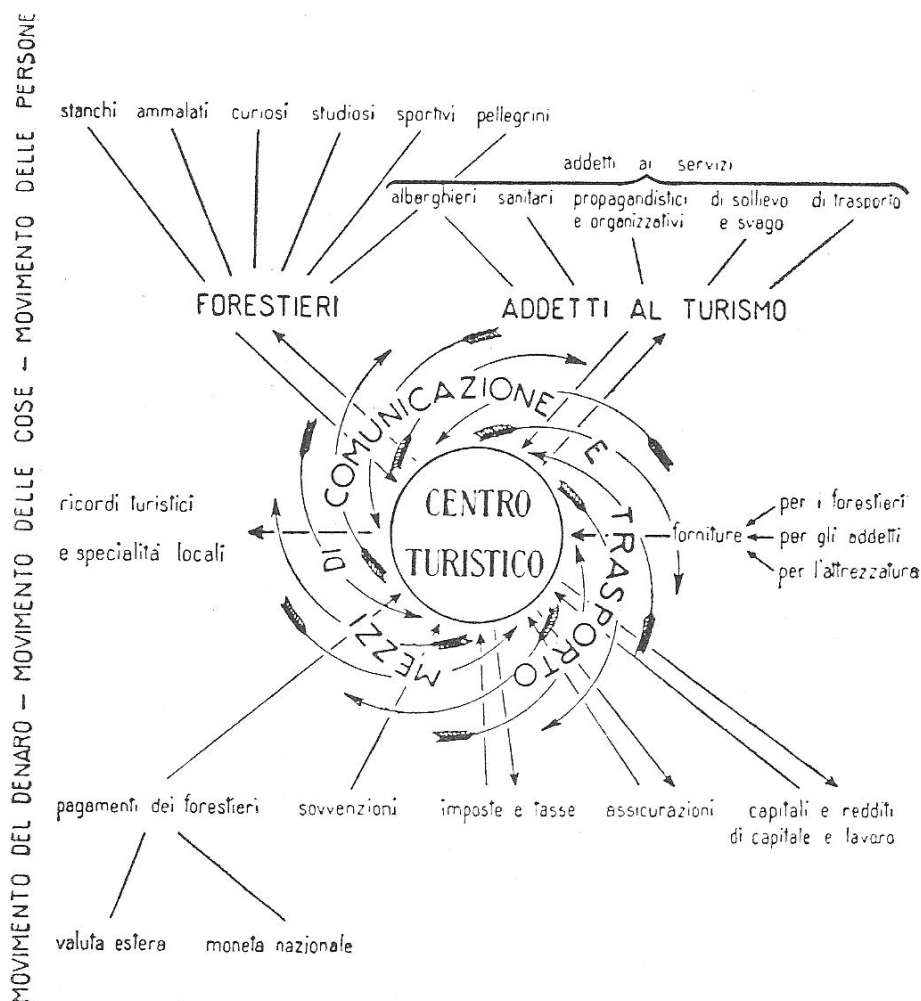


Fig. 7.1 - The Toschi Model for tourism centers (1957)



Source: Toschi 1957. From left to right and from top to bottom: money – objects - people circulation ; tired people, sick people, curious people, scientists, sportspeople, pilgrims; services personnel: hotels, health spa resorts, organisation and promotion, leisure, transport; FOREIGNERS; TOURISM EMPLOYEES; local products and souvenirs; MEDIA and TRANSPORT; TOURISM CENTER/DESTINATION; Provisions for foreigners, employees, equipment; payments to foreigners in foreign currency, in national currency; funding, taxes, insurances, capitals and revenues of work and capital origin.

This model was published first in 1948 as part of Toschi's Handbook on Economic geography:

Toschi U., *Corso di Geografia Economica Generale*, Macri, Firenze-Bari, 1948, p.623.

It was then published in 1957 within the proceedings of the Italian Geographical Congress.

The image above is taken from this book, where somehow the birth of the Italian Tourism Geography is celebrated.

The full reference of it is the following:

Toschi U., *Aspetti geografici dell'economia turistica*, in *Atti del XVII Congresso Geografico Italiano*, Cressati editore, Bari, 1957, p. 443 - 470

The image is on page 447.

In 1959 the publisher UTET of Turin, printed a new edition of the "Corso di Geografia Economica Generale".

The Toschi model was in this book too.

The full reference is the following:

Toschi U., *Geografia economica*, Unione Tipografico - Editrice Torinese, Torino, 1959, p. 373.

In the following years this image has been republished several times and it could be found in nearly every didactical papers and materials of Tourism Geography university courses in Italy. It actually a shared scientific heritage within the Italian academic community.