

THE IMPACT OF NEW TOURIST FLOWS AT A GLOBAL SCALE: THE *GOLF COMMUNITY* CASE STUDY AND CAR TOURISM

Abstract. – The present globalization tends to assume in a lot of areas of our world – in particular in Mediterranean countries – some common geographical, social and cultural features. While it assists in this homologation, there is a rediscovery of the different local value through the enforcement of the “subsidiarity principle” for determining a stronger cohesion in the local community. Mass tourism, in a lot of traditional destinations, comes up against the limits that reduce the wellness of costumers, that lead to require new types of tourist services and aim to discover local resources and value. In this direction, the tourists become a vehicle or tool of multicultural dialogue with residents and both communities absorb the cultural feature. On account of this, new forms of personal relationships between tourist and resident are being established with economic, environmental and social consequences of utmost importance for the support of tourist development. This behaviour of tourists tends to follow the innovative structures “horizontal networks”, which, in this paper, are analyzed by original instruments characterized by a high level of multidisciplinary.

Introduction. – Tourism expansion of recent years was guided by the convergence of the needs of stakeholders: on one hand the many demands from tourism corporations and from the geopolitical forces at a global scale, and on the other hand by the complex petitions from local operators: residents, local governments, and enterprises.

Therefore, we could affirm that the present tourism growth derives not only from economic growth at a global scale, but also by local *empowerment* (Pollice 2005). In fact, some geography scholars prefer to strike the term *glocal* (Swyngedouw, 2000) to point out the double influence. Some decades ago (the 70's and 80's of last century), in particular, geographic literature described tourism growth as revolving on two interpretative models: dependence theory and a product life span, since the role of the local government wasn't yet recognized in the organization and in the increasing phenomenon (Minle, Atelejevic 2001, p. 372). Therefore, the two models turned out to be, and are still, very valid to explain the centrality of some tourism destinations compared to others – especially in city tourism or in tourism in art cities (Faccioli, 2009), and to identify the common problems in territories with old tourism facilities – the high level of pollution and overcoming load capacity.

Hence, the two above mentioned models do not explain the growth in the last decades, of the different forms of tourism, characterized by human relations and feasibility. In fact, the growth of this type of tourism derives from knowing that the competitive benefit depends on the different resources present in the territory, the irreproducible and the particular ones, thanks to which the tourism product of destination can be associated. The realization of this kind of tourism offer should involve the local community which, because of the space proximity, trust, and mutual interest, can easily create networks within the internal components of the territorial system, using not only natural, environmental, and cultural resources, but also human resources and the most appropriate territory technologies. Therefore, we could state that the *community-based* theory for this type of tourism is better explicative than previous theories (Minle e Atelejevic , 2001).

The article arises from these theoretical assumption and is intended to analyse the positive and negative spatial dynamics of new forms of tourism where the motivation addresses human relations. Moreover, geographic literature recognized in voluntary tourism and travellers in sleeping bags, the same reasons

as to why people decide to take a trip: sharing, getting to know others and the hosting culture, and intercultural dialogue (Ooi e Laing, 2010). The first part of this paper intends to define integrated relational network tourism and its effects from the territorial, spatial and socio-economic standpoint. The particular aspect of this form of tourism is the total disintermediation, since all the particulars of the trip are shared on the network. For this reason the offer is flexible, differentiated, and is transversally integrated with all the social and economic promoters operating in the territory and with network tourists. Consequently, tourism demand is composed no longer of crowds, but of people who, by sharing interests, share with locals the use of resources, discovering in intercultural dialogue the main element to develop relationships. In fact, the meeting of demand and supply and offer is not just an economic event, but it becomes a social and cultural factor since it's based on mutual respect and trust. For this reason, some scholars (Liepitz, 1987) introduced the regulation theory based on the direct accumulation system between production and consumption. The stability of the system, in constant evolution, is determined by shared rules and social procedures (Teague, 1990). A deeper study of this same trend gave rise to the concept of integrated relational tourism, i.e., a tourism where human relationships are preferential and are at the centre of the trip: a person travels to get to know. In the second part, the article studies through a cost-benefits analysis, the territorial changes produced by new tourism flows, while the third and fourth parts clarify, through a case study, spatial dynamics and economical - geographic impacts of car tourism in the province of Modena.

