

FORUM

DESTINAZIONE TURISTICA DELTA PO

esperienze, progetti e azioni

Lunedì 12 dicembre 2022. Sala Polivalente, Palazzo Bellini – Comacchio (FE)

dalle “passioni” alle “storie” :
come cambia il turismo della natura

andrea pollarini

Riassunto delle puntate precedenti

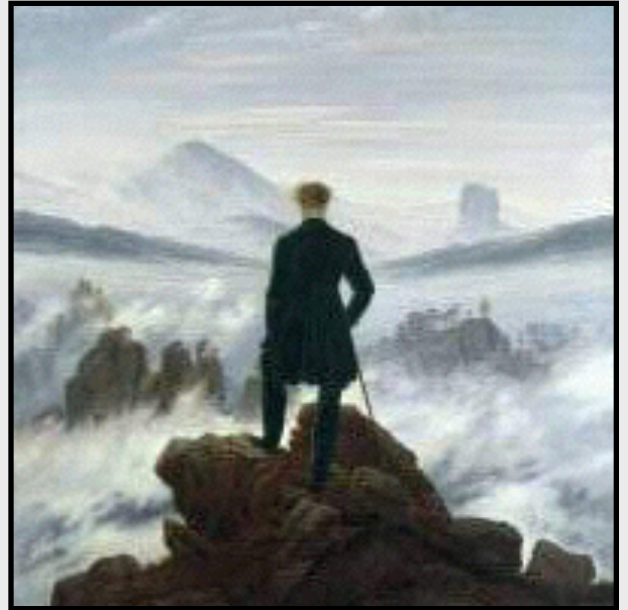
la natura nella prima
età del turismo :

*scomoda, pericolosa,
misteriosa*



il Romanticismo e il fascino per la natura selvaggia :

il “pittoresco” come legittimazione estetica e il turismo come riconoscimento



la traduzione
“domestica” del fascino
per la natura :

*il giardino inglese e la
ménagerie*



la prima età
“industriale” :

*l'urbanizzazione del
mare e della montagna*



il turismo “campagnolo”

*la natura come spazio
residuale*



l'età post-industriale

*la rinascita dei “turismi”
della natura*



Dalle passioni alle “stories”

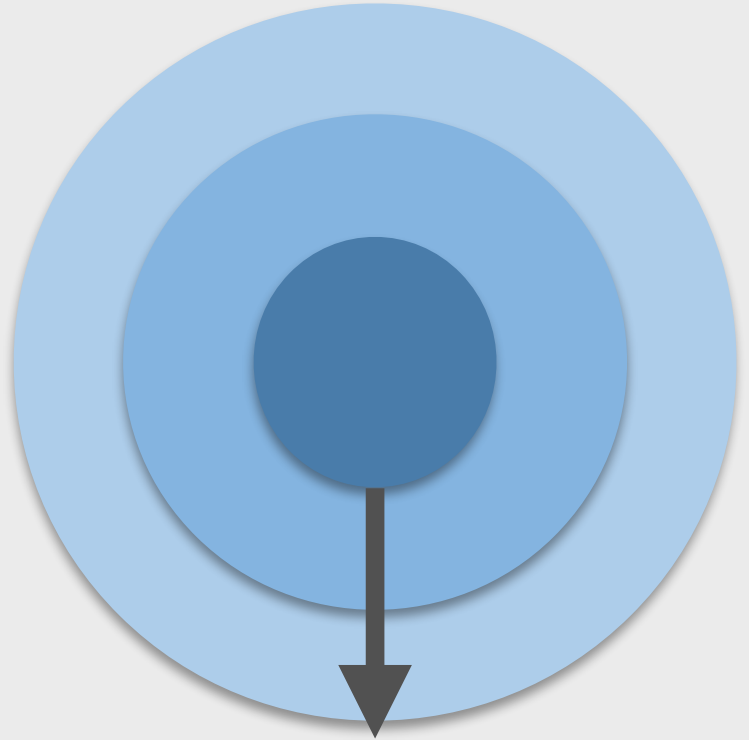
il loisir come seconda
“agenzia” di costruzione dei
processi sociali

