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3rd IRT INTERNATIONAL SCIENTIFIC CONFERENCE

INTEGRATED RELATIONAL TOURISM
TERRITORIES AND DEVELOPMENT IN THE MEDITERRANEAN AREA

Helwan - Egypt 24 | 25 | 26 October 2009

CONFERENCE PROCEEDINGS

edited by
Ferdinando Trapani
Giovanni Ruggieri



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IL TERRITORIO DELLE RELAZIONI UMANE
Book series directed by Leonardo Urbani



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VOLUME I

Ferdinando Trapani	IV
Introduction: Foreward. Topics of the third IRT Conference	
Leonardo Urbani	XII
Opening lecture for 3rd IRT CONFERENCE	
Nicola Giuliano Leone	XVI
Forms of Permanence and Permanence of Form	

Index of proceedings

Tourism Supply

Zeiad Amer	31
AUTHENTICITY OF AGES AND DIVERSITY OF ENVIRONMENTS, CIVIL SOCIETY INITIATIVES TOWARDS SUSTAINING HERITAGE. AN EGYPTIAN APPROACH	
Vincenzo Asero	37
TERRITORIAL INTENSIVE PRODUCTS AND QUALITY TOURISM EXPERIENCES	
Giuliana Campanella	43
THE INTEGRATED RELATIONAL TOURISM	
Gian Luigi Corinto - Fabio Curzi	51
WEB AND SOCIAL NETWORK SITES FOR RURAL DEVELOPMENT. A CASE STUDY IN MARCHE REGION (ITALY)	
Davide Crimi	63
EOS – EUROPA OPEN SOURCE	
Luciano De Bonis	73
THE RELATIONAL ENVIRONMENTS OF RELATIONAL TOURISM	
Mohamed Hany Moussa - Gamal Moussa	81
MULTIPLIER DIFFERENTIATION BETWEEN SMALL AND LARGE TOURISM AND HOSPITALITY BUSINESS. A CASE STUDY ON EGYPT	
Ayman Mounir Kassem - Hassan Saad Sanad - Tarek Sayed Abdel Azim	93
ILLEGAL TOUR GUIDANCE IN EGYPT. TOWARDS DEVELOPING A SCALE FOR EVALUATING THE PERFORMANCE	
Kadria Tawakal	103
THE ROLE OF VISION MEDIA IN DEVELOPING THE TOURISTIC AWARENESS AT THE ARCHAEOLOGICAL SITES ON CANAL CITIES	
Michele Ippolito	115
THE CONTRADA SCALERI. AN EXAMPLE OF NATURALISTIC ITINERARY IN THE HEART OF SICILY	
Antonella Italia - Antonino Panzarella - Maddalena Scannaliato	121
THE RELATIONSHIP AS AN "ATOUT" IN BUILDING UP THE TERRITORIAL THEMATIC ITINERARY OF DEVELOPMENT "THE KNIGHTS AND PILGRIMS PATH" IN SICILY	
Salvatore La Rosa - Graziella Maria Adriana Sanfilippo	131
SEARCHING FOR A MODEL OF QUALITY OF THE WORLD HERITAGE PROPERTIES OF SICILY	

Alessandra Mancino & Francesco Rapone	147
WINE TOURISM FOR THE DEVELOPMENT OF THE AMALFI COAST	

Giuseppe Onni	159
TOURIST FORMS AND SOCIAL SUSTAINABILITY. AN EXAMPLE OF RELATIONAL TOURISM IN SARDINIA	

Cultural and International Tourism

Davit Darsavelidze	173
CULTURE - BASED TOURISM CLUSTER. THE CASE OF THESSALONIKI	

Yildirim Yilmaz	187
A CO-OPERATION BASED MODEL FOR MEDITERRANEAN TOURISM DESTINATIONS	

Nashwa S. El-Sherif & Abeer A. Abd El Wahab	195
THE IMPACT OF INTANGIBLE CULTURAL HERITAGE ON THE EVOLUTION OF TOURISM IN EGYPT	

Yau-Tzu Ma - Andrea Crestan	205
AWARENESS OF ISLAMIC TOURISM IN A NON-MUSLIM SOCIETY	

Martin Lohmann	215
UNIQUENESS OF TOURISM DESTINATIONS AROUND THE MEDITERRANEAN SEA AND CONSUMER PREFERENCES - EMPIRICAL FINDINGS FROM GERMANY	

Gaetana Trupiano & Rosa Cipollone	225
TOURISM AND CULTURE ALEXANDRIA AND CULTURE INSTITUTIONS TO IMPLEMENT TOURISM AND ECONOMIC DEVELOPMENT	

Jo Vu - Lindsay Turner	239
CHANGES IN TOURISM DEMAND BETWEEN VIETNAM AND CHINA	

New Trends in Tourism

Francesco Antonio Anselmi	249
ECOTOURISM: A NEW TYPOLOGY OF TOURISM. CHARACTERISTICS AND POTENTIALITY OF DEVELOPMENT IN ITALY	

Antonio Bertini - Roberta Varriale	259
CREATING AN ITINERARY THROUGH THE CAVE DWELLINGS OF THE MEDITERRANEAN. GUIDELINES FOR TRANSFORMING THE CHARACTERISTICS OF AN AREA INTO A TOURIST ATTRACTION	

