



Turismo nella riviera adriatica romagnola (At Work) (Italian Edition)

Everardo Minardi

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Con l'avvio degli anni Duemila si è in un certo senso compiuto il processo di trasformazione dell'offerta turistica adriatica, a partire in modo particolare dall'area romagnola. Altre aree a sud della costa adriatica sono ancora coinvolte in tale processo di trasformazione.

L'offerta turistica ha subito una trasformazione radicale, passando da sistemi di intervento incentrati sul fattore dell'accoglienza alberghiera e dei servizi di spiaggia a sistemi articolati in cui l'offerta di servizi di carattere tradizionale si è trovata superata da centri di offerta di loisir che dal mare si muoveva in altre direzioni, con un più forte coinvolgimento dei territori e delle loro attrazioni specifiche.

Ormai dopo il 2010, nonostante la crisi economica di sistema che ha coinvolto tutti i settori economici e sociali, il cambiamento del turismo e della sua offerta differenziata ha preso altre strade ed altre direzioni: in particolare verso una nuova visione dell'area adriatica ionica. A ciò ha contribuito la determinazione comunitaria ad un più forte coinvolgimento dei paesi adriatico-balcanici e la destinazione di programmi e di risorse comunitarie ad interventi per incentivare e strutturare le relazioni di scambio economico e sociali tra paesi delle due sponde dell'Adriatico.

Il turismo è il sistema più fortemente coinvolto in questo cambio di prospettiva; e le trasformazioni avvenuti nell'area di Romagna a questo riguardo possono divenire un punto di riferimento significativo per i cambiamenti ormai necessari nelle altre aree della macro regione adriatico-ionica.

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