Definition of integrated relational tourism. – Tourism reflects more and more the opulence society where behaviour of both groups and individuals indicates the social status. As it is often said “you are what you buy”, so in a similar way, the individual reflects its social status by showing others “where he goes”. Inevitably relations of this kind generate a segmentation of tourism demand.

The diversification of tourism activities, if on one hand has multiplied possibilities of resource fruition, on the other hand started a new way of use. In short, it has produced an upstanding cycle since from a compound demand arose an innovation on the supply of tourism services, aiming more and more to the personalization of service (*tailor-made*).

Among the forms of tourism spread out today with these characteristics, integrated relational tourism is certainly the one where we can find the original aspects and at the same time, factors that fully satisfy the needs of every tourist. In fact, integrated relational tourism, is that particular type of tourism based on human relations held by the tourist during the stay in the hosting territory. (Urbani, 2004).

It could be easily stated that many kinds of tourism, such as voluntary tourism, religious, tourism linked to events, can be forms of relational tourism, but to be integrated it needs sharing the tourism experience with the territory. The latter, even if characterized by sustainability, may not include integration with the local community: for example, pilgrims that visit a religious place do not always meet with residents since their path is exclusively dedicated to a spiritual experience.

Integration between tourist and the local community creates a close tie in such a way that it is possible to compare, come together, and even “clash” with the open territorial system. To be successful, this type of tourism must develop strong interlinks between environment and cultural resources with the wine-and-food, sport, naturalist and social resources present in the territory.

Relational tourism offers the opportunity not to fall in the vicious cycle of the tourism product marked by “everything and right away” and by “all for all”, since the local community should have an acting role thanks to “bottom up” actions (from the bottom to the top) in every phase of planning, creating, and carrying out the “tourism package”.

In order to succeed, human relations between the local community and tourists are the competitive benefit helpful to local growth, since they are based on the irreproducibility of the context and social relations. Therefore, the scoring of “good experience” is determined by the satisfaction from the tourist that is again a traveller, since he explores human relations with the hosting community and builds customer loyalty with that type of experience.

This form of tourism, based on human relations, allows a re-territorialization of economy, i.e., a new valorisation of “social capital” and of the mass of relations through which subjects taking part in it can

pursue interests precluded from them or reachable at higher costs if they had not been part of the network or the trip. An important and useful role is given by the social responsibility of local businesses, which cooperate with the network “trustees” both to increase local production appreciated by this type of tourists and to involve more local participants is the main reason for the success of the trip. In fact, if this type of experience has good results, it’s automatically repeated.

Involving all local participants, both public and private, is certainly positive since it determines a strengthening and reorganization of a cultural identity which in time obviously it flakes off for the continuous external impulses received from the territorial system. If this upstanding circle takes place, relational tourism becomes a tourism “guided” by the local population, which welcomes the tourist in an environment particularly attentive to the single person and for whom it is not possible to apply a tourism for the mass, i.e., an intrusive and aggressive tourism. Therefore, integrated relational tourism, needs special care from the offer of tourism services so as to integrate a tourist in the local culture (Naselli, 2012).

Satisfying the needs of this particular tourism demand can be reached thanks to the dialogue before the trip, since through social networks indicate what the tourists needs are. This awareness is very useful since the territory arrange for the use of resources specific for that kind of tourism.

This relation (tourists- tourist offer – local community) (Vargo, Lusch, 2004 and Pine, Gilmore, 1999) constitutes essentially a form of participation of tourists to the local community decision on the choice of natural, environmental, cultural and social resources to use in the course of the trip. The constant contact during the trip, not only among tourist, but also with the local community, allows a positive relation between tourists and residents creating a mutual respect for the different cultures.

If these two communities (residents and tourists) converge in a synergic approach , it’s obvious that external economic sources can facilitate not only tourists, but also the local community and relate with the surrounding territory. These benefits can be reached when the destination and the surrounding tourist area are prepared and organized to welcome tourists. Therefore, the territory is transformed in a local tourist system (Pollice, 2002). In fact, the latter is possible when at least three conditions are present: if it does not compromise the eco-system balance, the harmonic development of suburban and central areas, and the lifestyle continuity of the local community.

