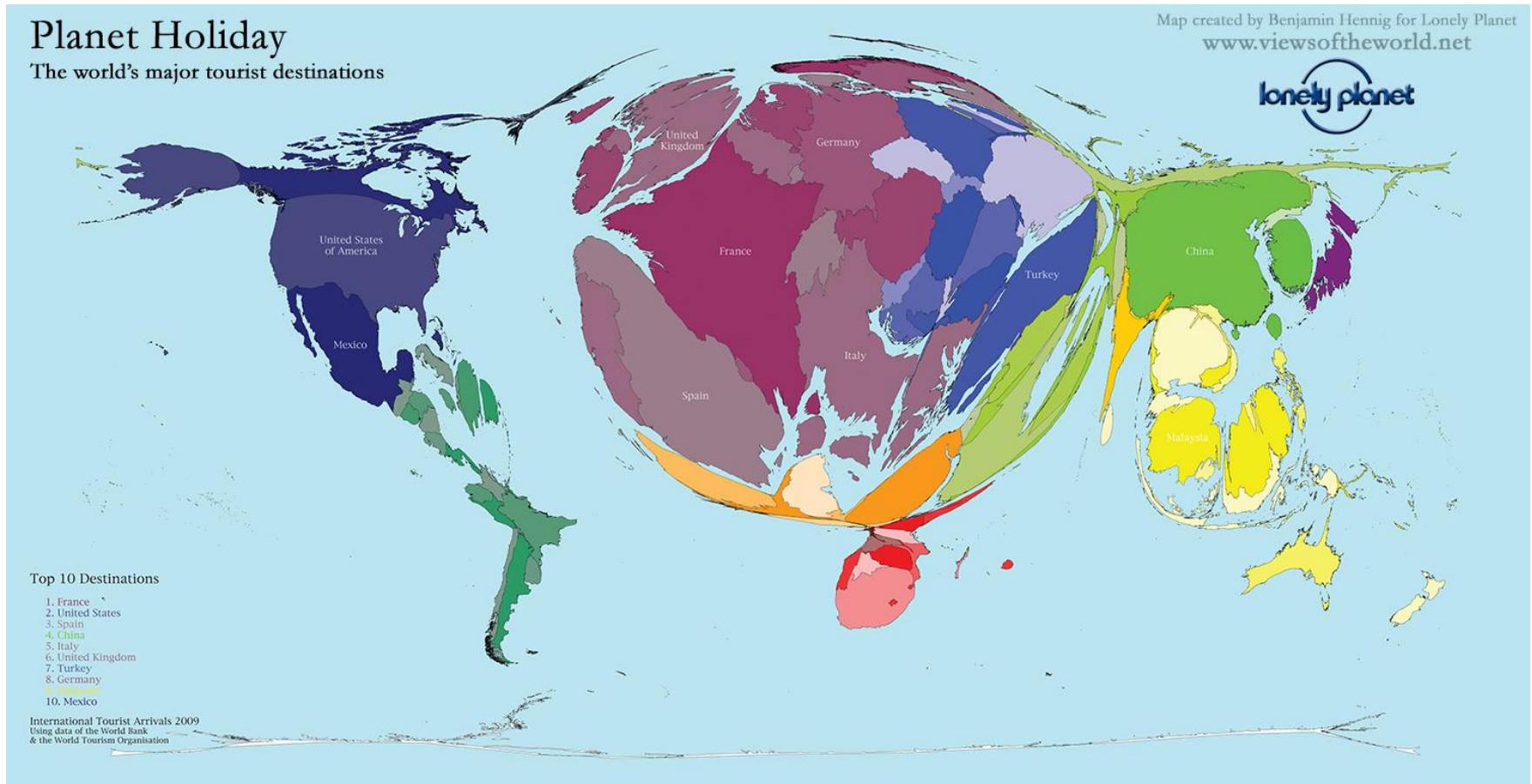
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Globalization, the growth of mobility and of the tourism industry

Main types of travellers:

- **Active baby boomers**
- **Global clans**
- **Cosmopolitan commuters**
- **Global executives**

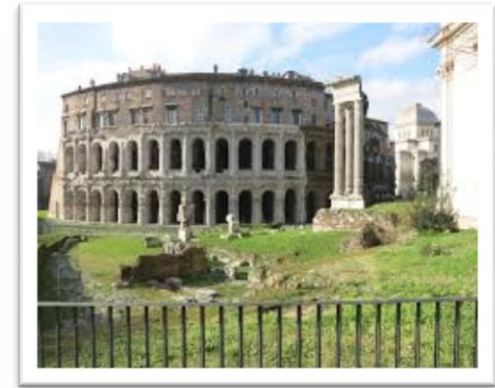
Italy: a tourism destination in the middle of Mediterranean



