

INTRODUCTION TO THE XLIX SCIENTIFIC MEETING OF THE ITALIAN SOCIETY OF ECONOMY, DEMOGRAPHY AND STATISTICS

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Despite the severe economic difficulties that afflict our country we have been able, also this time, to organize our 49th Scientific Meeting with the key availability and partnership of the "Fondazione Cassa di Risparmio di Ascoli Piceno" and the commitment of the Polytechnic University of Marche, Faculty of Economics "Giorgio Fuà" and in particular the Department of Economics and its chairman Francesco Chelli.

In the 70 years since its foundation (29 June 1939) our Society has also faced the worst times of what we are experiencing and, despite everything, our association has always managed to overcome the difficulties encountered from time to time.

Today, as in the worst of times earlier, in a country where the resources devoted to scientific research and education are slim, we must react with all our energy.

It is not a coincidence if we celebrate our 49th Congress here, in this Region to which I am proud to belong by birth and ancestry - where no one is overwhelmed by adversity, where no one waits that the "manna" falls from the sky or that the so-called "Italian big star" gives him/her a hand, but he/she rolls up sleeves and works.

This is the land that starting from the family business has come to an international economic success and I speak not only of the footwear and/or of the furniture industries.

Do not forget that this land has been provided by the Nature of a wonderful environment that goes from the sea to the mountains, from the Adriatic sea to the Sibillini. And then here we are to debate on tourism, another valuable resource of these places. Tourism with a capital T, that is a sustainable tourism - with the natural, social and artistic environment - and its links with the mobility and the development of the territory .

Since the so-called "word of mouth" is a great marketing tool because the information coming from the experience of consumers is often perceived as "more reliable" inasmuch "neutral", I am sure that participants to our congress, who have come here to discuss of various aspects of tourism, will spread an advertising

message more than positive on San Benedetto del Tronto and the pleasant surrounding areas.

Finally, to keep faith with a *modus operandi* quite common in this part of Italy, that is “less talk and more work”, I declare the 49th SIEDS Scientific Meeting open.

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