



OFF-THE-BEATEN  
TRACK:  
TOURISM  
PRACTICES FOR  
MARGINALIZED  
PLACES'  
REGENERATION

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GEOGRAPHY & REGIONAL SCIENCE @  
GRAN SASSO SCIENCE INSTITUTE

# MENTIMETER

Web: [www.menti.com](http://www.menti.com)

Code: 84 39 08 0

- Max 3 words that come to your mind when we talk about “off-the-beaten-track”

Go to [www.menti.com](http://www.menti.com) and use the code 2796 3967

# Max 3 words that come to your mind when we talk about "off-the-beaten-track"



# MENTIMETER

Web: [www.menti.com](http://www.menti.com)

Code: 84 39 08 0

- Tell us a place in your Country you would define as “off-the-beaten-track”

(include: Name of the place – City – Country)

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# DIG INTO OFF- THE-BEATEN TRACK, MARGINS AND REGENERATIVE TOURISM



Home > Firenze > Cosa fare e vedere a Firenze: 20 luoghi imperdibili

# Cosa fare e vedere a Firenze: 20 luoghi imperdibili

I principali luoghi di interesse e le 10 cose da fare e vedere a Firenze in 1, 2

Di **Alfonso Cannavacciuolo** -

Home > Destinazioni > 10 Countries With Extr

## 10 Countries

There are seemingly an endless number of attractions.

BY CYNTHIA LEVY PUBLISHED FEB 08, 2022



Photograph: Shutterstock | Incredible Istanbul is best devoured alone

# 32 unmissable things to do in Istanbul

The definitive guide to the very best things to do in Istanbul. Get ready to fall in love with

Search for "Paris" or "Colosseum"