Demand for integrated relational tourism: the development of networks. – In order to speak of relational tourism, good relations between tourists and residents are important. This cannot take place just during the trip itself since it would remain confined and superficial. In many cases the relation starts virtually, because people need to share their experiences in order to share mutual interests. *Social networks* and networks are methods thanks to which it is easier to meet, and make available towards one another, besides the individual skills and knowledge, also the willingness and cooperation to improve and increase one’s own expertise. In such a context can relational tourism develop, which preceded by a virtual meeting is reached by carrying out activities aimed at the realization of the interests that brought them to contact one another. The uniqueness of human relations represents a trump card for this kind of tourism experiences and as a consequence it produces the constant search for new contacts.

At first a network can be formed by one or three persons that put a contact page on the *social network* to share with friends. The page becomes a starting point for the network and then it extends by sharing it with friends of friends and so on. The reasons as to why the network enlarges in the whole world are different, but no doubt two main reasons are: the natural confidentiality, guaranteed by the fact that the contact is indirect, virtual and not physical. People who access to the network are willing to meet new people precisely because of being virtually reached (see case study).

The second is due to the incomplete information of the social role held by each individual member of the network. Hence, there is no reverential fear or formality, but only knowing the role held within the network.

With some participants, after being in the web network for some time, does not mean that they are the founders of the network, they publish an event on the bulletin, to which they invite network members

to join. In the meantime, the one advertising the event organizes the event in the territory and becomes, or become, the “trustees”, that is, the link between network and territory.

The trustees, who can change from time to time, suggest a place where the event could take place and in most cases, choose the territory where the event can take place. Very often the choice falls on their residence location since they know the authentic genuineness and the resources offered by the territory. In fact, their main function is to activate the essential synergies with the local community and with private and public bodies for the *governance* of this kind of tourism, carrying out events related to local traditions, as well as specific activities of the network.

So, a network tourist is one with specific and particular needs for whom it's necessary to create a tailored trip. In fact, this kind of tourist chooses this type of holiday because he wants to experience something new and wants to know more about a particular interest that the network expresses.

This is how human relational networks are formed related both to the interest as well as to feeling the tourism experience. In this scenario, the territory has a double role: frame and privileged place for that kind of tourism. In order for the territory to turn from a frame into a useful destination to reach tourism goals, the territory must hold two kinds of “vocations”. The latter are analyzed by Cohen who distinguishes them as follows: “Hot authentication is an immanent, reiterative, informal performative process of creating, preserving and reinforcing an object's, site's or event's authenticity” (Cohen, 2012, p.7). “Cool authentication, is typically a single, explicit, often formal or even official, performative (speech) act, by which the authenticity of an object, site, event, custom, role or person is declared to be original, genuine or real, rather than a copy, fake or spurious” (Cohen, 2012, p.5).

Therefore, authenticity is not sufficient to make a territory the privileged destination of relational tourism. What's needed is the “certification” recognized by the relational tourist to the network, since that trademark becomes the factor that identifies the territory, making it more suitable compared to other sites, more attractive than the events proposed by the network.

Network relational tourism is greatly expanding as indicated by the high number of large and small events in sports, religious, dance, games, architecture...

The role of sport events will be analyzed later on, in particular the impact of organized rally for lovers of motor racing. Today these rallies can be considered as a form of integrated relational network tourism due to the large emphasis given to the relational factor before, during, and after the event including on social networks. Relationality becomes the primary motivation for the rally. In fact, motor racing tourism, as other kinds of tourism, in emphasizing the convivial and relational aspect, leaves out the motivation for its origin and becomes distinctly integrated relational network tourism.

Moreover, other kinds of tourism started this transformation since many years: for example, in religious tourism, many pilgrims prefer to be hosted during their stay in homes of the local community (for example, the Taizè Community or world youth rally, etc.) that not only share the aims of faith, but with whom a person may develop deeper and virtual social relations. In game tourism, bridge players are always more interested in the retention of customer loyalty in sites where they were already hosted for the relationality received by the hosting community.

In brief, in the network every kind of hierarchy and bureaucracy disappears, consequently human relations are direct and immediate. For this reason, the trip does not end with the simple event organized by the network, but continues thanks to the network and the virtual process to which the tourist and the local community are connected.

Territorial, environmental, economic and socio-cultural impacts of network tourism. – “Network integrated relational” tourism at first may appear as lacking environmental impacts since we think especially of the virtual sphere from where it originates. But the reality is very different; in fact, when the network components create the event starting a constant and repeated interlocking of the network on the territory, if said tourism attracts a great number of tourists it may imply important territorial changes.