Sabina D'Alessandro	271
"PASSAGES" TO EGYPT BY AHDAF SOUEIF	

Ester Gendusa	279
CROSS-CULTURAL POST-COLONIAL SYMBIOSES IN BERNARDINE EVARISTO'S NOVELS AND LITERARY TOURISM: TOWARDS A NON-EUROCENTRIC REDEFINITION OF LOCALITY	
Arcangela Giorgio - Giovanna Spinelli	287
SPORTS TOURISM ROLE IN IRT THEORY. A CONCEPTUAL FRAME WORK	
Nahla Ossama Nassar	297
BACKSTAGE. A NEW FORM TO INTRODUCE TOURISM IN ALEXANDRIA	
Ana María Navarro	305
REGARDING INTEGRATED RELATIONAL TOURISM (IRT) AND THE EXAMPLE OF A RURAL HOTEL	
Denis Parisot - Christian Coglievina - Imed Ben Mahmoud	311
INNOVATION FOR SUSTAINABLE TOURISM? THE MARATHON OF NICE AND ITS FUTURE "UMBRELLA" STRATEGY	
Gabriella Polizzi	321
TRAVELLING WITH DISABILITY, WELCOMING DISABILITY. DESTINATION MANAGEMENT FOR ACCESSIBLE TOURISM	
<i>Sustainable Tourism</i>	
Hossam Fouad Arafa	333
TARGETTING A TOURISM GOVERNANCE STRATEGY BASED ON SUSTAINABILITY FOR ENHANCING LOCAL DEVELOPMENT OUTLETS IN MEDITERRANEAN DESTINATIONS (APPLIED STUDY ON EGYPT)	
Fabrizio Ferrari - Ramona Elena Badea	343
SOME REMARKS ON THE ACTUALITY OF "TOURISM AREA LIFE CYCLE" (TALC) THEORY. THE CASE OF ITALY	
Mona Garrahi	355
HOW TO PROMOTE TOURISM IN THE MEDITERRANEAN SEA AREA (YOUTH TOURISM)	
Luca Mannocchi - Francesco Senia	365
TOWARDS A WELLBEING CENTRED APPROACH FOR ENHANCED TOURISM SUSTAINABILITY	
Fabio Pollice	375
TOURISM COMPETITIVENESS IN THE MEDITERRANEAN REGION	
Samantha Desirée Santonocito	387
SUSTAINABLE TOURISM AND CARRYING CAPACITY IN THE MEDITERRANEAN AREA FOCUS ON SICILY	

Rural Tourism

Alessandro Arangio - Daniele Mento - Gaetano Ortolano	401
"BORG PANTANO", AN IRT PROJECT FOR SICILY BETWEEN TRADITION AND INNOVATION TECHNOLOGIES	
Girolamo Cusimano	415
TRADITIONAL RURAL LANDSCAPES IN ITALY BETWEEN CONSERVATION AND TOURIST DEVELOPMENT	
Fabio Cutaia	419
FROM AGRICULTURAL TO TOURIST PRODUCTION	
Eugenia Wickens - Marios D. Soteriades	427
CRUCIAL SUCCESS FACTORS FOR CLUSTERS IN THE CONTEXT OF RURAL TOURISM: LESSONS FROM THE GREEK EXPERIENCE	
Antonio Purpura - Francisco Calderon Vázquez	437
"RELATIONAL TOURISM, DEVELOPMENT AND SOCIAL INNOVATION"	
Vincent Zammit	447
SUSTAINABLE RURAL DEVELOPMENT IN MALTA: SUGGESTIONS FOR NEW PROJECTS AND COLLABORATION	

Cultural Heritage

Aysel Aslanova	457
PROMOTION OF THE HERITAGE TOURISM BY THE CERTAIN DESCRIPTIONS OF HISTORICAL FACTORS AND INFORMATIONAL METHOD	
Daniela Aversa	465
TOURISM AND RECEPTION IN THE ANCIENT WORLD	
Maria Gloria Cali	473
CAPE TINDARI CHANGING PANORAMA THROUGHOUT TIMES	
Simona Colajanni - Antonio De Vecchi	483
CRITERIA TO DEVELOP THE HISTORICAL CENTRE OF MALTA OPEN AIR MUSEUM	
Haitham Taher Abd El Hafeez	497
SOME ARCHEOLOGICAL EVIDENCES OF THE CULTURAL RELATIONS BETWEEN EGYPT AND THE MEDITERRANEAN BASIN AROUND THE FIRST MILLENNIUM B.C.	
Hassan M. El Saady	511
THE ROLE OF KEFTIU IN THE INTERRELATIONS BETWEEN THE LEVANT AND THE NEW KINGDOM EGYPT AS SHOWN IN THEBAN PRIVATE TOMBS.	

Mona Raafat El-Sayed	515
INFLUENCE OF ANCIENT EGYPTIAN STATUARY ON SCULPTURE OF THE MEDITERRANEAN BASIN	
Giovanni Fatta - Tiziana Campisi - Calogero Vinci	523
RURAL ARCHITECTURE IN WESTERN SICILY TRADITION, IDENTITY, SUSTAINABLE RECOVERY	
Samar Mostafa Kamal	539
TABOOS IN ANCIENT EGYPT	
Héba Youssef	549
FATIMID INFLUENCES IN SICILY	
Mey Ibrahim Zaki	557
THE CROSS-FERTILIZATION BETWEEN EGYPT AND NORTH MEDITERRANEAN	

VOLUME II

Local Communities

Amany Fawzy Abdel Aziz	567
INTEGRATED RELATIONAL TOURISM (IRT) AND THE DEVELOPMENT OF THE COMMUNITIES COMPRISING POPULAR POTTERS (CCPP) IN EGYPT	
Giada Bini	579
VITAL MAPPING: THE PEOPLE OF THE INTEGRATED RELATIONAL TOURISM	
Arturo Di Bella - Luca Ruggiero	589
YOUTH CULTURES AND THE HISTORICAL CENTRE OF CATANIA FROM AN IRT PERSPECTIVE	
Hossam Samy	599
BUDGET TOURISM: EMPOWERING LOCAL COMMUNITIES FROM A SOCIOECONOMIC PERSPECTIVE	
Antonino Mario Oliveri - Franco Vaccina	609
RELATIONAL ETHNIC TOURISM IN SICILY. LINGUISTIC MINORITIES AND RURAL DEVELOPMENT	
Giorgio Piccinato	621
IDENTITY GROWS THROUGH DIFFERENCES: NOTES FROM A PLANNER	

Governance

Nunziatina Battaglia	629
NGO AND THE MANAGEMENT OF THE INTEGRATED RELATIONAL TOURISM	

Jlenia Destito - Angelo Grasso - Nunzio Mastrorocco	639
APULIA REGION EXPERIENCE IN TOURISM GOVERNANCE	
Stefania Proli	651
BOTTOM-UP PLANNING IN SICILY: A LEGACY FOR INTEGRATED RELATIONAL TOURISM	
Vincenzo Todaro	661
APPLYING MODELS AND STRATEGIES OF THE INTEGRATED RELATIONAL TOURISM IN THE LOCAL PROCESS OF TERRITORIAL DEVELOPMENT	
Salvatore Tomaselli	671
DEVELOPING IRT APPROACH IN THE AREA OF CENTRAL SOUTHERN SICILY THROUGH GOVERNANCE AND STRATEGIC PLANNING	