EN



EUR



Help



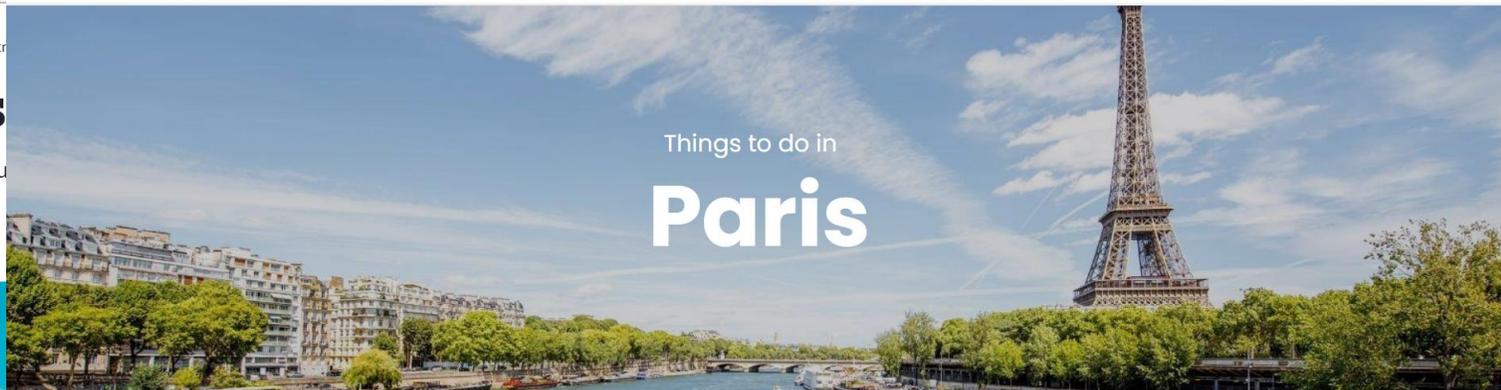
Bookings



Account

Things to do in

# Paris



Home / France / Île-de-France / Things to do in Paris

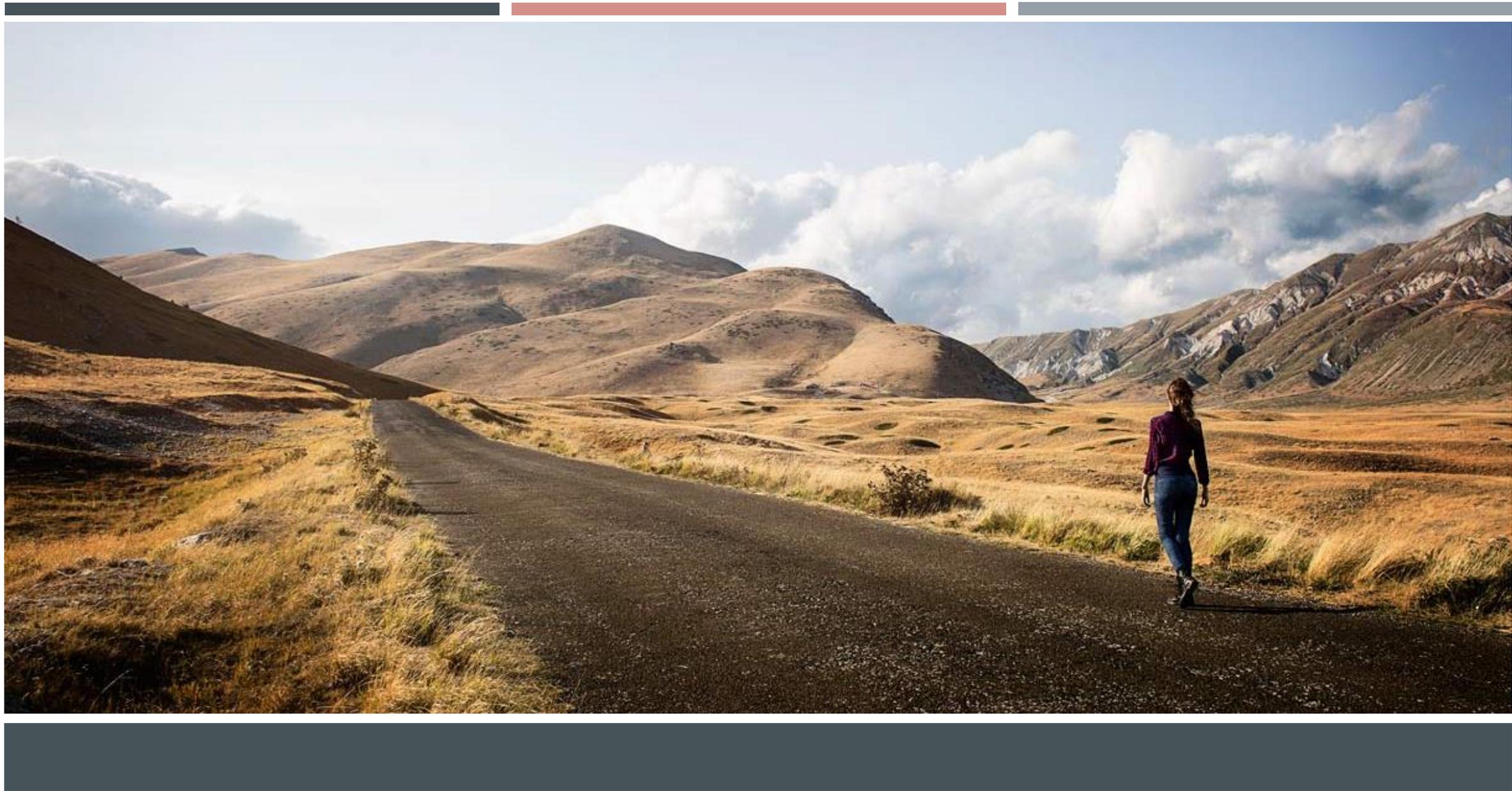
## Welcome to Paris

Even first-time visitors experience a sense of familiarity when they arrive in Paris, with its instantly recognizable monuments, tightly packed bistro terraces, and chic boutiques. The Eiffel Tower, Notre Dame Cathedral, and Louvre Museum are three











# OFF-THE-BEATEN- TRACK: DEFINITION

“An unusual route or destination”

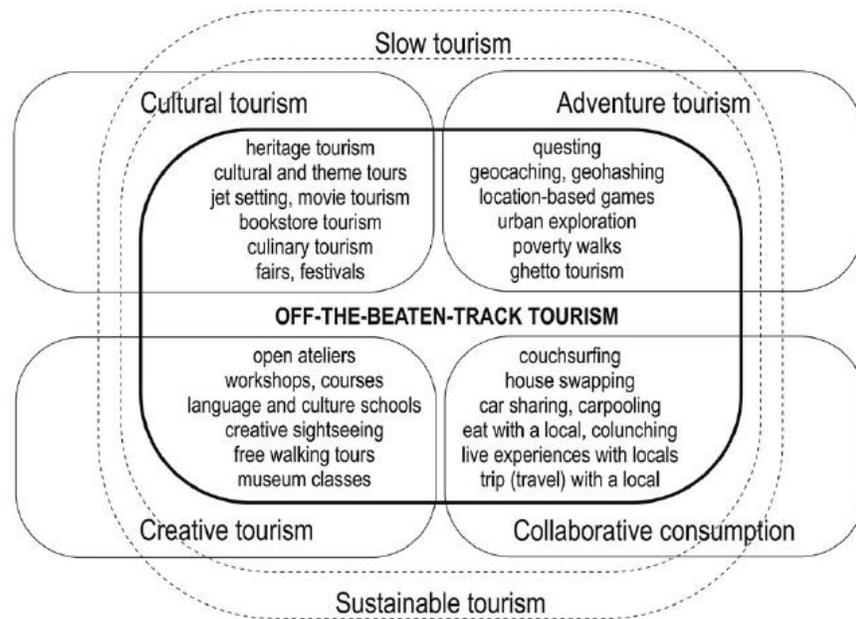
“In a place where few people go, far from any main roads and towns.”

“Distant in space and time.”

“A way to affirm authenticity.”

A well-worn path trodden down by many feet. The phrase “beaten track” was recorded in 1638 in reference to the usual, unoriginal way of doing something.

# OFF-THE-BEATEN-TRACK TOURISM



Source: Matoga & Pawłowska (2016)

Tourism trends > **post-industrial tourists** (Hughes, 2021)

Increasingly in search of an **authentic experience and personalised, tailor-made provision** (Équipe MIT, 2011)

Off-the-beaten-track is a **different way of exploring a city**. The visitors' interest is in the **urban space** beyond the traditional tourism centres (Maitland, 2013; Novy & Huning, 2009).

It is pursued by tourists that **deliberately avoid institutionalised and staged experiences** as well as popular tourist sites and instead seek authentic experiences and alternative tourist routes (Pappalepore et al., 2010).

