



ABSTRACT

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Abstract: (*maximum 300 words-one page*)

The aim of my research is the elaboration of an evaluation approach capable of analyse inner areas and communities where a cultural tourism based development plan is about to be implemented, in order to assess if that territory is actually ready and its characteristics are coherent with the proposed strategy.

The starting point is the great number of projects implemented in the past years where cultural and natural resources and its touristic fruition have been presented by administrators and researchers as the main solutions for the economic development problems of inner and rural areas, sometimes without a real connection with the actual resources of these territories.

The heart of the work is represented by the development of a method of assessment in the drafting of management plans for areas going towards a rethinking of local development path based on tourism and culture.

Can a certain context adapt to this development model? If so, how?

The proposed research will use qualitative and quantitative methods and could be divided in three different steps, to be applied in case studies:

- 1) the first step is the context analysis, general economic analysis, using the Creative Atmosphere approach drafted by Walter Santagata (Santagata 2012), stakeholders analysis and the institutional framework;



- 2) the second step is the analysis of the best practices in the implementation of sustainable development strategies within the local community: to find out whether to take a particular direction you need to study what the local players are already doing about it. Will be then considered and analysed companies, associations and institutions, highlighting - where present - specific trends, networks and needs;
- 3) the third step is the proximity analysis of local actors: to see if really the territory can be considered as a whole, it is necessary to study its internal links, the degree of lock-in or opening, but also the cognitive and cultural proximity in general.

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