Italy: a tourism destination in the middle of Mediterranean



Italy: a tourism destination in the middle of Mediterranean



International tourists to Italy

International arrivals (millions)				Incomes (US\$ billions)			
Rank 2014	2013	2014	var. %	Rank 2014	2013	2014	var. % local currency
1 France	83,6	83,8	0,2	1 USA	172,9	177,2	2,5
2 USA	70,0	74,8	6,8	2 Spain	62,6	65,2	4,2
3 Spain	60,7	65,0	7,1	3 France	56,6	57,4	1,5
4 China	55,7	55,6	-0,1	4 China	51,7	56,9	10,2
5 Italy	47,7	48,6	1,8	5 Macao (China)	51,8	50,8	-1,9
6 Turkey	37,8	39,8	5,3	6 Unite Kingdom	41,0	45,9	6,2
7 Germany	31,5	33,0	4,6	7 Italy	43,9	45,5	3,7
8 Unite Kingdom	31,1	32,6	5,0	8 Germany	41,3	43,3	4,9
9 Russia	28,4	29,8	5,3	9 Thailand	41,8	38,4	-2,7
10 Mexico	24,2	29,3	21,5	10 Hong Kong (China)	38,9	38,4	-1,5

Source: UNWTO World Tourism Barometer - August 2015. Bank of Italy elaboration

International tourists to Italy

Year	Arrivals	Presences	Average Stay	Var. % arrivals	Var. % presences
2008	41.796.724	161.797.434	3,9	-2,5	-1,0
2009	41.124.722	159.493.866	3,9	-1,6	-1,4
2010	43.794.338	165.202.498	3,8	6,5	3,6
2011	47.460.809	176.474.062	3,7	8,4	6,8
2012	48.738.575	180.594.988	3,7	2,7	2,3
2013	50.263.236	184.793.382	3,7	3,1	2,3
2014*	51.661.578	186.871.740	3,6	2,8	1,1
Jan-May 2015*	17.043.609	54.286.085	3,2	4,8	5,2

*Source: Istat, 2014; *temporary data, 2015*

International tourists to Italy

Type of visited place	2012			2013			Variations %	
	Arrivals	Presences	Perm. on average	Arrivals	Presences	Perm. on average	Arrivals	Presences
City with an historical or art interest	22.007.351	60.291.761	2,7	22.691.248	62.453.041	2,8	3,1	3,6
Sea place	8.025.204	42.353.805	5,3	8.453.558	43.599.622	5,2	5,3	2,9
Lake place	4.451.912	22.685.957	5,1	4.517.620	22.915.971	5,1	1,5	1,0
Mountain place	4.246.504	20.584.521	4,8	4.350.977	20.859.784	4,8	2,5	1,3
Hills place	1.970.409	9.044.260	4,6	2.052.254	9.199.162	4,5	4,2	1,7
Thermal place	1.498.594	5.517.463	3,7	1.542.042	5.593.040	3,6	2,9	1,4
Other kinds of place	6.538.601	20.117.221	3,1	6.655.537	20.172.762	3,0	1,8	0,3
TOTAL	48.738.575	180.594.988	3,7	50.263.236	184.793.382	3,7	3,1	2,3

Source: Istat, 2014

Why are foreigners attracted by Italy?

SHOPPING

FOOD & WINE

LANDSCAPES

ART & HERITAGE

**WELCOMING &
HOSPITALITY**



International tourists to Italy

Countries of incoming	2013		Variations % 2012/2013		% share on the total 2013	
	Arrivals	Presences	Arrivals	Presences	Arrivals	Presences
Germany	10.329.271	52.224.949	1,3	0,9	20,6	28,3
Unite States	4.542.936	11.726.058	2,3	2,4	9,0	6,3
France	3.879.255	11.900.230	4,8	4,7	7,7	6,4
Unite Kingdom	2.955.262	11.381.729	2,3	2,2	5,9	6,2
Switzerland	2.314.559	9.204.315	7,6	5,4	4,6	5,0
Austria	2.113.848	8.367.288	0,2	-1,6	4,2	4,5
Russia	1.926.911	7.111.178	12,8	15,1	3,8	3,8
The Netherlands	1.925.017	11.144.216	-1,8	-1,4	3,8	6,0
China	1.850.206	2.829.861	16,8	13,4	3,7	1,5
Spain	1.614.839	4.465.590	-5,7	-5,0	3,2	2,4
Japan	1.432.051	2.765.168	-1,2	0,0	2,8	1,5
Belgium	1.136.286	4.879.723	3,0	2,8	2,3	2,6
Poland	981.351	3.963.625	6,8	5,9	2,0	2,1
Australia	870.857	2.292.708	6,1	6,3	1,7	1,2
Brazil	747.065	1.830.635	-2,4	-1,0	1,5	1,0