Visitors which are inclined to participate in **more sustainable and ethically responsible travel** (Seeler et al, 2021)

CONTEMPORARY GEOGRAPHIES  
OF LEISURE, TOURISM AND MOBILITY

DEVELOPING TOURISM  
OFF THE BEATEN TRACK EDITED BY ROBERT  
MAITLAND AND PETER NEWMAN WORLD TOUR  
WORLD TOURISM CITIES CITIES DEVELOPING  
DEVELOPING TOURISM OFF THE TOURISM OF  
BEATEN TRACK THE BEATEN TRACK EDITED BY  
EDITED BY ROBERT MAITLAND AND PETER ROE  
NEWMAN MAITLAND AND PETER NEWMAN WOR  
TOURISM CITIES DEVELOPING TOURISM OFF

CITIES IN URBAN CHANGES

INTERACTIONS AMONG CITY  
USERS IN NEW SPACES

CO-EXISTENCE OF CITY  
ROLES

HISTORICAL CITIES IN EU

EXTENSION COMPARED TO  
STANDARD TOURISM OFFER

ACTIVE LEISURE IN  
INDEPENDENT  
EXPLORATION

TOURISTS SEARCH  
FOR IDENTITY

DISCOVER THE  
DAILY LIFE IN CITIES

"DO AS THE LOCALS  
DO"

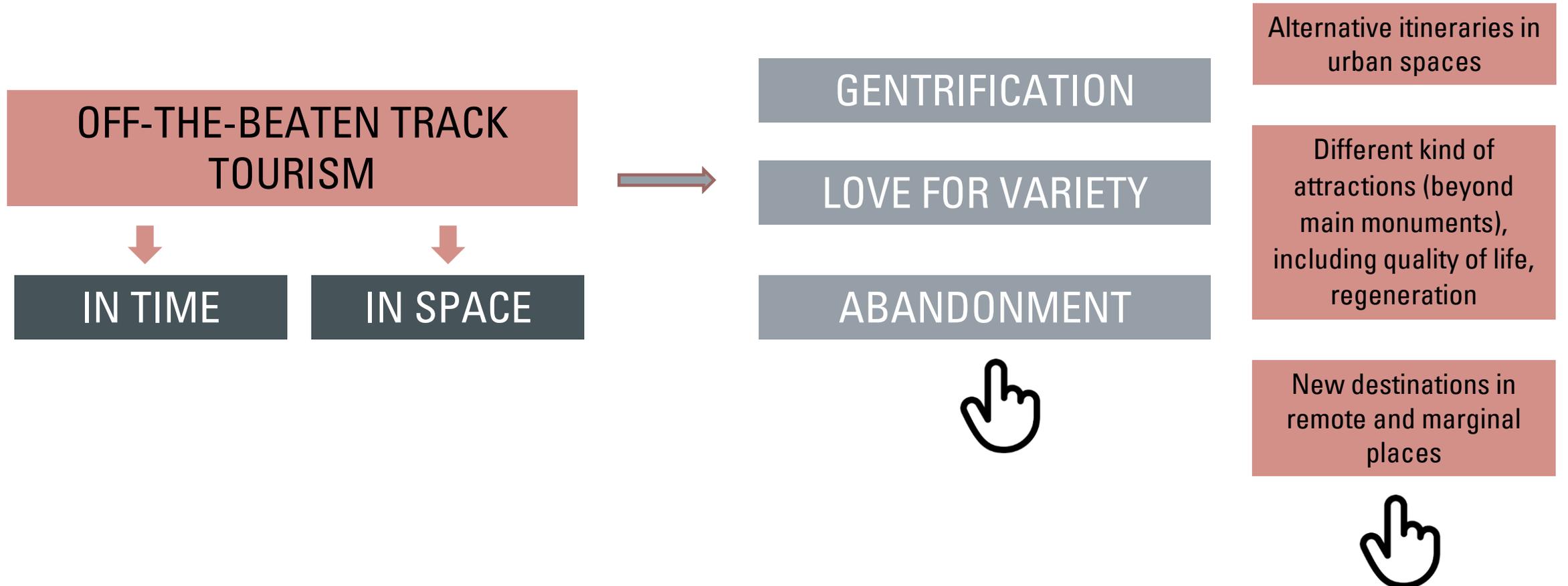
## OFF-THE-BEATEN-TRACK TOURISM

The phenomenon of off-the-beaten-track tourism (Maitland, 2010; Maitland & Newman, 2009), also described as **'tourism of the quotidian'** (fr. *tourisme de l'ordinaire*) (Gravari-Barbas, 2013), is **shaping in contrast to mass tourism**.

The objects of interest are the **places where everyday life of its inhabitants takes place** (Whiting & Hannam, 2014).

**To confirm their ideas and knowledge**, both of the place they are visiting and of the inhabitants, their traits and lifestyles. (Füller & Michel, 2014)

# A RESPONSE FOR THE "POST-TOURISM"?



## MARGINS AND PERIPHERALISATION



- **Marginal places** are those 'left-behind' in the race for progress, with an evocative aspect of nostalgia and fascination.
- They might be **geographically 'out-of-the-way'** but are characterised mainly by being at the periphery of social and cultural systems. (Shields, 2013)
- **Periphery is a relational space** (Pugh & Dubois, 2021), it is quantified as the distance from centres. **Peripheralisation** is a social process and not a geographical fact.
- It is a **consequence of centralisation and strategic decisions**, which brings dependency, exclusion, stigmatisation, decline and out-migration phenomena. (Leibert & Golinski, 2016)

# A PLACE-BASED POLICY ANSWER: NATIONAL STRATEGY ON INNER AREAS



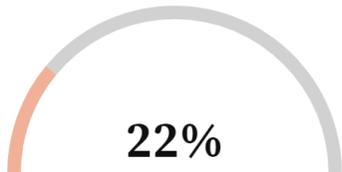
1 INHABITANT  
OUT OF EVERY 4



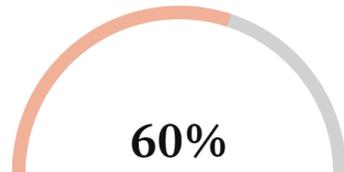
1 MUNICIPALITY  
OUT OF EVERY 2

Based on the distance from  
centres offering essential  
services on:

