

GLOBALIZATION

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WHAT IS GLOBALIZATION?



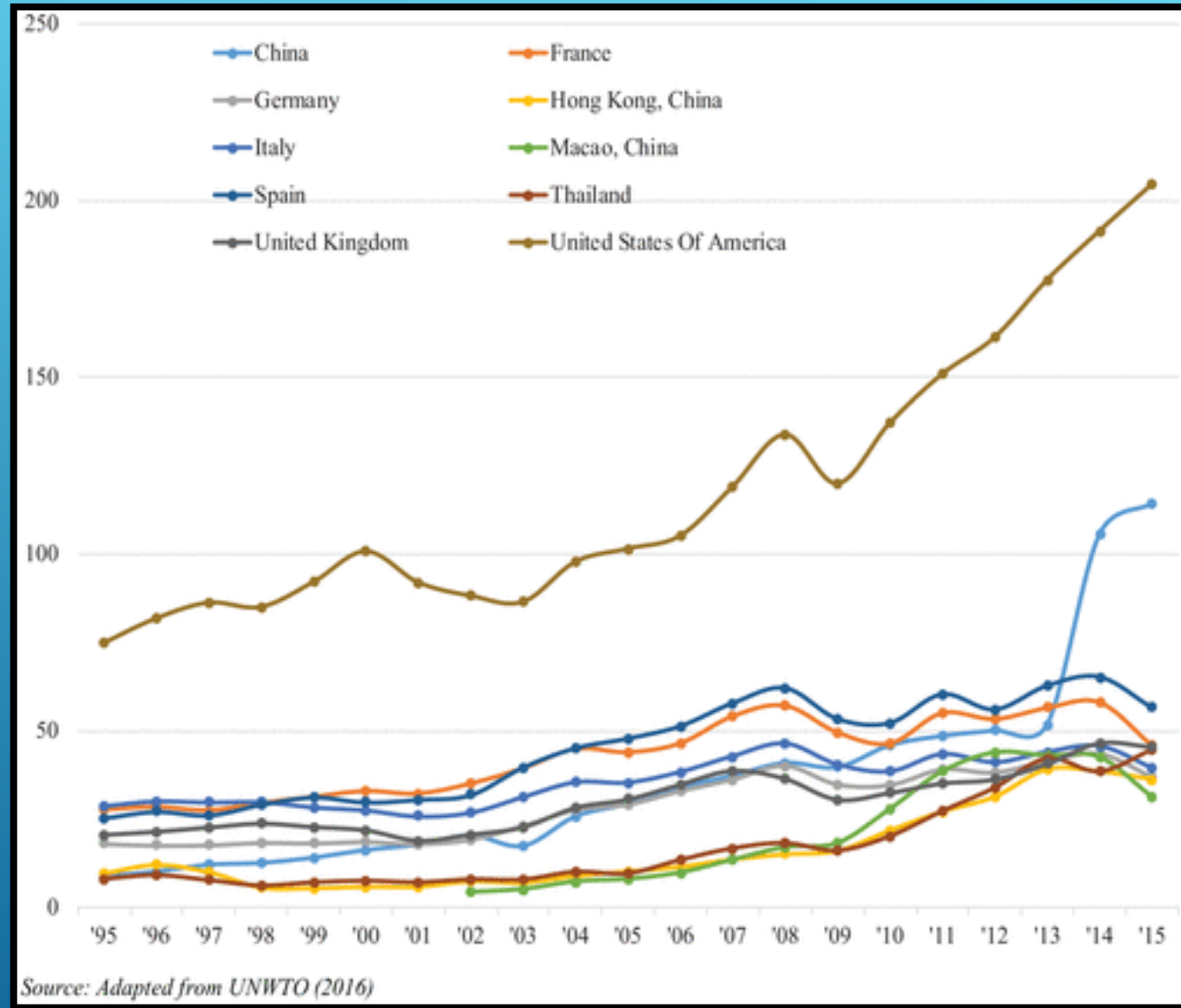
Interaction, integration and exchange

TOURISM AS A CATALYST FOR GLOBALIZATION

Growth of tourism from 1995 to 2015