“Networks exist at macro levels, meso levels and micro levels. They overlap and interlock. They operate independently and interdependently. The intensity of network interrelations change according

to a variety of factors such as the spatial scale the network traverses, the nature of the issues, the political salience of the issue and so on” (Dredge D., 2006, p. 568).

As a matter of fact, the concentration of tourists in a well defined area determines environmental unbalances in the use of resources by overcoming the load capacity of tourists and strengthens conflicts in the use of resources, particularly if the local community is not totally involved in it (Bizzarri, Querini, 2006).

On the other hand, against possible negative effects we can also find positive effects, such as: enhancing environmental, cultural, and social resources, and minimizing impacts deriving from increase of infrastructures. In this kind of tourism, in fact, welcoming structures are places already existing, such as the homes of the network group, or existing buildings and structures, which just by being restructured could be sufficient for hosting – and not only welcoming – these tourists. Consequently there would be environmental advantages tied both to the efficiency of resources and the entire economic system, as well as to the development of external economies from which the local community would also benefit.

The presence of advantages tied to the reorganization of resources creates some positive economic impacts: growth of local production, which tourist should not only appreciate, but request in greater quantity and take home. In brief, if these tourists are foreigners and spend on local goods, export should increase and the added value would distribute in the whole economy of the region, at least in the medium term.

The demand for local products, from the standpoint of integrated network tourism, should drive producers, not to increase prices, as normally happens, but to find new ways to produce those goods in a more competitive way. This innovation push arises especially when the social capital formed by the local community creates a close tie of trust with the network and, therefore, it can't rise prices, but it only improves the quality of products. A tourist would feel greatly satisfied for a personalized service, and would be keen on spending more.

Another important factor that enables the network to have a very important economic role at a local level is the seasonal adjustment: the local community, wanting to keep the trust gained during the network formation, does not offer its area in high season and when services, especially those destined to tourists, are overused hence unpleasant and degrading. The local community addresses the network tourist to choose the site of the trip at a time of the year with less pressure from tourism, enabling the network to come into actual contact with it. Therefore, a network tourist feels protected and attended taking part in the local lifestyle.

Seasonal adjustment of tourism flows is, from both the environmental and economic profile, a great opportunity to strengthen the system, internalizing the relative diseconomies that could arise.

Therefore, integrated relational network tourism becomes a form of tourism that does not need large capital investments, but relations, meetings which, if on one hand are easy to imitate since they are inexpensive and not particularly risky, on the other hand they cannot be reproduced since they are related to the cultural and environmental context where they were created.

At last, but not the least important, is the social effect that this kind of tourism has on the local community. In fact, in the short period when the local community is very involved, there is a euphoric sharing with tourists of resources and local culture. Moreover, in the medium period such solidarity could produce a partial loss of the local community's cultural identity with a consequent cultural genocide, with economic effects also on the so-called “evidence effect” (Bizzarri, Querini, 2006). In the long run, instead, such a close relationship between tourist and resident could generate a hospitality denial and therefore the creation of “*enclave*” from residents who, feeling deprived of their culture, no longer welcome tourists consequently lose considerable shares in the market.

Another negative aspect produced by the network relational tourism in the social system is the strengthening of *élite*, especially in developing countries. The *élite*, if already in the network, manages resources directly with the tendency to keep the remaining part of the local population away, considering it far away from the needs of the tourism network. This situation could degenerate causing a conflict on the use of resources since the poor local population considers network tourists as the ones that take away the little resources they have without giving anything in return.

If we could have a SWOT analysis of this kind of tourism, we could certainly see its strengths: trust, cooperation, no intermediation and economic ties.

From these strengths we can also see the weak points of the system: a possible unprepared organization of the territory, a possible lack of timely programming and planning, attention to particular social groups, and the consequent segmentation of tourism demand. The offers derive from the worthy effect of tourism, that has the ability to exploit even in a transversal manner new resources, such as the relationship between tourists and residents. At the end, ties are established by the relative presence – abundance or lack – of the needed resources for the utility of the network that determine the success of the initiative.

The role of Offer: creation of external economies to develop network tourism. – In order for networks to succeed in their activity, they activate the so-called trustees, that is, some network members offer to organize events in the territory where they live.