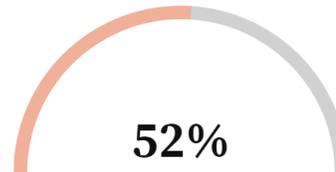
- education
- health
- mobility



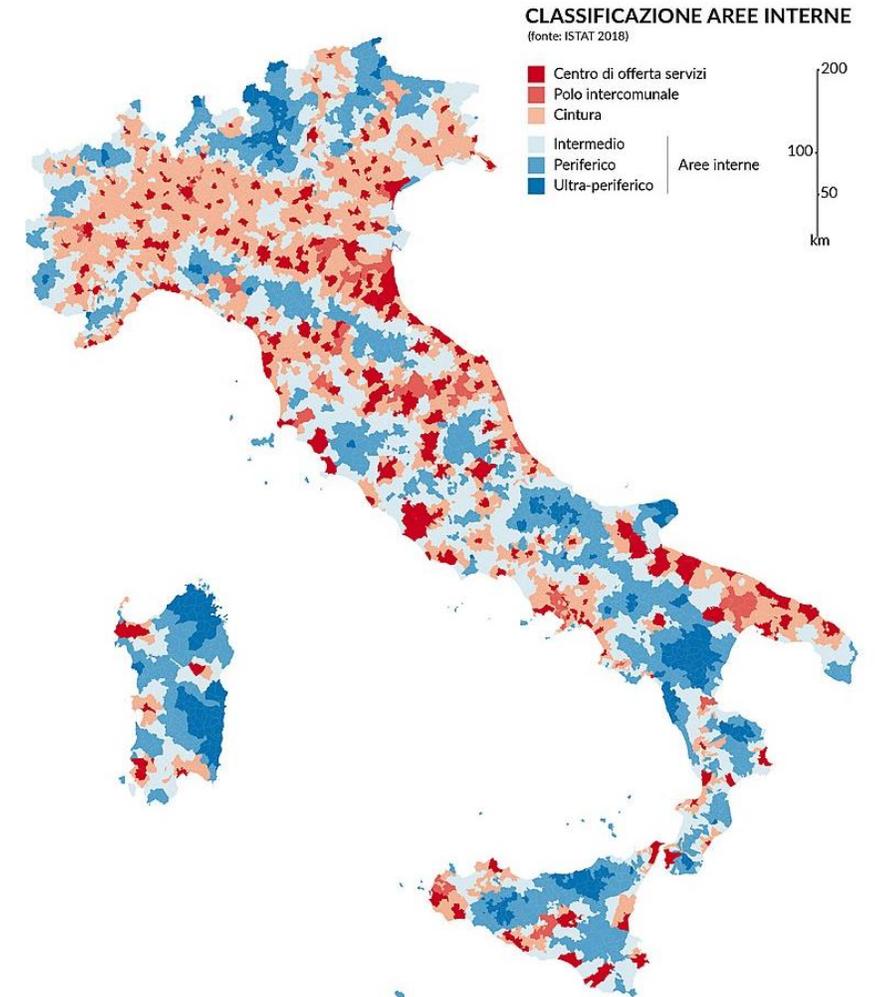
of the total Italian population  
= 13 million in habitants



of the national surface



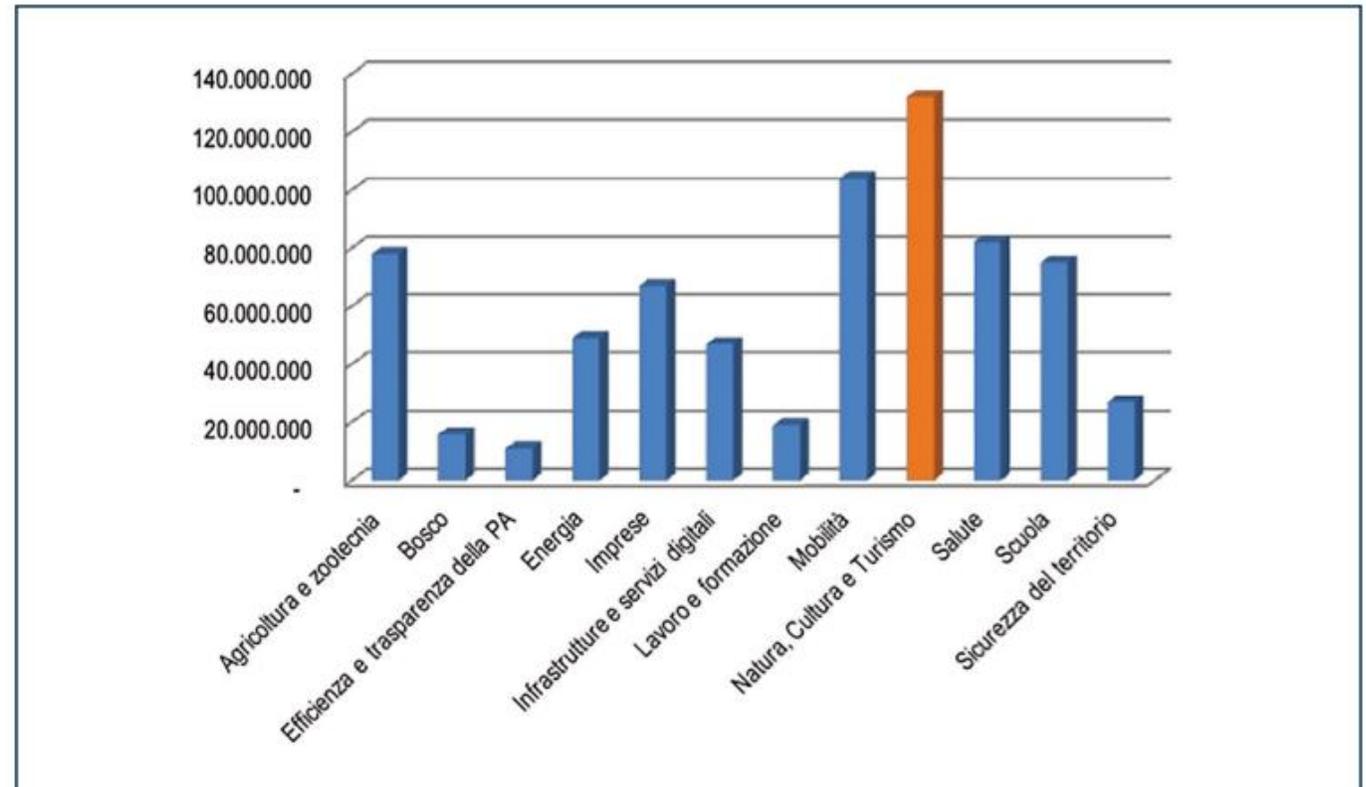
half of Italian municipalities:  
= 4200 municipalities