Planning and Territorial Use

Salvatore Amoroso - Marco Migliore - Mario Catalano - Barbara Lo Casto	683
THE DEMAND OF TOURISTS FOR HELICOPTER TRANSPORT IN AREAS WITH POOR ACCESSIBILITY	
Paolo Bellaviti - Costanza La Mantia	695
A NEW VISION OF CAIRO'S "CITY OF THE DEAD": THE PROMOTION OF A POLICY OF SUSTAINABLE LOCAL DEVELOPMENT AND VALORIZATION OF THE CULTURAL HERITAGE THROUGH INTEGRATED RELATIONAL TOURISM	
Teresa Cannarozzo - Giuseppe Abbate	703
AGRIGENTO. TOURISM AND TERRITORY: RESOURCES, NEW INSTITUTIONAL ACTORS AND PROJECT PROPOSALS	
Hubert Fernando - Jo Vu	713
IRT AND REGIONAL TOURISM IN AUSTRALIA	
Angela Lombardo - Vittorio Ugo Vicari	721
"MEDITERRANEAN TEXTILE POLE" IN MELILLI DISTRICT. A PERSPECTIVE OF TERRITORIAL, SOCIAL AND INTEGRATED EXPLOITATION.	
Paola Panuccio	731
TOWN PLANNING AND THE PROJECT FOR IMPROVED TERRITORY AND INTEGRATED TOURISM	
Andrea Marçel Pidalà	737
WORK IN PROGRESS FOR THE CONSTRUCTION OF A NEW STRATEGIC SCENARIO FOR A MORE BALANCED DEVELOPMENT OF THE SICILYAN TERRITORY. THE NEW VISION: REGENERATION OF THE COASTAL AREAS IN RELATIONSHIP WITH THE NEBRODI PARK.	
Dario Russo	739
DESIGN & CRAFTS	

Habitat

Cristian Cannaos	745
IDENTIFYING URBAN POPULATIONS. A CONCEPTUAL FRAMEWORK	
Michele D'Aleo - Michele Fiore - Loredana Giaimo - Giorgia Peri - Gianfranco Rizzo	755
A NEW ENVIRONMENTAL LABEL FOR FARM HOLIDAYS AS A TOOL FOR IMPROVING THE INTEGRATED RELATIONAL TOURISM	
Manal B. Hammad - May A. Hosny	765
SIWA OASIS, A NEGLECTED PARADISE	
Giacinta Jalongo - Emma Buondonno - Roberta Crescenzo	773
INCOMING AND REPEATER: THE LONG "STAYER" FOR CONTEMPORARY "GRAND TOUR" - LOCAL TOURIST SYSTEMS OF CAMPANIA REGION	

Enviroment and Agriculture

F. A. Abo-Sedera - N. S. Shafshak - S. M. Eid & M. H. M. Mohamed	783
IMPROVING PRODUCTIVITY AND QUALITY OF STRAWBERRY VIA ORGANIC FERTILIZATION AND APPLICATION OF SOME NATURAL GROWTH STIMULANTS	
Luca Altamore - Simona Bacarella - Caterina Patrizia Di Franco - Giuseppe Corona	801
AGRICULTURAL QUALITY PRODUCTS FOR TERRITORIAL EVALUATION AND TOURISM DEVELOPMENT IN SICILY: THE PANTELLERIA CASE.	
Alessandra Carrubba	813
SUSTAINABILITY AND MULTIFUNCTIONALITY IN MEDITERRANEAN CROPPING SYSTEMS: THE ROLE OF MEDICINAL AND AROMATIC PLANTS	
Enrica Donia - Filippo Sgroi - Salvatore Tudisca	825
ECONOMIC ASPECT OF OLIVE-GROWING AND OIL PRODUCTION IN THE NEBRODI RURAL AREAS	
Ahmed El Kenawy & Mohammed Abd Elaal	835
TEMPERATURE VARIABILITY ALONG THE MEDITERRANEAN COAST OF EGYPT WITH LINKS TO LARGE ATMOSPHERIC CIRCULATIONS DURING THE PERIOD (1957-2006)	
Salvatore Lentini	849
THE MARGINAL LAND AREAS	
Diego López Olivares	857
A MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT IN INLAND LATIN AMERICAN AREAS: THE CASE OF THE NORTHERN REGION OF NICARAGUA	

Local Economies and Rural Development

Michele Argentino - Mona M. M. El Agry	873
THE SYMBOLIC INDICATION OF HERALDRY AS AN APPROACH TO ENRICH TOURISM SOUVENIR (METAL BROOCH)	
Yasser Saeed Mohamed Bendary	885
“ESTABLISHMENT AND REHABILITATION OF A SPECIALIZED ZONE THAT ACCOMMODATES THE LOCAL GLASS INDUSTRY AS ONE OF THE CRITICAL HERITAGE INDUSTRIES IN EGYPT”	
Nermen Kamel El Gedawy	895
DAILY LIFE PHRAONIC PRODUCTS & CIVILIZATION NEGOTIATION AND ITS ROLE IN INTER TOURISM DEVELOPMENT	
Fabio Famoso	907
RECONSIDERATION OF ETNA PARK’S TOURISTIC ITINERARIES	
Manuel Ferrer	915
COMMERCE, CITIES AND IRT NORTH AND SOUTH OF THE MEDITERRANEAN	
Francesco Marchese - Angela Tanania	923
BETWEEN COAST AND INLAND: THE CINQUE TERRE NATIONAL PARK AND VAL DI VARA IN LIGURIA	
Leonardo Mercatanti - Thomas J. Puleo	931
MINEO’S COUNTRYSIDE BETWEEN TRADITION AND MODERNITY	
Gianni Petino	943
THE SICILIAN AGRICULTURAL PRODUCTION AND THE TOURISM LINKED TO RURAL AREAS: THE CASE OF A POD PRODUCT	
Marcantonio Ruisi & Loredana Di Matteo	951
THE “DIDACTIC FARM” AS A DEMONSTRATION OF SCHOOL TOURISM FROM A RELATIONAL POINT OF VIEW: AN AIM OF BUSINESS DEFINITION	
Francesca Spagnuolo - Anna Tanzarella	961
WHAT PERSPECTIVES FOR LOCAL TOURISM DEVELOPMENT? TWO CASE STUDIES IN THE MEDITERRANEAN REGION	
Angela Tanania & Michele Germanà	969
MARKETING TOOLS AND TERRITORIAL PROCESS: THE COLLECTIVE QUALITY MARK “RURALITÀ MEDITERRANEA”	
Alessandro Vaccina	975
THE FOOD EXPERIENCE OF TOURISTS IN SICILY; STEREOTYPES, EXPECTATIONS AND SATISFACTION/DISSATISFACTION FACTORS IN THE ONLINE TRAVEL BLOGS AND RESTAURANT REVIEWS	