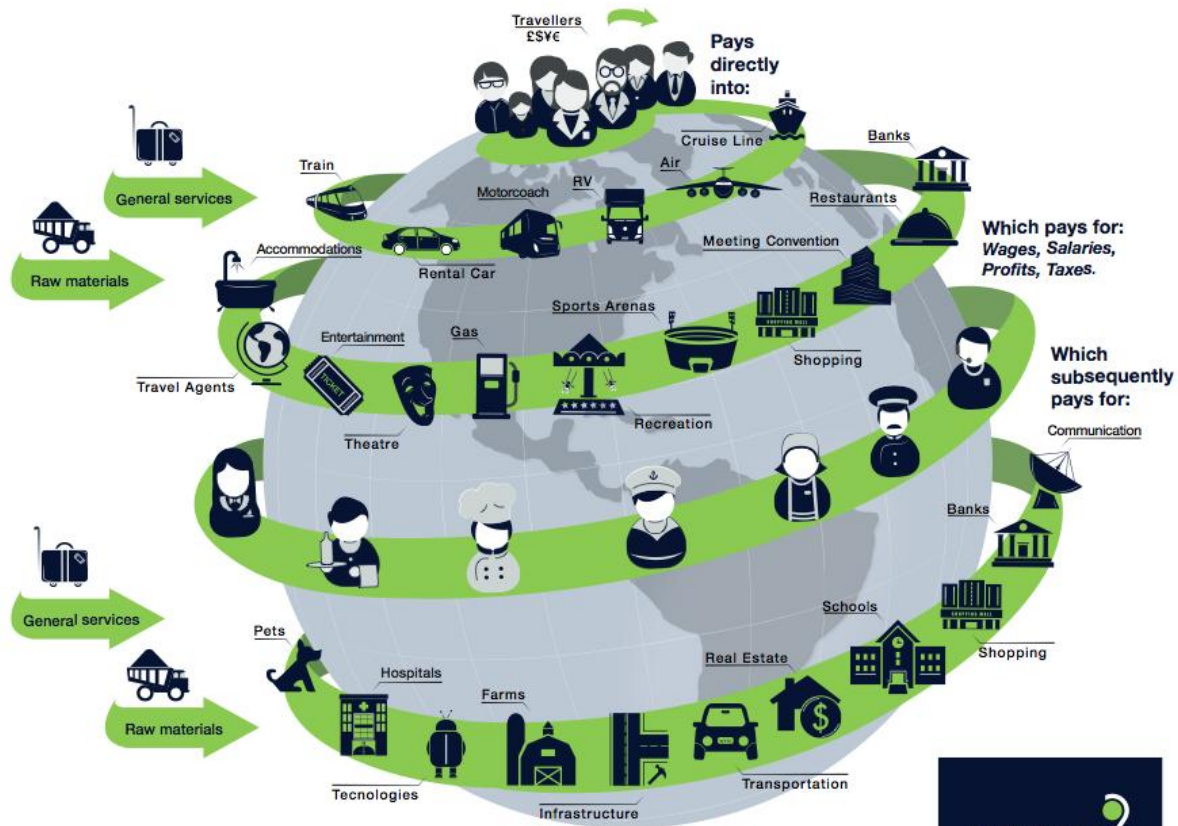
Source: Istat, 2014

The EXPO 2015 effect

- Milan 2015: + 49% visitors
- Particularly from US, France, England, China, Germany
- Castello Sforzesco: +90% visitors
- Civic Museum: + 50% visitors
- Modern Museum of the XX century: +43 % visitors
- BikeMi: +31.6 % users
- Hotels, B&B, ... of the area lakes 2015: +28,3% income
- Venice territory 2015: + 20,9% income
- Florence 2015: +15% income
- Salento & Amalfi Cost: + 8,1%



International tourism effect



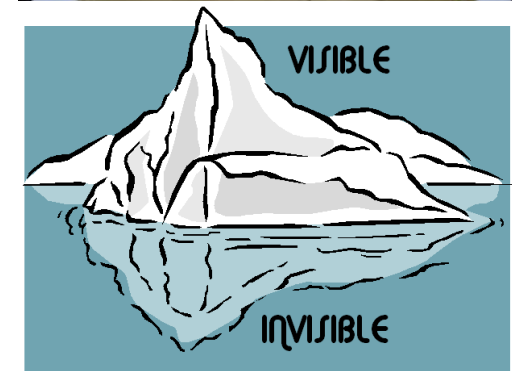
What do foreigners perceive as weakness of the Italian tourism?