# NATIONAL STRATEGY ON INNER AREAS (SNAI) THE ROLE OF TOURISM

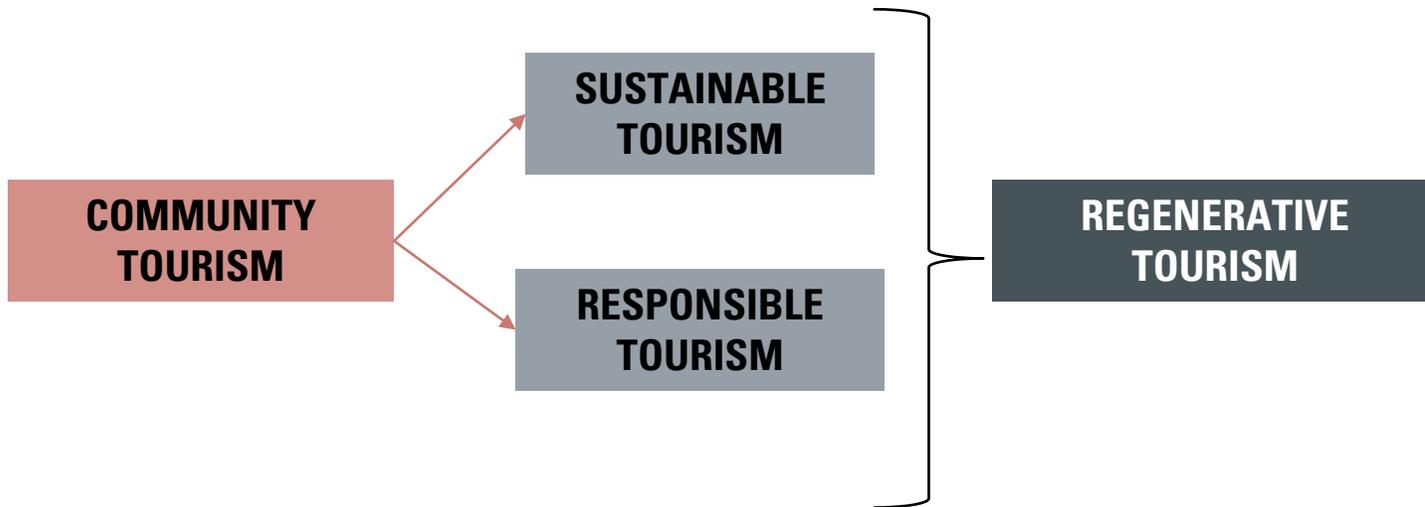
In vast and sparsely inhabited lands, investments in tourism are seen as opportunity to:

- Increase the numbers of users for services
- Activate local economies – related to the place
- Need for accessibility, transport and improve mobility
- Support preserving and valorising local identities