Their function is strategic since it's not only to communicate within the network, but also to organize and manage a network of private and public *stakeholders* in the destination for the success of the event. In both activities, the role of technologic innovation is significant – social network. Web 2.0 – to improve territorial marketing to attract tourists. In geographic literature there are many case studies that indicate how the role of social networks “such as Facebook, Twitter and You Tube are the most important means for SMEs in any country that generate profits for their communities. Thus, the proportion of small and medium enterprises currently reaches that using social media in marketing is less than 5%. Also, it doubles the benefits of marketing through social media during this period. Accordingly, social media will occupy third place among the means of marketing to benefit including small and medium enterprises” (Alhroot', 2012, p.131).

Therefore, geographic literature contributed to enhance the role of associations, of networks between small and medium enterprises, and systems of local voluntary work as a motivation to improve the image, access and use of touristic resources in territories. (Alhroot', 2012).

Moreover, these studies allowed to validate the possibility of subsidiarity, so common in our European system, in a local community that organizes and manages resources directly, holding the needed culture and skills. The process, that starts from the bottom, allows the integration and sharing of goals not only from those that are already part of the local community, but especially from immigrants, foreign residents and residents for the natural and ensuing need to communicate with members of the international network in different languages, or to know the customs and needs of foreign tourists (see table 1).

If the network is satisfied with the work of the community, most probably by word of mouth other networks would get active, starting a cooperation with the local community thanks also to the external effects present in the territory. For example, let us take car tourism: motor racing, established for car racing, is not only meant for motorcycle racing, but also especially for those that want to race safely or want to become professional pilots. These different ways of using motor racing can activate new forms of tourism, that for the territory become external economies, that is, new professions and reduction of company costs for the different activities suggested.

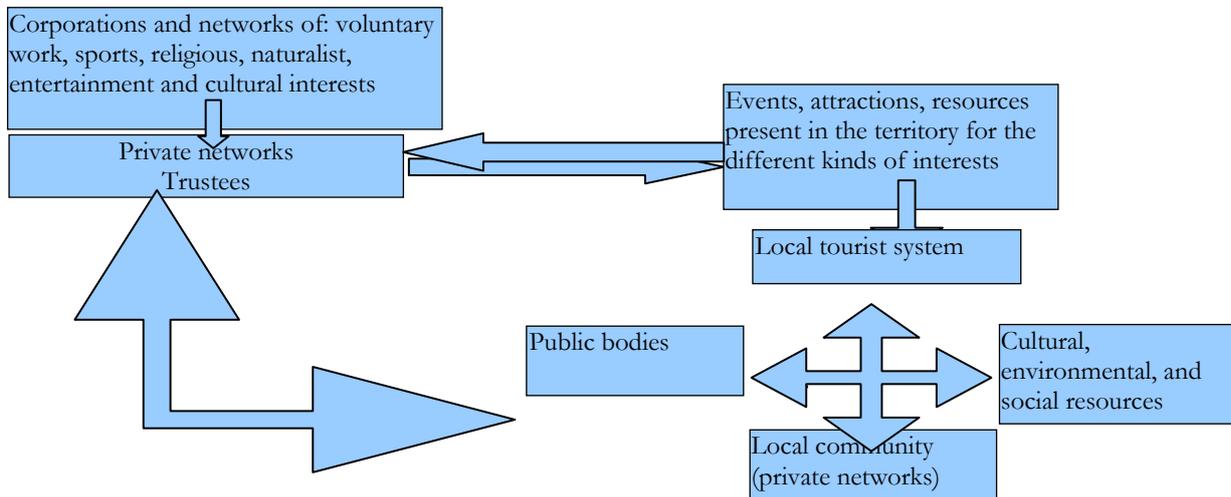
However, the success of these new forms of tourism depends on the integration of the different enterprises with the public sector (Hassik, 2004), competition element in the market both for the enterprise and the territory.

The destinations, chosen by this new kind of tourism, are territories where horizontal networks are easily formed (among tourism enterprises) and vertical (between enterprises and the local community). Consequently, relational network tourism will place events in those areas having two main requirements: the relation between the local community and enterprises, and the existence of an organized and cooperating territorial context. Both elements can be found in those sites, where the economy is mainly made up by small and medium enterprises that have strong ties with the territory and the traditional culture. Such characteristics, moreover, can expand from a local scale to a regional scale when, in order to form agglomeration economies and externality that are important for reducing

internal company costs, *stakeholders* consider the possibility to adapt the needs of tourists to the regional peculiarities (cultural, social, environmental).