Exchange of ideas

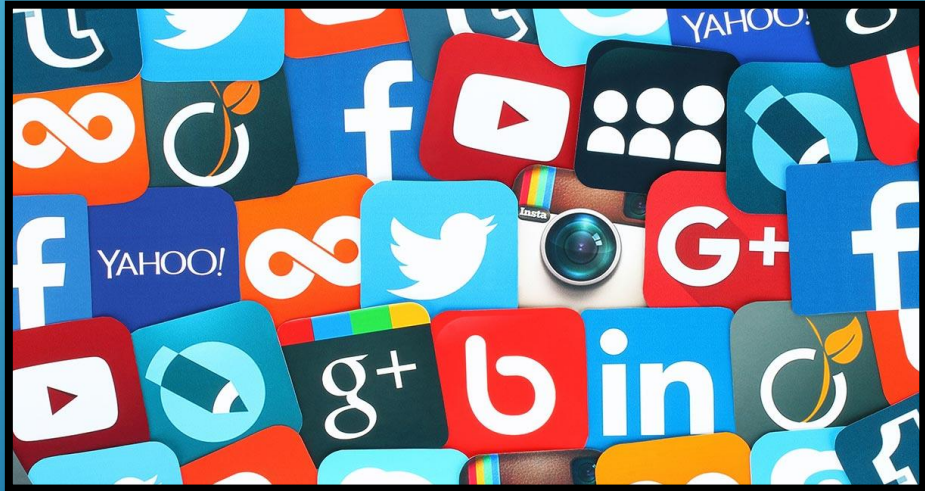


TOURISM AS A CATALYST FOR GLOBALIZATION

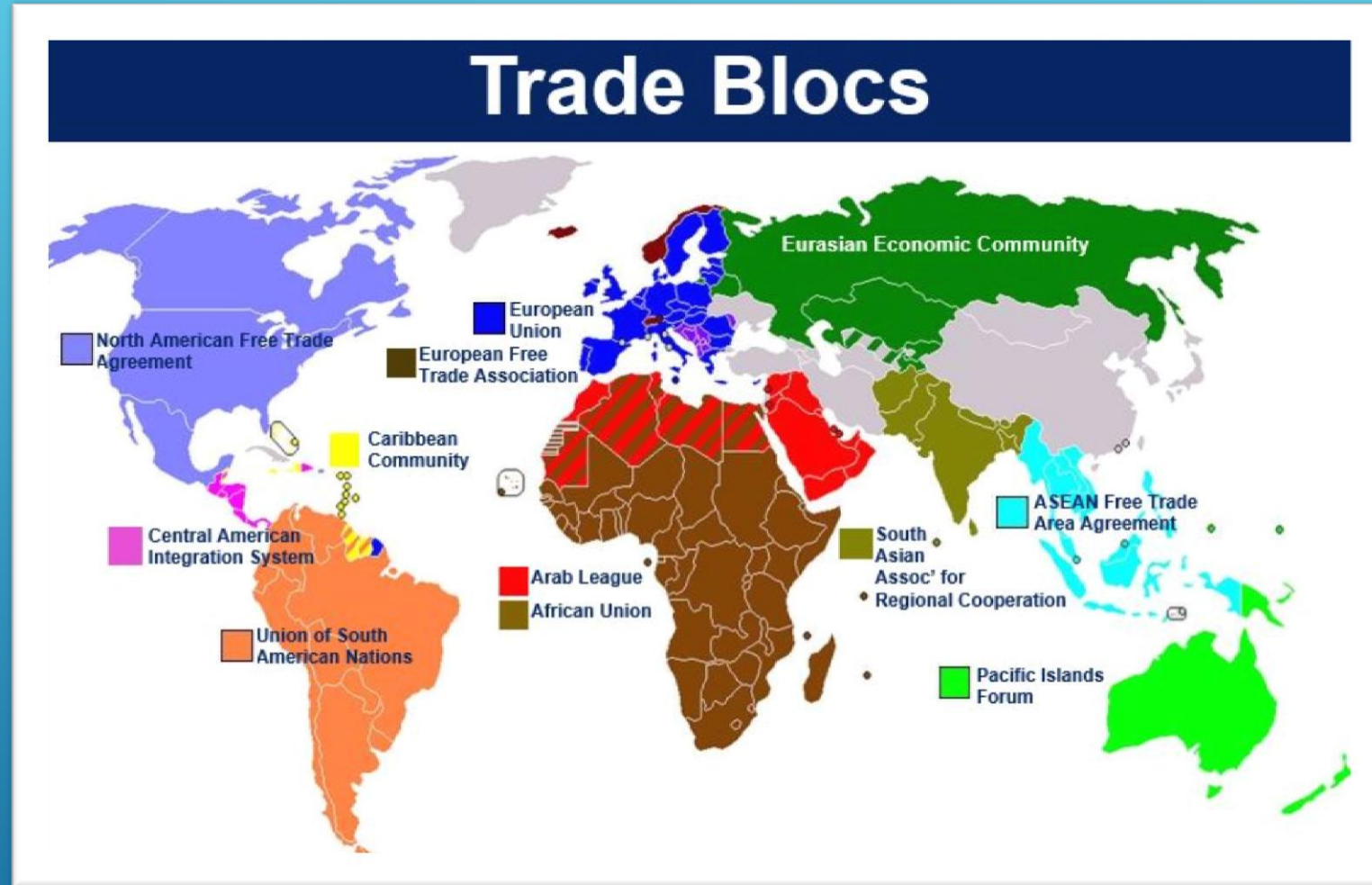
The barriers of racism and political misunderstanding have limited globalization for decades