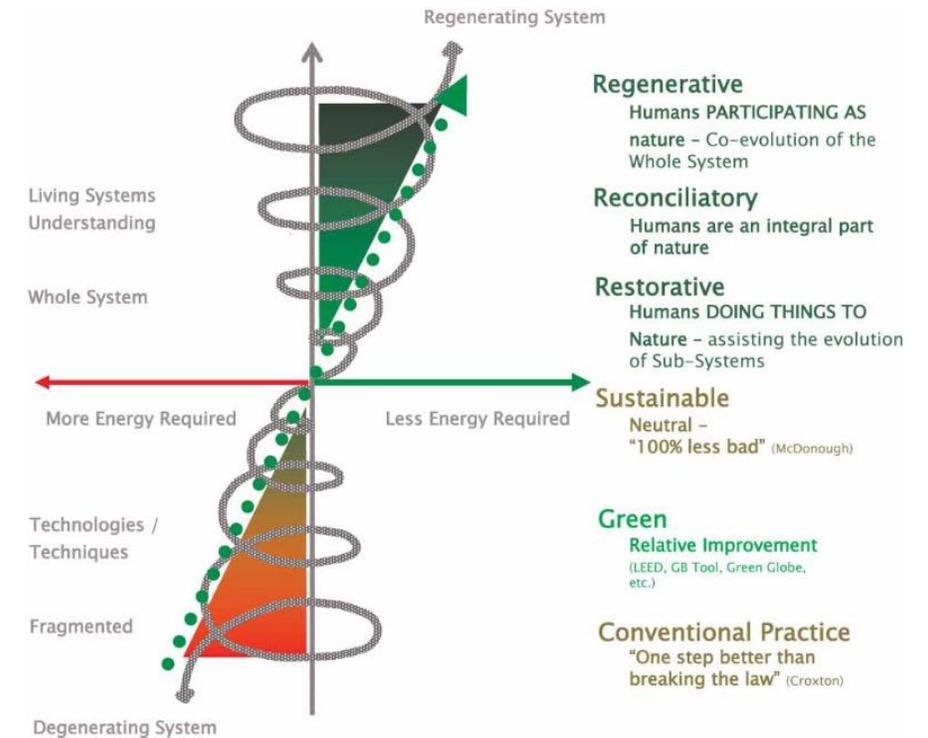


Fonte: Elaborazione Comitato Tecnico Aree Interne, Dipartimento per le Politiche di Coesione (DPCoe), Presidenza del Consiglio dei Ministri.

# REGENERATION THOROUGH TOURISM



Is it possible that because of tourism, people arrive in a remote place and, as a consequence, inhabitants have the opportunity to stay? Is this connection enabling services to be activated in depressed territories? How to enable such a virtuous circuit?



Source [CBI.EU](http://CBI.EU)

# SOME EXAMPLES

FROM THE ITALIAN CONTEXT

**REGENERATION IN OSTANA - ALPS**

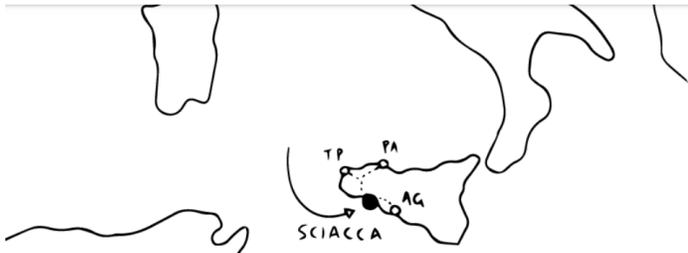
**CAMMINO NELLE TERRE MUTATE  
CENTRAL ITALY**

**NEW-INHABITANTS IN THE APENNINES**

**SCIACCA - LA CITTÀ DEI 5 SENSI IN  
SICILY**



# SCIACCA - LA CITTÀ DEI 5 SENSI



**OPEN AIR MUSEUM**

**COMMUNITY  
ACTIVATION**

**BUILDING OF IDENTITY**

Benvenuto in un museo a cielo aperto fondato sull'identità e sulla bellezza

**INFOPPOINT DIFFUSO**

Sono i luoghi dove sarete accolti da chi vive quotidianamente il museo diffuso per condividere, in ogni lingua del mondo, ogni informazione, ogni consiglio, ogni segreto.

**LE NOSTRE CAMERE DA LETTO**

Vi accoglieremo come amici con l'affettuosa ospitalità siciliana. La nostra missione è farvi sentire a casa.

<b>Agorà Panoramic Rooms</b> www.agorasciaccia.it	Corso V. Emanuele n. 10 320977202
<b>Casa dell'Aromatario B&amp;B</b> www.bbcasadelaromatario.it	Via G. Licata n. 13 3408907287 / 09258486
<b>Coraje Room &amp; Breakfast</b> www.corajesciaccia.it	Vicolo Orfanotrofia n. 6/A 0925440205 / 366380479
<b>Domus Aleria</b> www.domusaleria.it	Via G. Licata n. 26 3393916055 / 392988776
<b>Fazio B&amp;B</b> www.faziobb.com	Via Corso n.1 092585937
<b>Il Campanile B&amp;B</b> www.bebicampante.it	Piazza Inveges n.1 0925441525 / 328953809
<b>Il Mandorlo B&amp;B</b> www.bblmandorloresidence.com	Via delle mandorle n. 3891830815 / 392068776
<b>Néramas B&amp;B - Luxury Rooms</b> info.neramasmob@gmail.com	Via Turmijeri n. 3892778019 / 320032759
<b>Locanda al Moro</b>	Via Liguori n. 4 393946436
<b>Note di colore B&amp;B</b> www.notedicolorebb.it	Via Orti S. Salvatore n.1 328421529
<b>Porta Bagni B&amp;B</b> www.portabagni.com	Vicolo San Lorenzo n.1 339627869
<b>Regina Bianca Camere, Suite e Spa</b> www.reginabianca.it	Via Turmijeri 9 3281734926 / 366365134
<b>HOTE</b>	
<b>Hotel Villa Calandrino</b> www.villacalandrino.it	Via Nocera Inferiore 092590508
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<b>CASA VACANZ</b>	
<b>Bono Case Vacanze</b> www.bonocasevacanze.it	C.da San Marco e Maragar 092530386
<b>Casa Giavada</b>	Via Pietro Gerardi n. 6 3204666513 / 347421242
<b>Casale La Zagara</b> www.casalezagara.it	Via Tacito n. V 320949699
<b>La Lanterna di Bacchi</b> www.lanternaibacchi.it	Corso V. Emanuele n. 29 092526614 / 347228005
<b>Lumia Case vacanze</b> www.lumiavacanze.it	C.da Lumi 09252655
<b>Nuovo Lumia Mare Casa Vacanze</b>	C.da Lumia, Via Mar Ege 3284661205 / 348523336
<b>Residence Makauda Beach</b> www.makaudabeach.it	S. 115 al Km 129,80 092597001 / 388723452
<b>Tenuta Carabollace</b> Località Monterotondo / San Giorgi	329328349
<b>Villa Margherita</b> www.villamargheritasciaccia.it	Via Allende n. 335768865
<b>LE NOSTRE SALE DA PRANZO E DA APERITIVO</b>	
Sono le vetrine di un " museo da gustare", dove usare tutti i vostri sensi per conoscere (nel modo più piacevole) i prodotti della nostra terra.	
<b>Le Stranize</b> Via G. Garibaldi 0925 81734	<b>Bar Florio</b> Corso V. Emanuele n. 98/ 092527182
<b>Hostaria del Vico</b> Vicolo Sammaritano n. 10 0925 23171	<b>Skajunata Café Retro</b> Piazza Matteotti n. 6/8/9 339 458 3662
<b>Osteria Cappellino</b> Via Cappellino n. 24 0925 1907185	<b>Murphy's</b> Piazza Inveges n.4 3476969353
<b>Ristorante La Matrice</b> Piazza Don Mirzoni n. 9/10 0925 190377	<b>La Focaccia</b> Piazza S. Priscila 350 509 6462
<b>Paliko Sciaccia</b>	<b>Mastro Malto Beer Shop</b>