*le “passioni” come fulcro delle
nuove comunità
(dove “l’agire turistico” si pone
come condizione necessaria)*



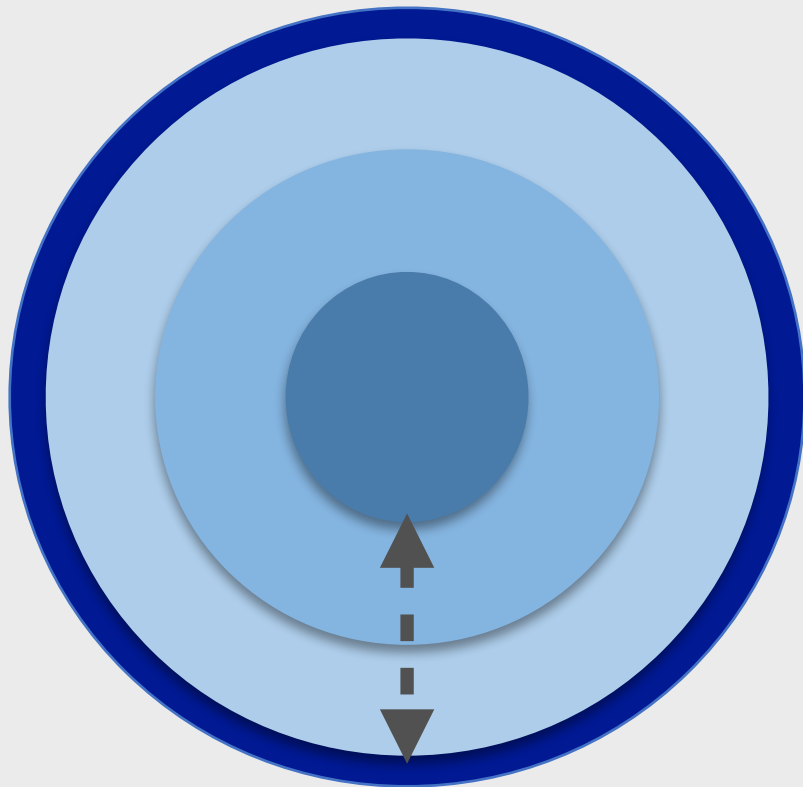
morfologia e dinamica
delle nuove comunità
“vocazionali”

*segmentazione per
“intensità”*



il “frame” esistenziale:

*l'avvento delle passioni
“light” e la funzione
connettiva delle “storie”*





dispositivi linguistici



con lo sviluppo delle “storie” il turismo entra a far parte, compiutamente, dell’industria culturale

Sei raccomandazioni per i
costruttori di storie turistiche

1. sviluppare un **contenuto caratterizzante** che “parla di te” (lettore, turista, spettatore)



