



**Saturday 3 may 10.30 a.m.**

*Meeting*

**Territory development and book-related tourism.**

**Book Tourism as an Engine of Development**

A Book Town is a place with a high density of bookshops (or stalls) selling second-hand, remainder and antique books, consciously basing its local economy on the tourism lin-ke'd to the books.

Between the 1980's and 1990's, the original model of Hay-on-Wye (Wales, 1500 resi-dents and 400.000 visitors/year) spread through Europe, to Redu (Belgium, 1984, 450 resi-dents e 200.000 visitors/year); Bredevoort (Holland, 1992); St-Pierre-de-Clages (Switzerland, 1993); Fjærland (Norway, 1996); Sysmä (Finland, 1997); Wigtown (Scotland, 1999); Sed-bergh (England, 2001); Montereggio (Italy, 2004); Tvedestrand (Norway, 2004); Wünsdorf-Waldstadt (Germany).

**Book-related tourism developed in those towns is an example of sustainable rural development.**

- It is a small-scale economy that doesn't need large-scale changes to its territory, risking damaging or altering the character of each town or village; and it is built around restoration, for example, rather than construction and reconstruction.
- Start-up costs and risks are lower than in other tourism-related development initiatives.
- Economic returns are not dispersed, but remain in the area, helping setting up new activities such as B&B's, restaurants, coffee shops, but also publishing workshops and telecommuting.
- At least in theory, there are no seasonal limits, and book tourism is of a high quality.
- Many visitors return (between 30% and 50%), in what has been termed "self-renewing attractions".

**During the meeting representatives from Book Towns worldwide will describe their whys, whats and hows of their experiences.**

The Mayor of Mulazzo

*Sandro Donati*

The President

of International Organisation of Book-towns

*Franco Muzzio*