**INFO PRENOTAZIONI**

Piazza Libertà, 2  
92019 Sciaccia AG

+39 3343220888  
info@sciaccia5sensi.it  
www.sciaccia5sensi.it

# CAMMINO NELLE TERRE MUTATE



REGENERATIVE TOURISM

COMMUNITY  
ACTIVATION

BUILDING OF IDENTITY



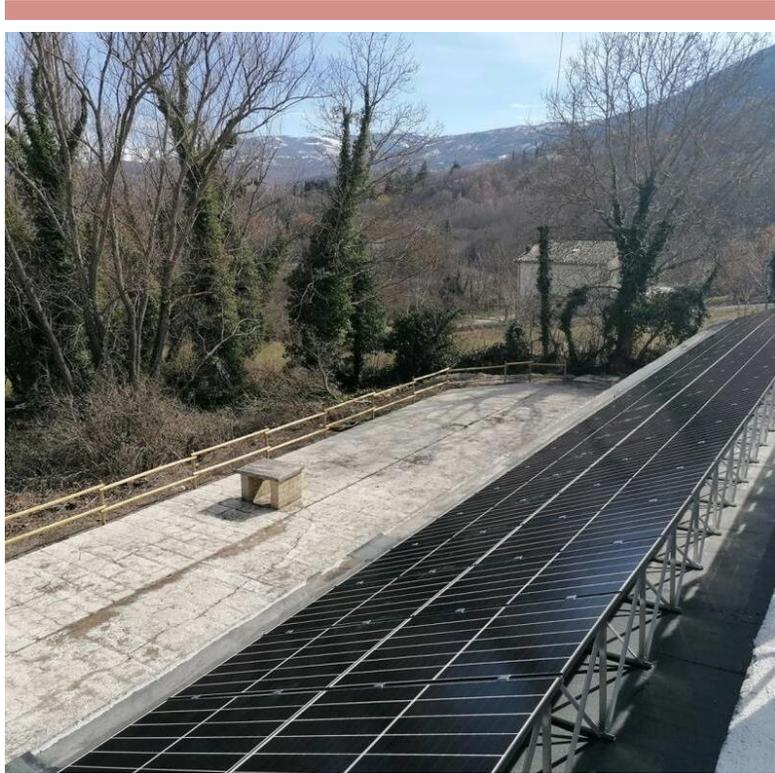


# OSTANA (PIEDMONT)

**REGENERATION**

**INNOVATIVE  
ARCHITECTURE**

**NEOPOPOLAMENTO  
(New-inhabitants)**



# GAGLIANO ATERNO (ABRUZZO)

**POLICY, RESEARCH AND  
COMMUNITY**

**ENERGY  
COMMUNITY**

**POST-EARTHQUAKE  
RECONSTRUCTION**

**NEOPOPOLAMENTO  
(New-inhabitants)**

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# THE GOOD AND THE BAD



- Out of the usual tourism roads
- Contribution to local development
- Support to habitability
- Enhancement of alternative tourism activities
- Creativity and fascination for the unknown



- Difficulty in the accessibility
- Structural lack of services
- Low internet coverage
- Lack of visibility and hidden to find places

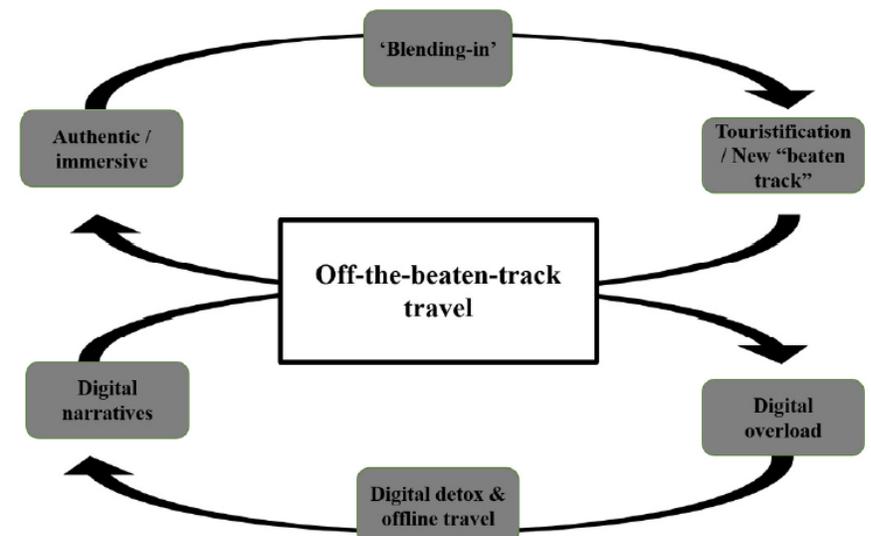
# OPEN QUESTIONS



How to balance between being known and not being under the spotlight?