TOURISM AS A CATALYST FOR GLOBALIZATION



Social media and trade blocs to help the free flow of goods and ideas





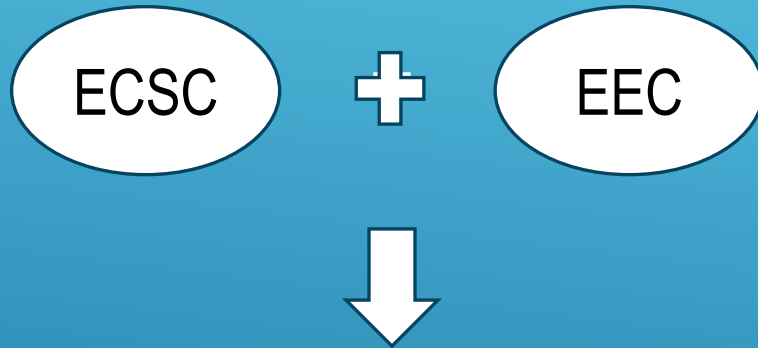
Free circulation of people



Monetary union

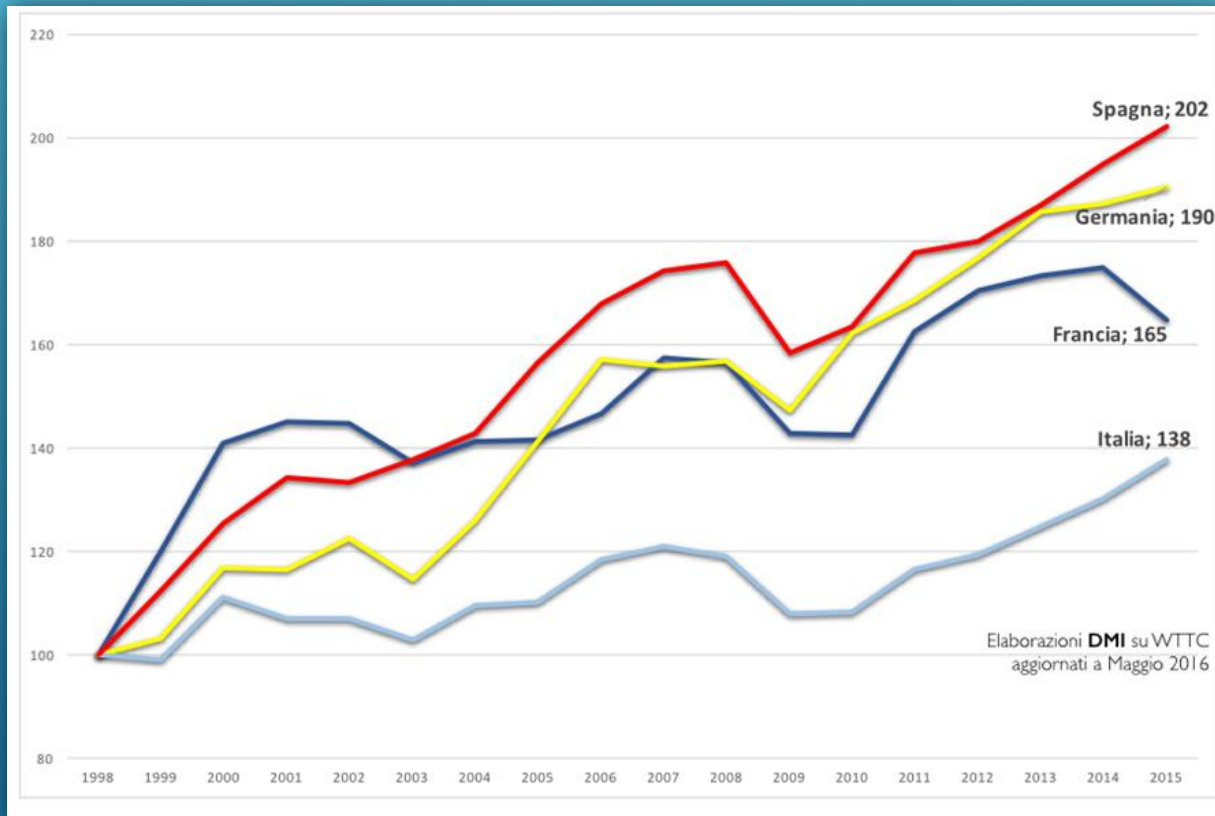


THE EUROPEAN UNION



In 2020 the UK left
the EU (Brexit)

THE EUROPEAN UNION



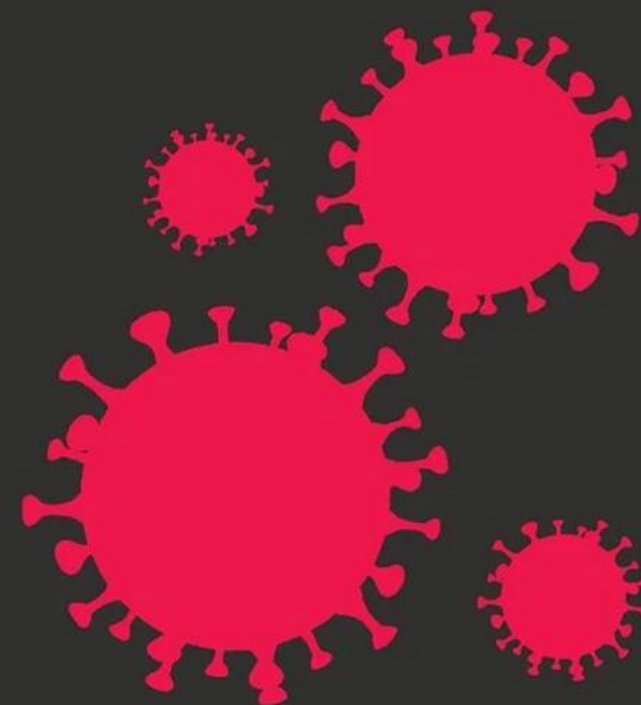
Expenditure of international tourists in Europe