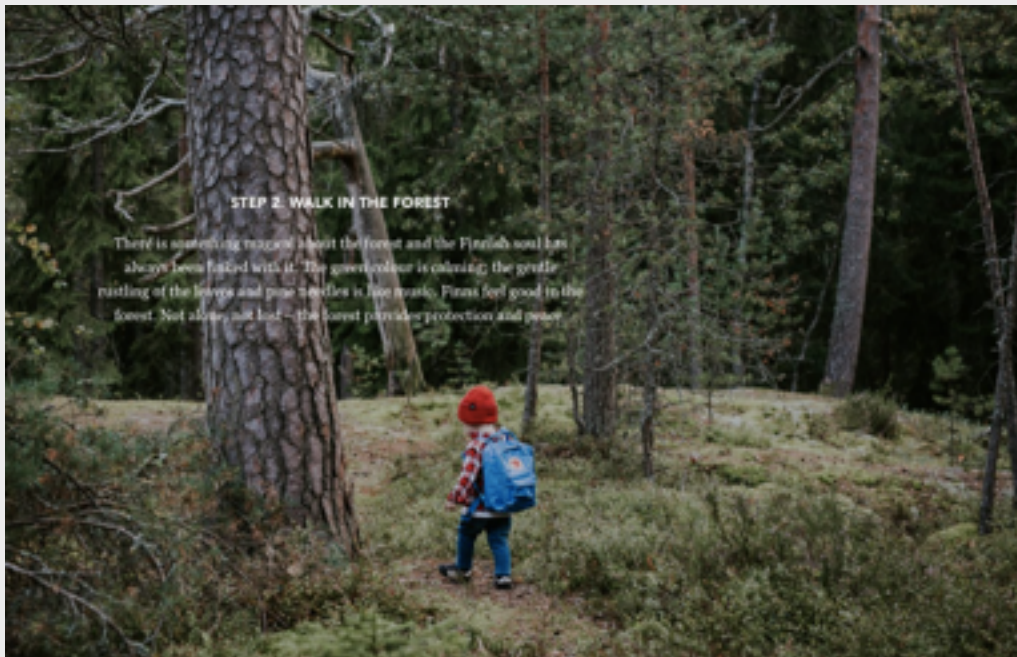


STEP 1. SWEAT IN A SAUNA

There is nothing more Finnish than sauna, it is such a big part of Finnish culture it can't be compared to anything else. For Finns, it is a must at regular intervals, and if they go too long without sauna, they'll start feeling incomplete. Needless to say, sauna makes us happy.

STEP 2. WALK IN THE FOREST

There is something magical about the forest and the Finnish soul has always been filled with it. The green colour is calming; the gentle rustling of the leaves and pine needles is like music. Finns feel good in the forest. Not alone, not just – the forest provides protection and peace.





STEP 3. SWIM IN A HOLE IN THE ICE

Believe it or not, swimming in icy water really does you the world of good. Quite simply, the secret of plunging into icy water lies in the feeling that surges through your body once you get out of the water – as soon as you're back on dry land your circulation kicks in and your body starts to warm up and makes you feel, well, happy.



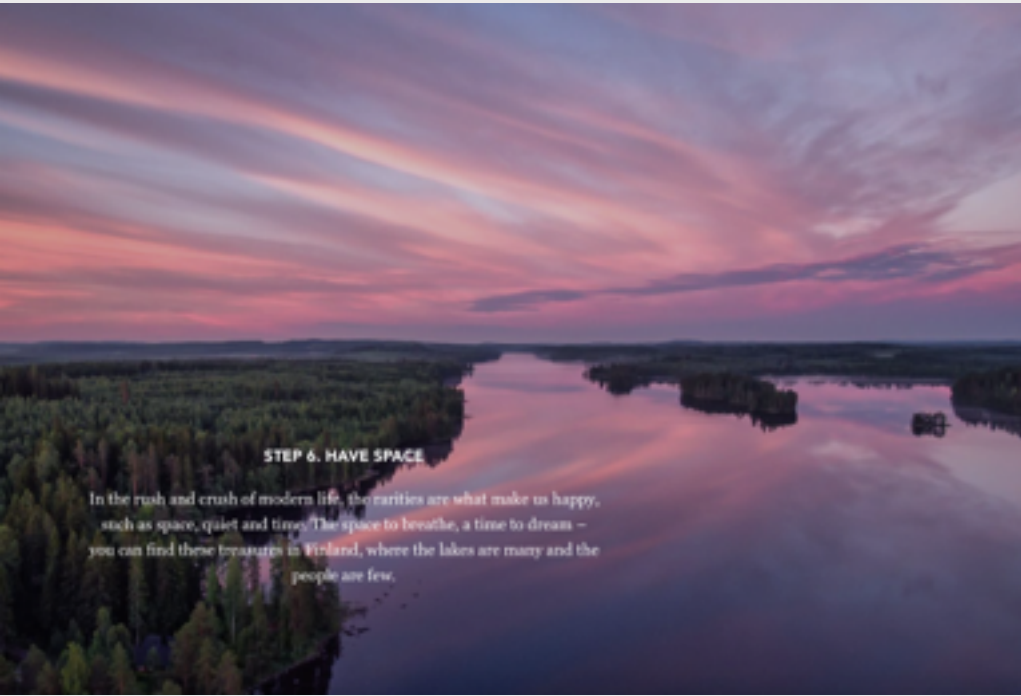
STEP 4. PICK BERRIES

Berry-picking is something nearly all Finns do, regardless of age. Wandering in the woods, deep in thoughts, filling your basket with blueberries...it is a Finnish kind of therapy for the soul. Once home, you bake a delicious blueberry pie and eat it with milk. Simple things are what make us happy.



