Authenticity and innovation: A new path of **tourism** development towards **sustainability**

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Objectives | The certainty of a world that is changing is powerfully present in the everyday life of every one of us. Anxiety grows in face of continuous change in all dimensions, without a consensus on the strategies to follow. The new assets in the economic, social and environmental fields challenge the traditional paradigms, requiring new approaches to social reality. Overcoming disciplinary boundaries and converging towards complexity through integrative growing awareness are the new imperatives for the understanding of contemporary phenomena. These imperatives aim a globalized world based on cultural diversity, with participatory democracy and intercultural dialogue as instruments of peace-building, for a renewed social justice based on a 'conscious citizenship' and on an economic stability given by new paradigms of development. All these are licit ambitions of the human being of the twenty-first century. This condition, however, does not exist naturally: it is something that the human being has the duty to build for his own well-being. This raises a series of questions, then: what are the steps to follow for the realization of this ideal? In particular, what is the role of tourism development in this context? Are we preparing our destinations in an innovative way (i.e., redesigning their framework using new tools, and not merely changing the destinations keeping the same predatory 20th century approach) and, at the same time, respecting the authenticity of the place as a real and fragile resource of the territory? Are we guaranteeing public participation in this process, by respecting and enhancing cultural differences? This work contains a reflection and presents a set of conclusions on these pressing issues.

Methodology | For the development of this research, we have embraced the paradigm of complexity. It is a qualitative and transdisciplinary work carried out from the supply side. The study, which began in 2010, is now coming to a conclusion. Based on the proposed objectives, it was studied the perceptions of the managers of archaeological sites and museums in different destinations. They were considered different case studies at the European level, involving Italy, Spain and

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Portugal. The triangulation of data collection techniques (meetings with key stakeholders and managers of cultural heritage attractions in destinations; direct observation; study of documents) has allowed to come to a cross analysis of the cases that has led to interesting conclusions.

Main results and contributions | The study resulted in a theoretical contribution relative to the paradigms of cultural heritage management for the local community and tourism development (*paideia* approach to heritage management). The conclusions of the empirical work, achieved so far, clearly show the different types of approaches by the managers of the assets in relation to the following issues: integrated management of the heritage; their social responsibility; their responsibility and role in the context of the structuring of a tourism offer based on authenticity; their opinion about the use of the cultural heritage as a basis for intercultural dialogue between tourists and residents, towards a socioeconomic local sustainable development. Namely, the first results of the research show that the perception of those responsible for the management and enhancement of cultural heritage for tourism, does not fully take this dimension into account. The different types created are also used to identify the improvements to be implemented within the training of future managers for the benefit of destinations, residents and tourists.

Limitations | This study paves the way for a new approach to the study of tourism as a vehicle of construction of a new society. The study is qualitative and it refers to the perception of those responsible for managing the cultural heritage, primary tourist resource of a destination. The study should be integrated in the future with a quantitative or mixed research involving also the local population and tourists present in the studied territories.

Conclusions | It is possible to consider, in a new way, the role of cultural heritage within local development. But to do so, it is necessary to establish (in theory and in practice) new standards of quality management of the cultural heritage of a destination, considering not only indicators, such as the state of conservation of the monuments or the ability of communication in museums and places of historical and archaeological value, but also the effort of the managers for the involvement of the local population and the socialization of heritage contents. These, at a later stage, serve as a basis for tourism development based on authenticity and a strong socio-cultural personality of the destination. The perception of managers, from this point of view, is maturing in this regard. For the moment, however, it lacks the systematization of the above principles and the sharing of them on an international scale. This study could be one of the first steps in this direction.