

The Tourist Destination Developing Process. Seville Case Study

Valeria Cocco

Sapienza University, Economia, Italy
valeria.cocco@uniroma1.it

Marco Brogna

Sapienza University, Economia, Italy
marco.brogna@uniroma1.it

According to the World Tourism Organization, the sustainable tourism meets the needs of tourists and inhabitants of an area; and, at the same time, it protects and improves opportunities for the future. The sustainable tourism, in fact, could be considered as a mile stone and a guiding principle for territorial resources management and as a tool to satisfy the economic, social and aesthetic needs of the people. At the same time, the management of sustainable tourism guarantee the cultural integrity of the areas, the fundamental balance of nature and the biodiversity, supporting and improving the quality of the life of residents and tourists.

The relationship between tourism and territory is complex and dynamic. In fact, in the current international economic situation, tourism is one of the main engines of the global economy, since it is configured as a sector in continuous expansion and whose effects both in terms of flows and turnover are continuously increasing (around + 4% every year).

However, the contribution that tourism offers to the territories is not only economic, but also social. A welcoming place for tourists is a place where the quality of life is high, first of all for the residents; in fact, investing in infrastructure, services, healthy and public security is an advantage for both residents and tourists. Indeed, the easy movement of goods and people and the introduction of a tool like the internet in everyday life contributed to shorten the distances.

The research is focused on the Seville case study, that from the last 2 years displayed a national and international growth of the tourists' flows. In fact, the Spanish city of Seville is one of the most touristic destination of the Andalusia and has been characterized by an interesting development in the sustainable tourism sector, and, in particular, it is considered an important destination for both cultural and MICE tourism in the national and international market.

The research analyses the tourism developing strategy of the Andalusian destination, through a mixed methodology (qualitative and quantitative methodology), including the study of the main data of the Seville region and the strategic and organizational elements proposed by the government and involved into the tourist destination developing process.

Keywords: sustainability, competitiveness, tourism.