



## WORKSHOP

# ENTERPRISE NETWORKS IN THE MEDITERRANEAN COUNTRIES BASED ON THE INTEGRATED RELATIONAL TOURISM APPROACH

**Cairo, Egypt Tuesday 27<sup>th</sup> October 2009**

## CALL FOR IRT NETWORK EXPERIENCE

### INTRODUCTION

On the occasion of the 3<sup>rd</sup> International Scientific Conference entitled Integrated Relational Tourism – Territories and Development in the Mediterranean Area, the Organizing Committee encourages the business networks and the organizations, who work in the sustainable tourism field in the Mediterranean, to send a summary of their practices in use. The goal is to select and publish the best examples of territorial tourism cooperation and collaboration operating in the Mediterranean area and promoted by businesses and organizations alike who work as a network or an association as suggested by the principles of the Integrated Relational Tourism (IRT).

The Conference Organizing Committee invites tourism agencies, in particular those linked to the hospitality field, to submit their candidacies according to the attached form, summarizing their own tourism related experience in terms of IRT.

## INTEGRATED RELATIONAL TOURISM PRINCIPLES

Today's tourists reveal a need to **establish human relations** to counterbalance the isolation of the anonymity of the big cities. In this way, in the silence of the "vast territory in the interior" human relationships between residing population and travellers are assuming, if adequately directed, an increasingly important role in tourism.

Today's **tourists prefer "to be" rather than "to have"**, and therefore want to become part of the daily life of the places they visit, and want their journey to be a source of knowledge and leisure. The tourist reclaims the old function of journey, intent on widening his knowledge of the surrounding territory, while respecting the social and cultural equality of other populations.

Tourists seem less interested in the traditional sites of mass tourism, which has damaged local identities. More and more tourists **prefer less known sites and inland areas** where outside influences have had little effect on local cultures and folklore.

**The Mediterranean area is experiencing this change** and with its culture lends itself to the realization of the **Integrated Relational Tourism** (IRT), which allows for an emphasis and a creation of synergies among real resources of the areas, establishing a satisfying relation between the travelled sites and its inhabitants.

**As for local businesses, the need for human relations can be analyzed from two different points of view:** the first one entails the relations among different businesses and sectors, which are connected to the organization and the management aspects of the tourist or of the destination offer. Instead the second one refers to the "relationability" that exists between the business and the tourist. We can then talk about a dual IRT: **one which is based on the relationability amongst operators and another one based on the relations between businesses and tourists.**

The **Integrated Relational Tourism** surpasses the traditional concept of tourist supply and demand limited to the realm of economic competition and concerns a particular sector of the economy where supply and demand meet through a balanced management, which also combined with intrapersonal relations and of **local "bottom-up" activities.**

**The relational tourism operators** combine the search for economic profit with that of competitive advantage based on the value of the relations of the territory,

mixing them with historical, natural and cultural elements and contribute this way to improving and preserving unique historical and traditional products.

The term ***Integrated***, in particular, refers to the goal to sustain, through relational tourism, not only the cultural resources but also local productions (agricultural and traditional craft), which become characterizing elements of the territory and marketing tools on which to act strategically to promote and endogenous and self-centered development.

The valorisation of the Mediterranean tourism can be obtained with a synergic relation between nature and ecosystem (especially where this is still intact) by involving the entire referenced cultural and ethno-antropological heritage.

The human relation becomes vital in each phase of the process, including also the economic transactions that increase in number depending on the encounter between cultures, people, values and diversities becoming therefore a source for cultural and human exchange, as well as for innovation and creativity able to stimulate the social coexistence and the vitality of the civil society.

### NETWORK CREDITING PROCEDURES

The business networks who follow these particular forms of tourism, who are interested in participating to the workshop and who want to be nominated as Mediterranean example of Integrated Relational Tourism, can send their candidacy by filing out the registration format attached and sending via e-mail to the conference secretariat, [info@irtconference.org](mailto:info@irtconference.org), ***before October 10<sup>th</sup> 2009***. The organization will then choose to publish the most significant experiences in a final publication. Please note that incomplete forms won't be taken in consideration for candidacy.

## **ORGANIZING COMMITTEE**

*Scientific Supervisor*

**Leonardo Urbani**

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**Giovanni Ruggieri - Ferdinando Trapani - Fabio Naselli - Gamal Moussa**

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## REGISTRATION FORM

### INFORMATION ON NETWORK/ASSOCIATION/OTHER

Denomination \_\_\_\_\_

Activity \_\_\_\_\_

Year of Establishment \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E- mail \_\_\_\_\_

Web site \_\_\_\_\_

If receptive structure, number of \_\_\_\_\_

Rooms \_\_\_\_\_

Beds \_\_\_\_\_

### SUMMARY OF ACTIVITIES DONE ACCORDING TO RELATIONABILITY WORDS

(from 200 to 400 words)

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