Tourism in small historical towns—culture and the redifinition of the urban identity: the case of San Marino

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What is the future going to be for tourism in small historical towns? At least until a few years ago, in fact, this type of destination was not particularly attractive for visitors, in part because it was perceived as a kind of “living museum”. However, it is possible to identify some very positive changes in recent years. In fact, the common appeal of small historical towns is that they provide a unique opportunity to experience the life of the past, to immerse oneself in the atmosphere of the medieval age. However, in recent years, some changes have been noticeable in the way these destinations are marketed and managed. The emphasis has shifted from a focus on the historical aspects to a greater focus on the cultural and social aspects. The aim is to create a more engaging and interactive experience for visitors, who are increasingly looking for unique and authentic cultural experiences.

The case of San Marino

San Marino is a small historical town located in the northeastern part of Italy. It is one of the few remaining free states in Europe, and it has a rich cultural history dating back to the Middle Ages. Today, San Marino is a popular tourist destination, attracting visitors from all over the world. In recent years, there has been a significant increase in the number of tourists visiting the town, and there have been efforts to improve the tourist infrastructure and marketing strategies.

The tourism sector in San Marino

Tourism in San Marino is an important sector of the economy, contributing significantly to the local economy. The town has a number of attractions that are popular with visitors, including its medieval architecture, its museums, and its picturesque landscapes. The town is also known for its traditional festivals and cultural events, which attract visitors from all over the world.

Conclusion

The tourism sector in small historical towns is undergoing a significant transformation. The emphasis is shifting from a focus on the historical aspects to a greater focus on the cultural and social aspects. This is a positive development, as it provides a more engaging and interactive experience for visitors. It is important that these destinations continue to invest in their infrastructure and marketing strategies in order to attract and retain visitors in the future.
Il turismo nei piccoli borghi
fra cultura e ri-definizione
dell'identità urbana:
il caso di San Marino

a cura di
Patrizia Battilani e Stefano Pivato

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