Tourism Marketing and Local Identities
Impact of local symbols, myths and traditions in tourism communication

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Abstract
Megatrends impact all local cultures around the world. Each destination is on the way to develop economic and social composition in front of new critical factors that are part of the change of community behaviours and reactions (active as passive). The reaction at economic level lives a strong need to protect and develop marketing positioning thru empowerment of communication and local peoples involvement. The risk of commodization can be monitored by those communities (and e-communities) who can positively react in front of top down decision that can put in risk sustainability. The rescue and reveal of mythical pseudo-historical local backgrounds (myths, symbols, traditions in communication) and overall the genius loci, can become a much more comprehensible and effective equalizing tool to understand and progress toward sustainability.

Keywords
The Need of Change in front of Megatrends; Tourism destination marketing strategies; The impact of local symbols in tourism communication; Comodization Risk of Local Cultures & Traditions; Local Community involvement as monitoring element of Innovation; Bottom up approach of Sappada Case; The ancient-new role of genius loci as marketing tool for sustainability.

References
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