Policies

Carmela Cacia	985
CINQUE TERRE NATIONAL PARK: A MODEL OF INTEGRATED RELATIONAL TOURISM BETWEEN TRADITION AND INNOVATION	
Cesare Capitti	995
FROM THE PLANNING TO THE ENVIRONMENTAL GUARDIANSHIP“THE URBANISTIC PLANNING IN SICILY AND THE GUARDIANSHIP OF THE ENVIRONMENT TO THE LIGHT OF THE STRATEGIC (VAS) ENVIRONMENTAL EVALUATION”.	
Francesco Caudullo	1001
IRT AND THE CHALLENGES OF GLOBALIZATION. DECODING THE MEDITERRANEAN RICHNESS	
Gustavo Cecchini - Valeria Cardaci - Maria Pagano - Francesca Malleo - Sabrina Virruso	1011
TOURISM INTEGRATED RELATIONAL AND ENVIRONMENTALLY SUSTAINABLE IN THE MEDITERRANEAN: AN UTOPIA OR A NECESSARY STRATEGY FOR DEVELOPMENT?	
Gustavo Dejak	1027
“TOURISM, EDUCATION AND RESEARCH: INDISSOLUBLE FACTORS OF SUCCESS”	
Giuseppe Di Mauro - Sebastiano Di Mauro	1035
THE RELATIONAL TOURISM IN VAL D'ANAPÒ. OPERATIONAL EVOLUTION OF THE PILOT PROJECT FOR THE LOCAL DEVELOPMENT	
Guido Meli	1041
CAIRO'S HISTORIC CENTER – RESTORATION AND REHABILITATION: PRINCIPLES AND EXPERIENCES	
Giulio Querini - Carmen Bizzarri	1049
MEDITERRANEAN DIMENSION OF EUROPEAN UNION POLICIES FOR TOURISM SECTOR	
Caterina Rinaldi - Micaela Solinas	1059
LOCAL COMMUNITIES AND TOURISM DEVELOPMENT. THE TRIM PROJECT	
Marcantonio Ruisi	1067
INTO THE DEVELOPMENT OF RELATIONAL TOURISM: OPPORTUNITIES AND THREATS	
Mohamed Soheil	1075
TOURISM DEVELOPMENT BY COOPERATION BETWEEN TOURIST FIRMS AND BANKS	
Ferdinando Trapani	1085
MOTRIS: AN HISTORY OF MEDITERRANEAN COOPERATION	
Francisco José Calderón Vázquez - Giovanni Ruggieri	1095
RELATIONAL TOURISM: CHALLENGES AND CAPABILITIES	

The IRT research contribution

Luigi Mazza	1105
SOME PARTIAL COMMENTS ON THE CONFERENCE RESULTS	
Carla Quartarone	1109
A FRAMEWORK OF STUDIES, OBSERVATIONS AND RESEARCHES FOR IRT	

The authors

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Scientific Commitee

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MOTRIS PROJECT

Arces University College has been promoting MOTRIS, the Mapping-out of Integrated Relational Tourism Opportunities in Sicily. This project stemmed from research-work on the urban, social, cultural and economic regeneration of the historical city centres and rural areas in the Mediterranean, carried out by Leonardo Urbani, Emeritus Professor of Town-planning at the University of Palermo, Faculty of Architecture, and in collaboration with a team studying the scientific and cultural development.

The founding principles of MOTRIS were the inspiration behind meetings and gatherings going back to October 1999, with the Euro-Mediterranean conference "Tourism as a lever for regional cooperation and development in the Mediterranean", under the patronage of the President of the Italian Republic.

With the approval and financial backing of the Sicilian Regional Presidency, the MOTRIS research was carried out by ARCES University College in scientific collaboration with the CRUEC – New Humanism Research Centre Edoardo Caracciolo, Palermo University, Department of History and Design in the Architecture, and the results appeared in 2004 in the publication *Motris, relational microcentrality in the Mediterranean*, which was presented to the Sicilian Regional Presidency during the international conference on January 25th, 2005 at the Palazzo d'Orleans. There was a firm belief in an investment in Integrated Relational Tourism (IRT) as a lynch-pin for the systematic development of territorial sustainability of the Regional economy, with the quality of work carried out bearing witness to this, and in September 2005, this was endorsed through Regional law no.10, (norms for the development of tourism in Sicily and urgent financial norms) published in GURS no. 39, dated September 16th, 2005. In fact, paragraph 16 of the law states that "[...] in order to exploit relational tourism, with particular reference to the cultural values of the human and natural environment, the President of the Region is authorised to finance the MOTRIS project - Integrated Relational Tourism, approved by the Regional government with decree no.18, dated January 18th 2005.

The Conference

ARCES University College, CRUEC – New Humanism Research Centre Edoardo Caracciolo - together with the Università degli Studi di Palermo, Helwan University and the Embassy of Italy in Egypt organized the III International Scientific Conference on IRT which was held in Cairo.

The event was held at Helwan University from Saturday 24th to Monday 26th October 2009. The theme of the conference regards the development and the territories of the Mediterranean in an Integrated Relational Tourism approach.

