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Title of the thesis: *A Century of Tourism Governance and Policies in Lombardy. 1910-2010*

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The ultimate objective of the PhD thesis I am currently writing is that of making an account of a century of tourism in Lombardy from the perspective of public and private tourist institutions and organisations. In particular, the research I have undertaken is likely to shed light on the way in which the aforementioned tourist institutions and organisations have worked together rather than on their own to implement policies in the sector of tourism.

The thesis starts from 1910, the year when the very first public intervention in tourism was carried out: it was namely the enforcement of the law which gave certain municipalities the possibility to impose the sojourn-tax. 1910 is also the date that marks the beginning of the first part of the thesis, which ends in 1970 when the ordinary Regions were set up. In this rather long period, the main actors in tourism are institutions and organisations which operates either at the international and national level (ENIT, CIT, OND, Ministero del Turismo, Touring Club Italiano) or at the local one (AACST, EPT, pro-loco), whilst the relevance of the regional dimension is scant. Nevertheless, it is possible to notice a few attempts of regional co-operation in Lombardy between local tourist organisations.

The second part of the thesis covers the period from 1970 to 1986. 1970 is a fundamental date because in that year ordinary Regions started to operate. According to the original version of section 117 of the Republican Constitution, ordinary Regions had a shared legislative power in the matter of “tourism and accommodation industry”. 1986 is the year when Region Lombardy enforced an important regional law whereby the system of local tourist public organisations was reformed (among the most noticeable changes, the AACST were dismissed, whereas the EPT became APT). The period 1970-86, therefore, can be considered as an adjustment period, characterised by the entry of an important player such as the Region in a “game” which had been played since long time before.

Finally, the third part of the thesis recount the most recent history of tourism governance and policies in Lombardy, from 1986 till nowadays. In regard to this period, there has been a “consolidation” of the intervention of the Region in tourism to the detriment of State tourist institutions (such as the Ministero del Turismo, closed down in 1993) and local ones (in particular, in the case of Lombardy, the APT suffered more and more from the competition with other local authorities which were willing to enter the remunerative sector of tourism).