Abstract

This study investigates the positive relations that may occur among museums of identity, cultural tourism and community development in marginal areas. The experiences of the villages of Mamoiada (Italy), Sibiel (Romania) and Ait Iktel (Morocco) are told. Recently, in each of these small towns, a museum of identity, in particular linked to the local rural traditions, has been established. The study findings revealed that these villages have achieved an early stage of cultural tourism growth with positive implications in terms of local development. So far, the activities performed and promoted by the museums fit into the broader local system, adding value to the existing resources and communities’ capabilities, thus the core elements of local development have been positively stimulated.

Keywords

Museums of identity, cultural tourism, local development, Mamoiada, Sibiel, Ait Iktel.