Coordinators of the Conference invited all those interested to submit their scientific contribution on the aforementioned theme and on the topics related to tourism and to local development in Mediterranean countries.

The Main Theme Of The Conference

For some years the process of globalization has been creating a standardization in the consumption and the behaviour of individuals, to the detriment of local identities. The imposition of external models has led to the subsequent abandonment of certain traditional and cultural values in many regions of the world. The concentration of the population in cities has increased while areas in the interior have lost their value, especially their economic worth. These territories have progressively gone from being functional to the economy of urban areas (primary sector) to becoming indifferent containers of inconvenient functions or "something else".

The loss of values, practices and customs has led to the abandonment of buildings, scattered here and there or concentrated in one place, under-used or unused, some of which are of undeniable historical and architectural value.

Today this cultural heritage can lead to the development of new types of tourism, which can re-launch the inland areas, through the re-discovery of their authenticity and local identity. Today's tourists reveal a need to establish human relationships to counterbalance the isolation of the anonymity of big cities. In this way, in the silence of the "vast territory in the interior" human relationships between residing population and travellers are assuming, if adequately directed, an increasingly important role in tourism. Today's tourists prefer "to be" rather than "to have", and therefore they want to become part of the daily life of the places they visit, and want their journey to be a source of knowledge and leisure. The tourist reclaims the old function of journey, intent on widening his knowledge of the surrounding territory, while respecting the social and cultural equality of other populations. Tourists seem less interested in the traditional sites of mass tourism, which has damaged local identities. More and more tourists prefer less known sites and inland areas where outside influences have had little influence on local culture and folklore. The Mediterranean area is experiencing this change and with its culture lends itself to the realization of the Integrated Relational Tourism (IRT), a theory which intends to overcome the traditional concept of tourist demand and supply limited to the field of economic competition. IRT promotes a network of activities and services, based on shared qualitative criteria for the valorization and the creation of synergies of the resources of the territory, establishing a satisfactory relationship with the inhabitants and the areas visited. IRT pertains to a particular economic area in which demand and supply meet through a balanced, combined management of interpersonal relations. IRT proposes the territorial development of the Mediterranean while respecting the cultural and environmental sustainability and attempts to limit the economic divergences between the interior and coastal areas, which are usually more developed. IRT attempts to restore rural architecture, by contributing to the environmental quality - often damaged by the presence of abandoned and unprotected buildings - and activities related to the primary sector. IRT can be realized through an active participation of all the key players of local development such as government offices, businesses and local communities.

Topics of Interest

The development of new forms of tourism targeted on the common values of the Mediterranean
What types of tourism could be considered "unique" in the diverse environmental, social, historical and cultural contexts of the Mediterranean? What elements have to be included in traditional tourism and in the new Mediterranean tourism? Which tourist and mobility offers are necessary for the management of the new forms of tourism?

Local development policies and governance according to criteria of sustainability criteria:

- What tourist economies for the development of the Mediterranean countries?
- What strategies to achieve a balance in the social impact between tourist-resident?
- What structure will be able to govern the territory and the local development processes based on tourism?

What cooperation between the public and the private sector? The supply of services and infrastructures for the qualification of the local supply:

- What is necessary for the growth of forms of tourism based on the cultural heritage, the architecture, villages and the rural, natural and naturalistic areas?
- What regulations are essential to regulate the supply of necessary services?
- What role could new technologies play in the organization and fruition of the territory?

The Mediterranean agricultural production and the tourism linked to rural areas

- What local productions can support the social recomposition a local and territorial level?

- What businesses and protected areas in the territory can give life to new forms of hospitality and manifold use of rural resources?

The topics of interest encourage thought on the characteristics of the Integrated Relational Tourism theory.

This approach aims to give prominence to the awakened territory, whose three main challenges are:

1. territorial re-alignment of the economies,
2. re-assessment of the cultural identity and
3. recomposition of social groups.

The Challenge For A Multi-Disciplinary Approach

The Scientific Committee promotes a multi-disciplinary approach to tourism. Although the interdisciplinary approach has helped to reach concrete objectives without altering the respective vocabulary and grammar, today what is needed is a multi-disciplinary commitment, based on a common cultural language, in a situation capable of facing complex themes which are those of a territory facing the prospect of development.

The main topic of the Conference is in line with this important objective. Understanding, mastering and managing problems related to change require contributions from various scientific sectors that represent heterogeneous disciplines such as management, economy, geography, pure science, and social and human sciences.

The Committee calls for the presentation of scientific works whose aim is to help, develop and define the general theme, using the basic concepts specific to the following areas:

- Tourism
- Regional and territorial planning, Environment and sustainability
- Economics
- Agriculture, Climate changes and the Mediterranean basin
- Communication and Information Society
- History, Culture and the intangible heritage, tradition and handicrafts of the Mediterranean
- Policies, public and private partnerships for cooperation.

Foreward. Topics of the third IRT Conference

Ferdinando Trapani

The tourism in the relational dimension of territories must be in keeping with its surroundings. The voyager shouldn't realize that he is a visitor when he is out of his working context or usual life.

It's a difficult goal to reach but wanted. The *accidental tourist* (by Anne Tyler) even if he has to move, is who doesn't want to get into the spirit and atmospheres where he is and wants to come back home.

The relational tourism keeps into account the possibilities of the voyager, who doesn't want to be a visitor, but means to mix up completely with cultural, economic, social and environmental contexts where he is. The voyage as a vital experience is for ages a trace relevant in the new generation tourism. The IRT wants to offer and draws the line at the typical activities and not bounded to the tourism, taken in their approaching to the other human productive activity not only related to the other activities of tertiary but also of those of agriculture and industry. In IRT, the voyager and the host are two actors of the same scene caught at the moment of the meeting of their existence: they could follow their own direction or depart together taking the same path for a continuous or intermittent time, impossible to foresee. To come a phenomenon like this true, the destiny is not enough, on the contrary, a strong organization which make the actors' behaviors understandable of new and unpredictable meaning connections.

IRT district foundations

The concept of local district, established in Italy even with a law, somehow comes from the original concept of Marshall district, which from a scientific point of view, has been used for the knowledge of the phenomenon made in Italy by Becattini and from a point of view of policies of social and economic development, because of the push of global economies of delocalization has subdued a crisis at the beginning of the '2000s. But today in top of the financial crisis of the international finance, the territorial dimension of the economies is again as sphere of anti-crisis strategies.