STEP 5. ENJOY THE MAGICAL LIGHT

Contrasts are a key factor in the allure of Finland where 24-hour sunlight in the summer replaces the dark winter days and blazing Northern Lights. Summer in Finland is a spectacular time of the year. For those who venture north of the Arctic Circle, the sun does not set at all from May to August – making a single summer's day last for three months. During winter the Northern Lights shine about every other clear night between September and March. Who wouldn't be happy under such a constant, spectacular light show?



STEP 6. HAVE SPACE

In the rush and crush of modern life, the rarities are what make us happy, such as space, quiet and time. The space to breathe, a time to dream – you can find these treasures in Finland, where the lakes are many and the people are few.

2. rivedere il **processo produttivo** dell'offerta

suggestione caratterizzante

(felice come in finlandese)



frame esistenziale

(il “perimetro” di questa felicità e il “senso” della storia)



risposta funzionale

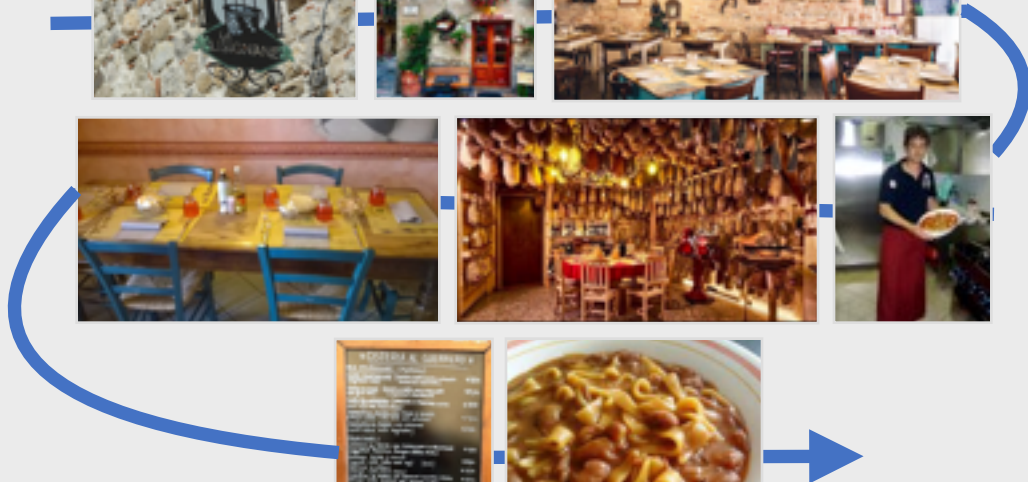
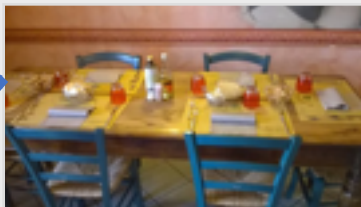
(la “trama” e le azioni previste, il pacchetto dinamico)



presidio del contenuto

3. utilizzare compiutamente e coerentemente i **“codici”** e gli **strumenti** della narrazione turistica

tenendo ben presente che l'elemento essenziale di ogni storia è la “verosimiglianza”