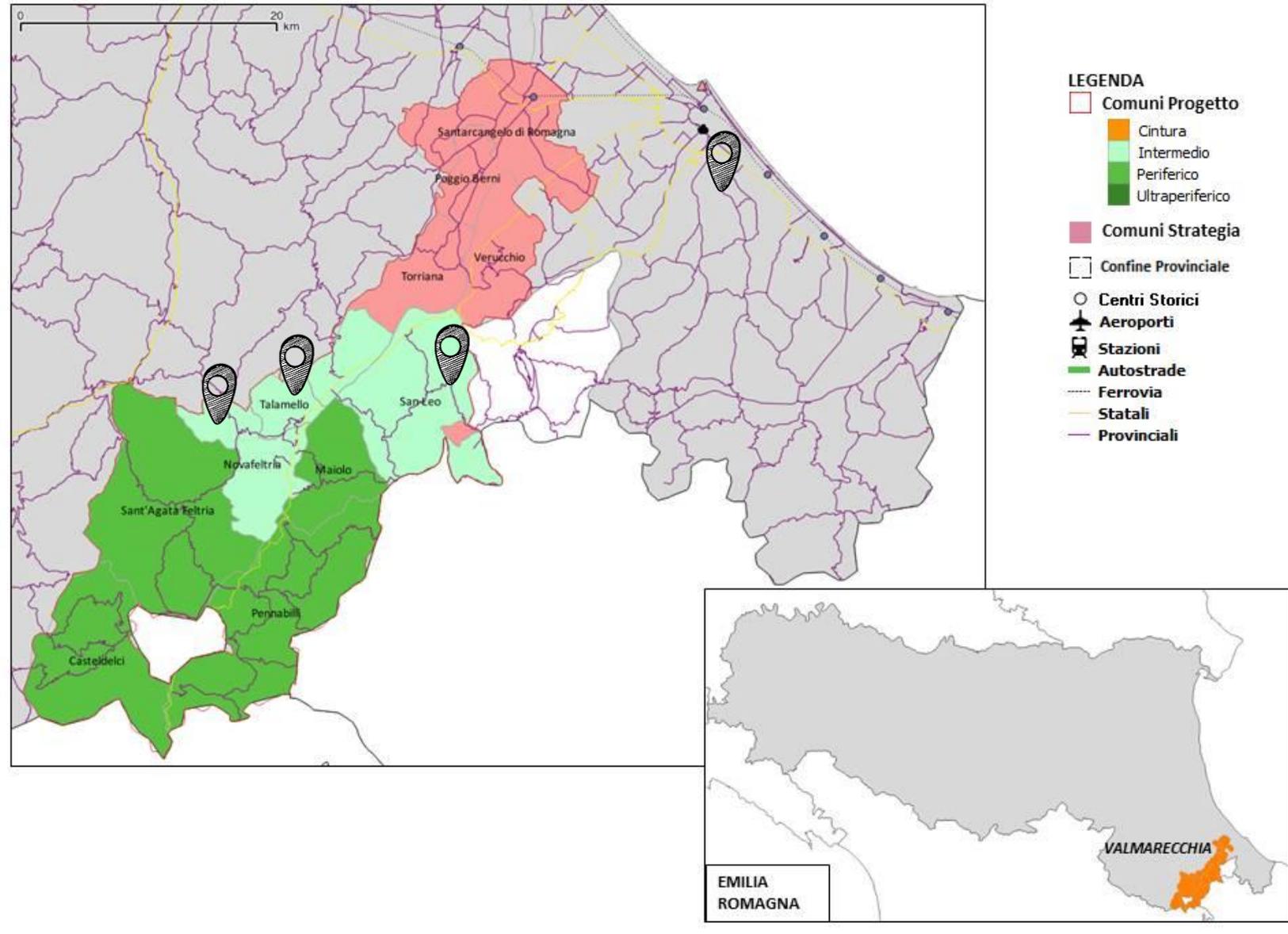
How to be off-the-beaten-track but still known?

The paradox: being pioneers in uncovered places and risk opening doors to mass tourism.



Source: Seeler et al (2021)

# OUR OFF-THE-BEATEN-TRACK TOUR IN VALMARECCHIA





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## SULPHUR MUSEUM – PERTICARA, NOVAFELTRIA (RN)

**CULTURE**

**REDEVELOPMENT**

**LOCAL IDENTITY**

**REGENERATION**



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## FOSSE DI TALAMELLO (RN)

**GASTRONOMY**

**TRADITION**

**LOCAL IDENTITY**

**VALORISATION**

# COMMUNITY-BASED COOPERATIVE IN SAN LEO (RN)

COMMUNITY

SERVICES CONTINUITY

VALORISATION



# MENTIMETER

Web: [www.menti.com](http://www.menti.com)

Code: 3995 9555

- Which is the main message you will bring with you after this talk?



# THANK YOU & SEE YOU IN A WEEK!

(Still, in case you want to be in touch with me ;-)

[annalispalazzi3@gmail.com](mailto:annalispalazzi3@gmail.com)