The globalization of the economy put in crisis the theories of local development for the objective difficulties which the small productive phenomenon have and can resist to possible pressures of big multinational entrepreneur groups strictly bounded to the financial speculation. The new economic crisis forced to intervene using large input of public funds, in big western states especially in the United States after the failure of one of Roosevelt political pillars (Fannie Mae), to equilibrate again trends of world financial markets.

The tendency of upswing is slow and there are sufficient reasons to think which a sort of selection of the industries occurred, which have been able to survive to the crisis pointing to the qualities of the products, to the technological innovation and to the capacity to individuate new amounts of markets not more based on claims of mass consumption but bounded to the capillary but durable needs of selected users who express, in the whole, a demand of new offer of individualized goods and services (user driven). This tendential transformation of the claim and offer has involved all the sectors of the production and above all the creation of an adding value and has also involved the tourism always more bounded to the progress of data transmission technologies.

The district phenomenon is somehow joined to the processes of economy of the knowledge and in this sense, the phenomenon of spontaneous destructuralization (not involved in specific sectorial public policies), imply both the technological innovation and their application to solve problems of accessibility to the decisive information, and that they contribution to rise the levels of transparency and participation which, in turn, contributes to reinforce the relationships among citizens, workers and individual firms on the one hand and PA on the other hand. In the local productive districts, the sharing of the decisions is fundamental for the social cohesion, for the defense of cultural identity and the base of the phenomenon

of active citizenship. In the districts, the tension between urban poles and not urban areas (rural, park, inaccessible, etc.) is a sphere of positive subsidiary and cooperative synergies. Where, on the contrary, the destructuralization lacks and the cooperation is not promoted among:

- PA,
- universities – cultural agencies and
- companies and it's more difficult that the level of existent development could be ameliorated without innovative policies and the help of external forces.

When we think which a strong synergy could exist in a specific territory among PA, University/Culture and companies, we can see a sort of shared administration of complex territories whose advantages are shown, in terms of efficiency of the tools and efficacy of experimental policies of mobilization of the social funds, distributed among the territorial components.

The IRT keeps into account, at least in this long starting phase, both of the district principles and of the tendencies of transformation of the individual and personalized goods demand and services. From a long time, a life experience request emerges, which influences the self nature of the products and the latter can't be no more proposed as "packages", but just personal facts, occasions to ameliorate of the quality of own life. The product mustn't be artificial but witness of authenticity.

Heritage Tourism

The Heritage Tourism is different from the historical and cultural tourism, it's not the same thing; it would be a mistake and depends on the connected places to the history, but not all the countries have this kind of places.

The heritage tourism can't be everywhere, but only where the culture is and survives, and:

- it must be a segment with the past culture, capacity of connection between past and present.
- The museums are thought for scholars.
- The interdisciplinary is useless, the trans-disciplinary is necessary.
- An operation of translation is useful: it's necessary to draw the tourist's attention.
- The economies of scale must go towards the aimed ones. Foreign funds are not sufficient.
- From interdisciplinary to the trans-disciplinary is not enough to have many experts but we need to point to the voluntary communication (let understand).
- Presence of relational goods like an expression of identity values. Reevaluate the "genius loci".
- There are new segments and Italy goes on thinking of industrialized tourism and we loose always many more meaningful amounts of the tourist offer.
- Foreseeing a possibility within the luxury, is there a way to qualify the tourist offer in this meaning? There is no risk. Few people can permit the consumption of scarce resources which, on the contrary, many people can't. To own goods scarcely available means a manifestation of power reached and exhibited. In past times, on the contrary, the luxury consisted on the availability of a large amount of goods.
- Today, what can scarce defined? Communicability (relational goods), beauty, security. Today the luxury is owned by these three things. A popular luxury, virtually the luxury is for everyone.
- The relational goods challenge the economic theory: the more I consume the friendship, the more is generated. It's different from the environmental goods (If I consume water, tomorrow there won't be anymore).
- Do the territories can be considered as companies? They compete both and can fail at the same way. Just the companies failed before.

Today Motris can be useful beyond Sicily. The typical mechanisms in the negotiated planning consists in the approach for equal criticality infrastructural gap, demographic, ignorance etc. this approach is wrong. The residents become "clients". the culture is spread and the help delegated. There is a tendency to break

what the local civil society builds. Social psychology records the social envy which brings to the social hate. The approach based on the evidence of the criticality tends to last long the difficulties and the subjects feel fault in inferior beings to someone else. Auto perception to be in condition of criticality, inferior people. Motris breaks in this tradition and is accorded with Asset Based Community Development (ABCD Illinois)¹. We go to an area without describing the criticality. We don't say what is not good in Sicily.

We are looking for the tourism, experiences not services. There's no more tourism as escape from the urban chaotic reality in Post-Fordist period. Today is not more in this way; it isn't necessary to escape anymore but we desperately need relational goods. It's a new concept of good.

Policy making and IRT

We take in examination the concept of cultural district and that of tourist one: both the phenomenon are bounded to the consume of cultural products. There are strategic complementarities in cultural districts and cultural tourism as it isn't sufficient to develop just a cultural component (museum, archaeological areas, etc.) because all the cultural offer must be put in a close connection. The market shouldn't express anymore the demand of homogeneous cultural products: you do business, if you make a net. The numerous actors involved in the district must cooperate to keep it alive putting together the various aspects and productive competences which complete themselves each other: in the past, the cooperative competition was an apparent oxymoron if we consider, for example, the phenomenon of the street where the same product is worked in the old towns which are on the Mediterranean, which shows how the productive organization in liable way contributes to create a competitive local system which is able to react to the markets' changes. Today, we should be able to create something similar with IRT. It is no more the positional competition "ad escludendum" which can help the qualitative development of tourism and economy in general. The current financial crisis on one side and the knowledge of the economic growth without any social advantages of China and India on the other side, for example, highlights the importance of the social control even in the financial activities. The control of the economic growth still exists limited to the defense of the environment thanks to the concept of capacity of environmental load (carrying capacity) using the tools of evaluation of environmental impact for the strategic environmental evaluation works for the processes of programming territorial and local transformation. The tourist exploitation of a place is equal to the creation of presuppositions to its ruin.

