

## Tourism in the Mediterranean Sea

### An Italian Perspective

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### About the Book

*Tourism in the Mediterranean Sea: An Italian Perspective* is the product of a collaborative group of experts in the field of tourism. Academics, whose research focuses on regional tourism system governance, alongside several experts from the tourism sector, contributed to the volume with distinct issues related to the tourism industry.

The growth of the Mediterranean Seas tourism system relates to the issue of tourist destination, brand protection, and public communication. The purpose of this book is to define a method of governance to improve regional and territorial tourism policies and to redesign tourist supply of the tourist destination with the goal of social and economic growth of the Mediterranean area. Tourism is rebuilding a vision associated with paths, visits to villages, heritage, tradition, and typical food and wine. Moreover, travellers will also tend to choose the tourist destinations that offer health guarantees.

This book, with an innovative and cross-disciplinary approach, is well suited to public decision-makers, university students, and sector experts to build a model of tourism that is able to understand the new opportunities that come from national and international markets in the Mediterranean area.



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