i touchpoints

MACRO-TOUCHPOINT	EXPECTATION	WEAKNESS	OPPORTUNITIES
Company Web Site # touchpoint: 10/30	<ul style="list-style-type: none"> To find the different stores addresses and phone numbers; To find the menu; To find information about how to make a reservation. 	<ul style="list-style-type: none"> The website doesn't exist or is clearly not updated. 	<ul style="list-style-type: none"> To indicate in a clear and simple way the different stores, their addresses and references.
Social Network # touchpoint: 10/30	<ul style="list-style-type: none"> To find pictures of the menu offer; To find other users/customers' comments; To find information about the address and how to make a reservation. 	<ul style="list-style-type: none"> The page doesn't exist or is clearly not updated; It is not possible to share comments with other users/customers. 	<ul style="list-style-type: none"> To engage customers to interact daily with the brand.
TripAdvisor # touchpoint: 5/10	<ul style="list-style-type: none"> Positive reviews. 	<ul style="list-style-type: none"> No answer to users/customers reviews. 	<ul style="list-style-type: none"> To apologize with unhappy customers.
Window # touchpoint: 10/30	<ul style="list-style-type: none"> The store is visible and recognizable from the street; The store has an inviting look; The store is crowded but not fully booked. 	<ul style="list-style-type: none"> Door is closed and the window is impersonal; Accepted payment methods are not exposed. 	<ul style="list-style-type: none"> To display the menu outside the store; To display the store's own rewards; Don't let the queue to sit at the table go out the door of the store; To leave outside a "Dog Bar".
Call for Reservation # touchpoint: 2/5	<ul style="list-style-type: none"> Quick answer; Nice person answering; To reserve a table. 	<ul style="list-style-type: none"> No answer; Curt or indifferent tone; No possible reservation. 	<ul style="list-style-type: none"> To ask if a specific table is preferred; To present the different possibilities of placement (internal/external - smoking/no smoking).
Welcoming # touchpoint: 10/20	<ul style="list-style-type: none"> Parking lot closed to the store; Welcoming entrance; Warm treatment; To sit down quickly. 	<ul style="list-style-type: none"> No parking lot; No place to wait comfortably; No one waiting for welcoming; Too long wait. 	<ul style="list-style-type: none"> To offer a drink while waiting; To get the overcoat hung; To keep the customer up to date on the waiting time.
Service at table # touchpoint: 25/30	<ul style="list-style-type: none"> Table set properly and according to the brand identity; Dedicated, friendly and helpful waiter; Order taken correctly and quickly. 	<ul style="list-style-type: none"> Table not set; Cold and unresponsive waiter; Long wait before ordering; Delivery of a wrong order. 	<ul style="list-style-type: none"> To offer something to nibble while waiting; To put nice decoration on the table (centerpiece, flowers, candles).
Water/Staff # touchpoint: 5/15	<ul style="list-style-type: none"> Nice and available waiter; He knows the menu, the origins of the products and gives suggestions; Orderly look. 	<ul style="list-style-type: none"> Wavering about the composition of the course; Doesn't give possibility of variation of the course; Unkily posture/uniform. 	<ul style="list-style-type: none"> To tell the customer your name.
Environment # touchpoint: 10/30	<ul style="list-style-type: none"> Environment aligned to the brand identity; Bright, tidy and clean location; Distinctive and recognizable furniture and layout; Comfortable seats; Privacy. 	<ul style="list-style-type: none"> Dark and confused location; Anonymous and not aligned to the brand identity location; Mess and grime. 	<ul style="list-style-type: none"> Comfortable chairs; Table as much separated as possible to guarantee privacy.
Food # touchpoint: 5/30	<ul style="list-style-type: none"> Good food; Nice presentation; Good choice of beverages. 	<ul style="list-style-type: none"> Bad food; Hair or ridges in the plate; Watered-down wine. 	<ul style="list-style-type: none"> Little extra degustation.
Register # touchpoint: 3/10	<ul style="list-style-type: none"> Check taken at the table; Well worth the price; Correct receipt without surprises; Payment possible with credit card. 	<ul style="list-style-type: none"> Long wait at the register desk; Receipt unexpectedly high; Credit cards not accepted. 	<ul style="list-style-type: none"> Little goodbye gift; Discount in case something went wrong.

4. conformarsi ai modelli produttivi delle industrie culturali e simboliche

la **segmentazione** per “generi”



la natura come patrimonio



la natura come campo d'osservazione



la natura come modalità e aspirazione



la natura come sfida e campo di esercitazione



la natura come spettacolo e come estetica



la natura come impegno e responsabilità

5. sfruttare al meglio
il repertorio di **trame**
già collaudate



6.non limitarsi a
replicare la
tradizione



**“La tradizione è
un’innovazione
ben riuscita”**

Oscar Wilde



andrea.pollarini@gmail.com