Often in the developing countries, the intensive construction of tourist settings according to the only logics of housing speculation has provoked damages without any solution. But beyond the control of factors of degrade of physical environments is necessary that the people who take a decision take care of the effects of policies, above all those liberal, respect to the weak populations and their culture that, paradoxically, drags along imagines and emotions which attract tourist demand. The tourism, not only that of mass, can be element of commodification and corruption of entire civil bases. It should also exist an evaluation of the capacity of tourist burden changing the evaluating technical tools from the physical dimension to the cultural one of the human places.

The territory is an answer to the financial world crisis: it's an antidote of local concreteness (to territorialize the policies of development) to the global abstraction poison (de-territorialization of the action of production compared with the places of capitalization of the value added. Possible analogies with the birth in 1993 of Joint Silicon Valley Network, as an answer of growth aggressiveness of Asiatic tigers (then upside down by a serious financial crisis) and points, even today, to the defense and valorization of the role of world leadership in ICT working as an organized and relational support of human and infrastructural resources in the region of California which is at the highest rate of technological development in the U.S.A.

¹ Vedi <http://www.abcdinstitute.org/>

This net starts as a no profit and has grown thanks to its third party respect to the competitive subjects. Generally, in the fields of company competitiveness, even if there is the necessity to organize as rivals of a territory to win the challenges with groups of companies of other territories, none of the competitors propose solutions to avoid crashing of further losses and to give advantage to the others. Only a not-competitor can propose organized solutions and win the global challenge. Supportive competition centered on the belonging to the same territory and culture. In the territorial and local development programs are necessary that the subjects act, that haven't interests to compete and can have interests on other valued fields. These policies are not entrusted to the regional institutional authorities, for example, but directly to the entrepreneurs taking care that the latter are at PMI levels and not of big companies. The subsidiarity has to be circular because that vertical tends to decentralize the governance from local sphere to the central one, while the horizontal one permits to the public companies to improve the autonomy of citizens and groups of the civil society. According to IRT the horizontal and vertical subsidiarity aren't enough, because without the circular one would lack the convergence towards the only goal of development in a precise area of a region where the public administrations and the citizens share the local resources and the responsibility of their use and management. In this kind of circular subsidiarity is possible to individuate and share costs and benefits for citizens and public administration which somehow is already in act in Italy: if the policy gives up some funds of power, it tends to last longer. But the political presumed vision of IRT tries to get through this condition of capital compromise to the status quo of power consolidated shapes and tries to transform the planning vision in act and local policies of development based on the creation of service structures to the local actors able to be aside and contemporarily to be "third" to them, helping them to compete outside the territorial unity without substituting to them.

The experience of Motris initiative in Sicily and in Egypt, thanks to the two organized Masters, above all, has thought that we can play in advance, because Sicily is already ready to manage the crisis of financial economies with policies without any interest charges based on the innovation of behaviors and on the role awareness and possibilities of local resources by the actors which these resources own. The promoter of policies of local tourist development mustn't belong to the sphere of competitors' interests and can act without losing anything.

The Proceedings Volume

This work, published with the help of Egyptian partner, starts from the collection of the abstracts edited in Palermo. The interventions of the authors have been included, authors who held the conference in Cairo and those that have sent their works previously to it. The interventions have been inserted in the thematic areas which correspond to those used in the parallel sections of the Conference:

1. Tourism Supply
2. Cultural and International Tourism
3. New Trends in Tourism
4. Sustainable Tourism
5. Rural Tourism
6. Cultural Heritage
7. Local Communities
8. Governance
9. Planning and Territorial Use
10. Habitat
11. Environment and Agriculture
12. Local Economies and Rural Development
13. Policies

At the beginning of the volume, the contributions by Leonardo Urbani are inserted (scientific responsible of the research on IRT), by Carla Quartarone (responsible for the Master IRT) and by Nicola Giuliano Leone (scientific coordinator of IRT for the sector for the disciplines of territorial planning). All together the three initial contributions give back, positively, the themes, the goals, the experiences and the views of IRT from a point of view of the territorial planning that, somehow, has been the disciplinary sector which started the IRT reflection and proposal as research-action.

The fundamental points which discuss the Leonardo Urbani position sustain the hypothesis of IRT and characterize, to the publishing date of the Proceedings, the proposed lines of research during the three conferences held in Cairo, which can be synthesized in the following list:

the IRT is an action of system to sustain the local policies orientated by the qualification of the offer to guide the demand of the sustainable tourism and that: a) involves all the institutional levels according the principles of subsidiarity; b) it is priority direct to the mobilization of the actors and to the valorisation of the resources of local sphere; c) it is founded on the centrality and the unavoidable importance of the qualities of the relationships among people out of the commercial implications which usually characterize the traditional tourism; the IRT has these global goals:

- re-territorialize the economies which, due to the push of the global finance and the new liberal logics of profit, loose the territorial links with the places and systems of traditional production;
- reconstitute the social body subjected to pushes of molecularization and separation towards the individualism and the competition among social groups always more incapable to build communitarian and sympathetic projects;
- re contextualize the identity policies in an opened free and tolerant comparison of the diversities among cultures.

