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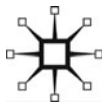
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Managing Cultural Heritage: Ecomuseum, Community Governance and Social Accountability

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To Arturo & Ferruccio, My sweet sons

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Acknowledgements

My participation in the AIDEA (Italian Academy of Business Administration and Management) Conference on “Management and Assessment of Art and Cultural Heritage Goods” held in Siena, Italy (30–31 October 1998) sprang in me the interest to focus my research on this field. Since that scientific event, management accounting studies have been expanding the knowledge on the cultural heritage sector by applying various theoretical frameworks (public value, governance, performance management and control, knowledge management, social capital, etc.).

Among the cultural heritage organizations, ecomuseums represent a relevant phenomenon for the local community development, especially in Italy: the country with the highest number of ecomuseums in the world. From a preliminary research, I have realized the particular form of the museum is the implementation output of a community project which aims at taking care of its territory. The success of that kind of start-up is based on principles such as social participation, sustainability, sociability and cultural heritage as a public value dimension. Surprisingly, management literature lacks in research in this field, even though it is very important in the less-developed areas where the ecomuseum seems to have more fertile ground.

From these reflections, the incentive to explore the ecomuseum context under the “kaleidoscopic” managerial perspective comes out.

The study “Managing Cultural Heritage. Ecomuseum, Community Governance, Social Accountability” included

the main finding of a deducing and inducing research which aims at contributing to achieve the following objectives:

- ▶ to maintain vital the collective interest on improving the management of cultural heritage. More specifically, the research project aims at developing the debate on the governance and management model more suitable for preserving and enhancing cultural and natural heritage in times of crisis;
- ▶ to extend the knowledge and the understanding of the cultural heritage sector under a managerial perspective;
- ▶ to support the development of the ecomuseum as a form of community governance, in order to avoid the risk that after an initial social enthusiasm, we see a decline in community participation;
- ▶ to provide an accountability model to allow the social community to know and control the actions and the related results of the ecomuseum governance.

In attempting to achieve the aforementioned goals, I have to thank the Tuscan Ecomuseum experts interviewed: Dr. Cristiana Bambini, Staff Manager of the Culture and Tourism Office of Sovicille (Siena); Dr. Marzio Cresci, the Director of the Ecomuseum of Chianti; Dr. Alessandra Casini, the Director of the Technological and Archaeological Park of Colline Metallifere Grossetane and Dr. Andrea Rossi, the Coordinator of the Ecomuseum of Casentino (Arezzo).

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