Contribution of the tourism industry in the European GDP

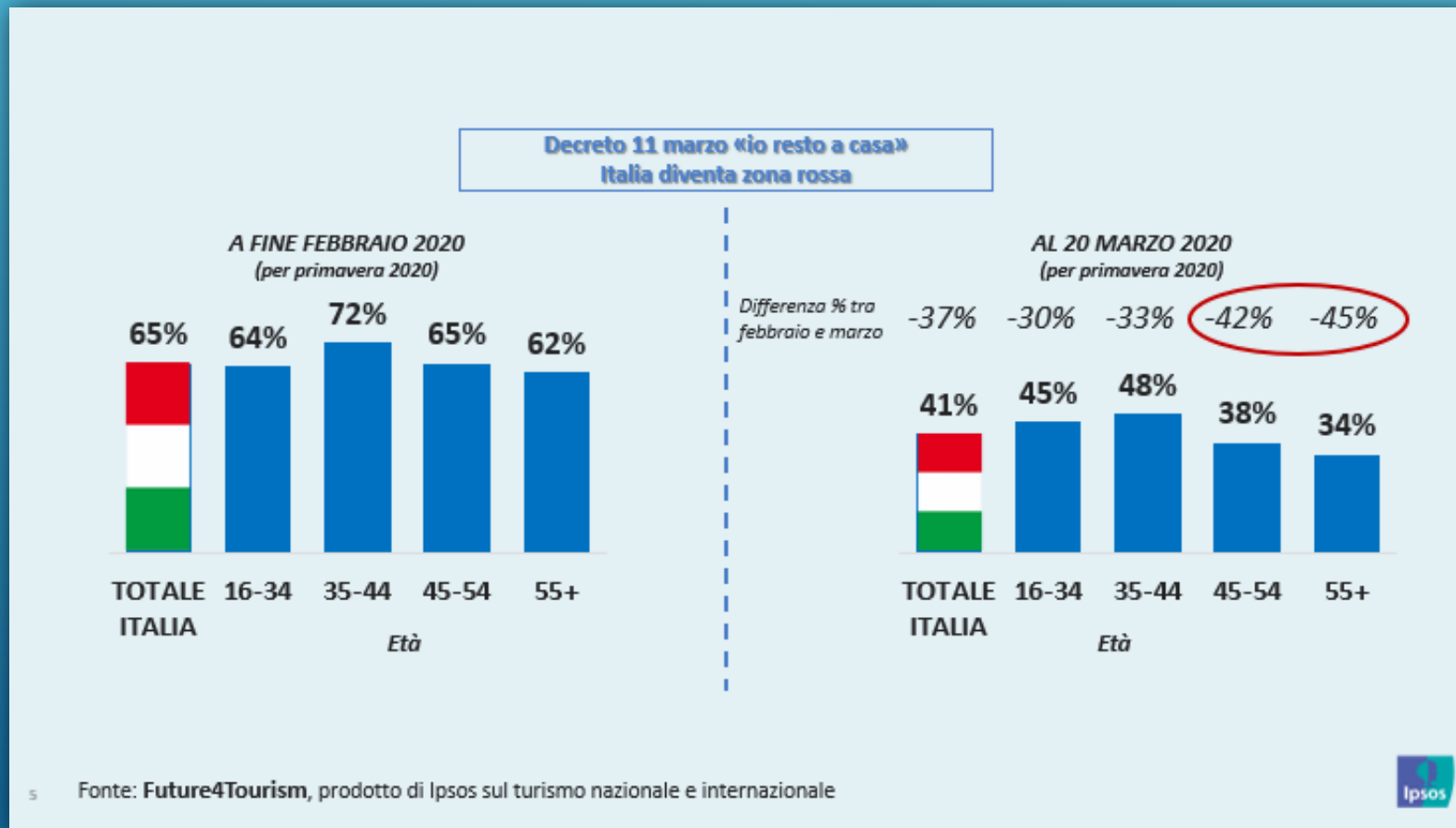




THE MiBACT



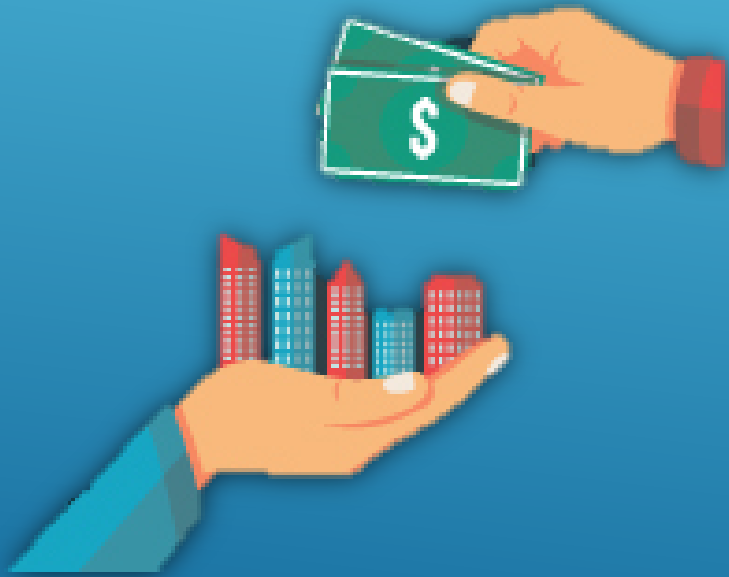
COVID – 19 Emergency



The industry of tourism is suffering a great crisis



COVID – 19 Emergency



First measures adopted by the Italian government:

- ☐ Suspension of tax payment until April 30;
- ☐ Refunds for tourists who could not travel because of the emergency.

COVID – 19 Emergency



Other measures adopted by the Italian government:

- ☐ Extraordinary contributions for employees of the sector;
- ☐ Social safety net even for seasonal workers;
- ☐ Extension of the measures of the first step, also to all the categories connected to tourism;
- ☐ Emergency fund for the entertainment sector;
- ☐ Promotion of the image of Italy with a special campaign all around the world.