The regional spreading of this kind of tourism, in fact, is desirable also for large areas which relational tourism often needs. If it is true that in the past the central position of the territory encouraged the flow of tourists with a high purchase power, today, thanks to technology and transportation growth, the same type of tourists can rediscover the suburbs for spaces dedicated to the many interests and for differentiated and personalized services.

Table 1: The process of “tourist governance” of networks



Case study: integrated relational network tourism of motor car “community”. – Network relational tourism, described above, can be considered the growth of present forms of virtual networks present in social networks. The groups or the community constitute the network which is at the base of integrated relational tourism. In particular, motor car communities are made up of a group of people, keen on a particular car, which becomes a “cult” object.

Being part of the *community* means sharing the single interests and making the individual more confident with his car thanks to the analogy with others. From a form of rationality among individuals, the community is transformed into an actual network, where participants establish continuous relations, help one another and generate that added value both culturally and shared interest with all members. In fact, the motor car network becomes ever more an attraction when it binds its members thanks to a trust and cooperation rapport. This process can take place in different ways; for example, suggestions on returned items, special attention to personal needs of members, communication and conversation among members and so on.

But, to consolidate virtual friendship it’s necessary, but not essential, to meet and take the trip. In a cooperation atmosphere, already virtually stable, it’s easy to enter the following phase of trusting the group members that suggest the trip-meeting.

Let us take as an example the community of the *Golf - Volkswagen* owners. *The VW GOLF Community* was established in April 2006 and is a natural evolution of *The Golf 5 Community* established in 2003, exactly when the *VW GOLF 5* started in the Italian market. From then on it became a great love for all various users, particularly those that owned that car, that enabled the Community to grow and become an important reference for all those cars loves, especially the *VW Golf*” (<http://www.vwgolfcommunity.com>, December 2012).

Today there are 2762 registered users that talk about problems with their cars, and not only that. Even if they don’t know each other physically, users become virtual friends. In fact, in the *Golf Community*, besides the daily sharing of general information, members of the community talk about the use of new mechanical and electric systems to improve their car performance and discuss it together. The discussions allow to develop relationships that generate new virtual friendships subdivided according to the issues discussed. As time goes by, friendship prevails over the *community*, thus generating a relational network of friends.

Moreover, participating in the network has bonds established by the staff acting as supervisor. The latter is formed by those that initially started the forum and the *community* so as to mediate what is being written and discussed. For this reason, the *staff* wrote the regulations that must be followed by all *community* members. Another task of the staff is to look for sponsors that cover management costs and especially so that the single participants are not burdened with rally expenses.

At present it's not clear whether sponsors are really useful to the community and to what extent staff is addressed by the single sponsors. According to the website, however, there seems to be a large degree of freedom in organizing rallies.

Gatherings: integration with the territory and network relational tourism. – From virtual space, where relations are mostly horizontal, we go to an actual space, where sometimes relations are changed into vertical. These dynamics, both of places and relationships, must be taken into great consideration in view of territorial planning.

The transfer from a place with no boundaries and physical contact to a place where infrastructures and the landscape limit action, can change relations that become mediated by the surrounding environment, besides actually meeting the other members of the network.

In particular, car communities need considerable infrastructures in order to carry out all activities: the choice of the place cannot be by chance. In the place chosen for the meeting there must be at least a big highway artery, better if a *gateway*, where to gather coming from different places. Also, a square or parking area are needed to hold a large number of cars, trying not to damage the local people, and not at last, motor racing where to test cars and the latest technologic and mechanical discoveries.

Generally, these events are promoted by the *staff* that asks community members, the so-called trustees, resident in the rally site, to get involved and activate local *stakeholders* to organize the event. In the meantime, trustees set up a preliminary program and publish it in the *community* while waiting for a feedback from members, who wrote down the positive and negative aspects both of the previous convention and the one presently advertised. In a short period of time, it's possible to determine with certainty the actual requirements and needs for a final program that enables many participants in the *community* to reach an agreement.

The *Golf Community* is now at its eleventh national rally, planned more or less in the same manner. Lining up and/or motor racing with some surprises to be able to try special cars and restaurants for the pleasures of the table. This way the *staff* is able to get facilities and permits for the *community* thanks to the cooperation of residents who have a direct contact with the local reality.