- Italian tourism system is a mirror of the rest of the Italian economical industries
- Italian tourism system is a mirror of the rest of the Italian economical industries
- Lack of professionalism, particularly considering the “new” BRIC’s tourism

Tourism as an opportunity for intercultural encounters

- Bars, restaurants, discos, pubs, etc.
- Hotels, B&B, hostels, tourist villages, private apartments, etc.
- Shops, malls, outlets,....;
- Tourist offices, information points, any kind of public transports, public services,...
- Museums, galleries, parks, excursion services, tourist guides,...
- Language schools, any kind of hobbies' courses,...
-



How to improve the tourism quality system, also considering the “new” international tourists?

1) Investing in the human “intercultural” factor: selection & training

2) Creating tourism territorial “nets” and adopting a system intercultural consulting

Investing in the human factor

- *« The secret of the fortune of many hotels, is to be found especially in the quality of the staff and will of employees to give a service of quality, to behave with kindness and cordiality, to have knowledge about the customers, thus to be focused on them and on their needs. The staff, therefore, the professional and human characteristics of workers in the tourism sector, is the first factor of success for a hotel or any kind of hospitality structure»*

1945, Eldorado Zammaretti

(President of the Syndicate of Milan hotels and President of the Italian hoteliers)

- Nowadays the **human capital** is still a factor that **makes the difference in the perception of the touristic experience**

Selecting intercultural human resources

Selection criteria for the tourism and hospitality industry:

- Personal hobbies, interests and motivation toward tourism and travelling;
- Being interested to people and to cultural diversity;
- Natural service and client oriented attitude;
- Good communication skills and at least a certain second language proficiency;
- Being preferably bicultural;
- Curiosity, interest and passion for the knowledge about the local territory;
- Consider others' points of view, showing emphatic, recognizing NVC elements, but also asking questions
- Adapt own behaviours to others' behaviours (communication contents and registers), believes and values systems

Selecting intercultural human resources

Selecting methodology: one-to-one or group assessment, by considering and evaluating a battery of tools, such as:

- Candidates' CV with the education, professional and vocational experiences and eventual certifications;
- Candidates' response knowledge and psycho-attitudinal tests;
- Candidates' response to a deep qualitative one-to-one interview to verify knowledge, motivations, values and attitudes, so as behaviours and competences showed in specific previous situations;
- Candidates' behaviours in simulated intercultural relations and problem solving situations

Intercultural training

Intercultural competences that the hospitality industry's employees could develop:

- Knowledge about national and international tourists motivations, habits, needs and requests, in order to understand how culture can impact
- Ability to interact taking in consideration tourists culture, and consequently being more effective while they deal relationships with international tourists
- Ability to handle relations with tourists by using at least English as L2/B2
- Ability to use clients management software tools, in order to be able to segmented and personalised tourists hospitality and eno-gastronomic products and services
- Ability to promote, to valorise and to narrate local cultural heritage, adapting the local offer to specific tourists' culture

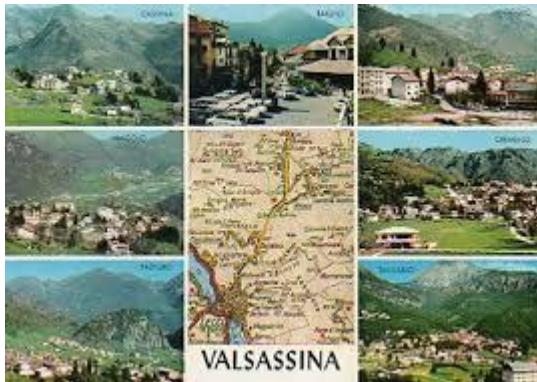
Tourism territorial "nets" & systemic intercultural consulting



Tourism territorial "nets" & systemic intercultural consulting



"A Memoria" game for the Valvassina



The net & the brand "Puglia imperiale"



Conclusions & reflections





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