

Integrating heritage management and tourist development in Italian heritage cities

Abstract

This article analyses ten territories characterised by a significant cultural heritage and in which tourism exploitation has been chosen as a driver for economic development at local level.

The objective is to understand the conditions under which institutions concerned with heritage conservation can co-operate with institutions concerned with tourism exploitation at local level and the contribution of metamangement structures to the success of the destination. In more specific terms, this has meant an investigation of the following:

- the reasons for difficulties in cooperation between the players involved and the benefits brought by cooperation;
- the contexts in which cooperation can and should occur;
- meta-management structures and processes to optimize cooperation

in ten Italian destinations with different heritage and tourism attractions availability and different success in reputation and tourist attraction.