Moreover, in these events the relational aspect can be traced before, during, and after: before since the participation is tied to the expectation created by the community that organizes and enables all members to take part in the organization, publishing and then discussing the different choices, starting from the site where it takes place to the entire program. After all members share and accept this, the relational nature is achieved during the event: meeting and being together for one or more days creates a feeling of friendship among all participants. Following that, they share pictures, comments, and anecdotes and lay the grounds for the following rallies.

The communities of the different cars are many, just as many as the type of cars in the international market, and they constitute only part of what generally is the “car tourism”. The latter has expanded greatly all over Italy, where from 1997 to 2007 there were over 846 car races for 14 different categories with 22.660 enrolled pilots (according to the Aci-Censis, 2008 Report). From the surveys made by CENSIS and ACI-CSAI in the ten-year period (1997-2007) – excluding “Formula 1” – the total sales revenue for this type of tourism at a national level could have been estimated for 2,4-2,5 billions and is destined to increase. According to an estimate provided by the organization of competitors, this growth was determined mainly by over 10.000.00 spectators, often residents of areas where the races take place or where the motor racing are, but also coming from areas further away.

Moreover, we should consider how the rallying and identity logic is represented exactly by a “tribe” motivation with its rules, products, aggregation areas (Aci-Censis, 2008 Report).

Therefore, car tourism is certainly a form of relational network tourism since rallying and the realization of events become both a useful time to know more about the car, source of the “cult”, and also a way

to get to know other cultures not only between members, but also with residents where the events take place. Certainly the relational aspect is recognized by members and residents, when the tourism offer is particularly careful to the needs of tourists. When a territory transfers to absorb the love and interest for the network, we can surely state that an innovative fruitful qualification of the destination is created. The more the participation of the territory is of an economic-social nature, the more the network will be able to spread its interest generating that added value helpful for local development.

To make said qualification a stable economic activity to benefit from the competitive advantage, it's important that in car tourism local stakeholders plan the territorial asset so that events can turn out successfully with no sacrifices or costs for residents. In more pragmatic terms, in this case, for example, there should be established parking areas, roads, and prearranged paths, and at last but not least, there should be a series of services for repairing cars in the nearby territories.

Modena's motor racing and community tourism impacts. – Many of these rallies took place in the Motor Valley of Emilia-Romagna, which together with the area of Milano is where most motor racings take place.

Motor Valley is an actual car district, since in the short radius of the Modena province are: the most prestigious car manufactures of the world (Maserati, Ferrari, Pagani and De Tomaso), four motor racings, car and motorcycle museums both period and prototypes, as well as innovation research centers for designing motor vehicles, besides training schools in mechanics.

This specialization, if on one hand constitutes a competitive benefit for the local economy, we must consider the conflict on the use of ground and territory, especially with agriculture, economic sector historically with high added value. In particular, in the Modena province, in fact, from 2000 to 2010 the Agricultural Surface Used decreased in an absolute value of - 9477 hectares with the percentage of - 6,92 % (on the basis of ISTAT official data) and agricultural enterprises decreased, still calculating the variation between 2000 and 2010, of 3723 units with a percentage of -26,12 % .

Moreover, the car sector in the Modena province increased greatly thanks especially to the spread and territorial outline of the phenomenon, tied to the promotional company skills of regional thematic as well as to the actual source vocations (ACI-CENSIS; p. 55).

The creation of motor racing in 2011 was certainly a very important sign for the entire sector, both the car sector, which since its establishment it pointed out the identity of these areas, as well as the tourism sector by imposing a strong intra-sectors activity between business activities. Participation and the realization of tourism offer arising from these premises, constitute the basis needed for creating networks between enterprises giving tourists an opportunity to feel welcomed and part of the territorial context.

Through the years there have been more than 50.000 spectators attending car races, equal to about half of the residents and in fact the increase of tourists in the last years is significant in the Modena province.

The rallies that take place there have a big impact on the population. A first effect is social since residents become the first spectators of events. A second element is made by the economic activity: both cultural, for example car museums or the upgrading of local markets and areas not developed for tourism, as well as strictly economic such as growth in mechanical activities or car repairing. In fact, besides the certain positive effects, there are also negative impacts made up both by pollution arising from the increase of noise levels and carbon dioxide in the air, due to the concentration of vehicles in the area, as well as the lesser space and the soil taken away, generating a conflictual use of resources with the other economic activities. In fact, flat and fertile ground is taken away from agriculture for building roads and motor racings.

Moreover, the present technical characteristics are such that it is possible to foresee a strong expansion of professions related to a safe drive and sport driving, very important for developing direct, indirect, and induced external effects on the territory.

Therefore, the rallies in the Modena motor racing pervade the entire territory both for the quantity and the quality of the phenomenon. Since this sport is in great evolution, even if niche, as compared to the present phase, there is a need for areas destined to this type of tourism, where to circulate and park

comfortably – roads and parking areas – besides racing. Therefore, these places will be taken away from the local population that willingly accepts this type of tourism, if the local community can be compensated with social wealth. Hence, the participation of residents, becomes an important element for the success of the initiatives. To find a tourism offer able to be a network in itself and transfer the network structure to the tourism demand is certainly an excellent point. In the example given in the *Golf community*, the motor racing gathering is only one of the appointment that golf lovers have.

Another appointment, not less important, of the gathering is the convivial part. The tourism offer of Modena has many different economic activities that allow the realization of an integrated tourism system: for example, farming is connected with eating-and-drinking tourism, manufacturing is connected to so-called shopping tourism or so-called industrial, local handicraft to cultural tourism, thanks to a series of services interrelated also to the car world.

The realization of big and small events in the mentioned motor racing requires a well coordinated territorial planning among all stakeholders since, as we notices, guests do not go just to the motor racing, but are motivated by relational activities and integrate with the territory. The evolution of this type of tourism, virtually created, programmed and managed by locals, seems to be a model for a new type of tourism with important effects on the territory.

Conclusions. – “Integrated Relational Network” Tourism seems to be a rising method finalized to generate tourism flows with great growth perspectives, though a “niche” sector. The trivialization of mass tourism made these forms of “niche” or “elite” tourism ever more interesting and attractive for special tourist.

“Integrated Relational Network” Tourism today is a form of border tourism since at present it’s not properly analysed in geographic writings – this is the reason why there are few references. Moreover, the impacts that can arise on the territory are very interesting since they cannot be traced easily due to the direct informal and spontaneous relation between the global scale and the local one. The case study indicates that the constant exchange between the global scale, the network, the local scale, and the local community determines relevant new infrastructures and new socio-economic and environmental impacts also due to the lack of a proper planning at a national and regional level.

In fact, integrated relational network tourism appears as a phenomenon based on trust that allows not only to exploit local resources, but generates increasing wealth for the entire economy thanks to the intersector and input-output effects of tourism. In the long run, this increasing the possibility to spend more for tourism, brings about an increase in small and medium local enterprises that can invest in the quality for the production of goods, creating positive effects and externalities for the entire local economic system, as well as investments for the welfare of the entire community.

Hence, the small and medium local enterprises take part actively and invest in these forms of tourism both due to large spending of tourist for their products – consequently increasing the added value for the entire community – and for establishing a diversified economy, which reduces the risk of creating a tourism monoculture.

In fact, the destination welcomes tourists in the community in a *friendly* manner, so that it is possible to realize, in a bearable way, the minimization of environmental costs held by the local community. Another thing that confirms that this type of tourism can be met is due to the fact that it’s not seasonal and therefore in the opposite trend of most other forms of tourism. This constitutes for the territory a positive element for the high dynamism and profitability that could remain unchanged through the whole year, feeding and developing the entire economic system.

An “integrated relational network” tourist, being a person that constantly establishes social relations in the location of his stay, is not enclosed in its *enclave*, which on the contrary mass tourism generally offers in holiday villages. Therefore, the main baggage that a network relational tourist takes is being culturally open, needed to integrate with the local reality and allows to get to know new cultures as a richness both for the tourist and the resident.

The relational dialogue between tourists and residents takes place before the trip, in the network – as in the case study of the *Golf community* – as well as during the stay. Obviously, during the stay in the

locality a relational network tourist deepens and compares the cultural aspects that he had started on the network and this is why his stay has a longer time dimension than that of mass tourism. Therefore, from the tourism demand standpoint, “integrated relational network” tourism can be defined socially and environmentally affordable.

Finally, this kind of tourism may have good growth possibilities both for the present privileged position of social networks in a relational nature at all levels, as well as for the cooperation between the various public and private *stakeholders* in achieving a welcome aimed to satisfy the needs of tourists with a resulting tenable use of resources.

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