The IRT, from a point of view of strategies, is articulated in lines of actions:

- of concrete application in the field of the micro and small companies of different sectors joined directly to the tourist offer,
- of training to different levels for the qualification and valorisation of the local human resources and to promote the entwining of the competences and of the concrete experiences in the sphere of the social disciplines, of techniques and tools of analysis and project putting at the centre of the training attentions, the territories and people that live there;
- of research to work on the remarks and themes and practices of IRT according to the trans disciplinary scientific model (cfr. E. Morin);
- the IRT promotes a logics of capillarity with an explicit reference to the concept of "Small is Beautiful" by Ernst Friedrich Schumacher (1973) and to the *intermediary technologies*, as a model of socio-economic planning, environmental sustainability and cultural animation;
- the IRT born and proposes itself as planning vision based on principles of territorial and town planning by Giuseppe Samonà (from whom derived the concept of "city in extension") and planning for social communitarian dimension by Carlo Doglio and Adriano Olivetti;
- the IRT wants to thwart the consumer of human resources, historical, art and witness, environmental and natural policies which are always presumed to the mercification of the tourist industry (today in crisis);
- the IRT generally proposes the maintenance of the traditional landscapes for delicacy and frailty of the existent identitary and eco-systemic balances;
- the IRT founds the possibility of empowerment and enabling of micro companies and generally in the settled environments of cultural heritages (for ex. In old towns) and in the rural areas;
- the IRT promotes the use of web technologies (changed by the social network, by the concepts of "smart cities" and of "user driven"), of energy conservation technologies restoring those Mediterranean traditional ones and of waste and water processing; it is in fact convenient to create networks based on the economy of the knowledge able to arise the critical mass of the unities of local production

starting from family and micro level to operate the necessary connections to the networks of the global economies (chains of value) without being overwhelmed in turn.

The volume finishes by the text of the final report of the conference by Luigi Mazza who is a counter attraction to the hypothesis of planning proposals of IRT.

Mazza thinks that to carry out or value an IRT experience, we must take into account of some critical aspects. Without the right attentions "it will be difficult to orientate ourselves towards the construction of policies which can transform the relationship between demand and offer in relational and integrated direction".

Taking an extract from the text by Mazza, I have briefed the outline of a possible list of condition to put IRT into practice:

- it's always necessary to distinguish when, in the tourism, we speak of seeing or knowing places and resources because they are kinds of tourism completely different;
- in every kind of form and voyage should always be possible to become aware of the differences of meaning, of mechanisms of representation as well as the organized ways;
- it's necessary that, in addition to the qualification of the proposed offer from IRT, a training of the demand must be guided, knowing well that it is a problem as "To aim, to educate the tourists is equal to aim to reform our society in its most rooted ways to work, especially the consumes".
- the tourism is by now an industry (...) and this produces some not easily surmountable obligations from a cultural point of view; it can be added that the cultural weight of tourism in the hosting country can provoke also hostile reactions of some residents and the tendency of tour operators to isolate the offer in "villages" to reduce at the minimum, the relationships with the local context.
- Different kind of tourisms and experiences exist to keep into account, so we must face and solve a possible paradox between actions of IRT and already known actions spread and acquired under another name: it's necessary establish or create ad hoc tools and ways to evaluate the social effects of such policies before acting them as a waste of public resources.
- Surely in the IRT policies, there are components of cultural tourism; about these latter, we must pay careful attention to safeguard the identity dimension and authenticity of places and qualified environments rather to the more probable mercification of them for the effect of a traditional tourism: the offer of knowledge of residents' local goods towards the voyagers, should be natural (based on the will to communicate with foreigners) and not procedural (bureaucratic, planned, homologated).
- Even it seems difficult, if not impossible, for the IRT is necessary "to orientate the relations of consume to increase their participative value"; in IRT is necessary to pay attention to the fact that "integration between culture and production appears unbalanced to promote the production, as both are dominated by an industrial character common to the different parts of tourism".
- The IRT shows apparent similes and analogies with the tools of local development but it's necessary to underline the substantial differences, because the IRT is concentrated to be efficient by the relationality, that is the possibility of comprehension and increase of the voyagers' knowledge after the conclusion of the voyage (as it occurred in the Grand Tour): in fact the IRT is "an intentionally relational tourism, which becomes integrated into experience, thanks to the tourist's intention to seize the different aspects of the visited reality, to understand "It's the tourism of a cultured and motivated minority, a completely different condition from that contemporary one, however a condition which is equally instructed".
- To avoid that the IRT became commercial, it's necessary to fight a present tendency to propose stereotyped schemes which checks the will, the curiosity and the desire of vital sharing in IRT voyagers.
- The IRT could propose "a restoring of visitor's autonomy and the urging to let the tourism change back to a voyage, so to transform what it is usually an evasion in a classic form of training and

knowledge"; in this meaning, it's obvious that the IRT interests "just a minority (...) because, in some way, this project is different from that promoted by the tourist industry, different from that wanted and required by most of tourists.

- "To turn tourists into visitors to let them back initiative and intentionality and turn the residents into hosts, require a great pedagogic action on two sides, able to produce a new demand which can in turn urge to new modalities of offer".
- "The relational rhetoric can be the spring of this pedagogy which is indifferently directed to all the actors on the market to isolate gradually the most sensible and available visitors to undertake a voyage with new ambitions".
- "The relational rhetoric can be inserted between the mass of the real consumers and the minorities of elite tourism to create a new group of aware and curious visitors".
- In the more coherent hypothesis of IRT tourism, as we know it, would identify with the voluntary work because the voyagers and guests stay together somewhat united at the internal of existential condition very similar or identical, based on the reciprocal cooperation as it was just a unique community; this is quite improbable in the logics which moves on today most tourists in the world.

All Mazza remarks which summarize all or almost all the observations which scholars, operators and delegates of the institutions asked in the different occasions of debate, clarify the questions from which the research of IRT can start again in a dialectic way.

The same operators have answered spontaneously to these questions showing as solution spheres those of the definition of IRT as a "non tourism" and in any way as a non alternative tourism but always in some measure complementary to the traditional one. But more than all, Urbani tried to propose the IRT not as a particular type and other tourism among many tourisms, but as a model of social organization alternative to the dominant one, and for this reason, it is directed to the residents, that are those who express the offer and the integrated project of the territory, first of all promoting ourselves rather than the voyagers. The "residents" become in this way, naturally and spontaneously, "hosts" because simply it's an advantage for them to attract voyagers, who bring other knowledge which ameliorate their level of acquired life expectancy. This sole cultural position of Urbani could answer to many questions, but it's clear that many other elaborations are necessary also to answer to the questions, still different from those shortly quoted here, which come from each of the thematic trans-disciplines areas and which are turned towards other thematic sectors still to develop (psychological aspect of travelling, health problems derived from the keeping in touch and/or concentration in placed firstly precluded to the traditional tourism of genetically varieties geographically far, institutional conflicts in comparison among different traditions etc.).

Since this was the first international conference on IRT, the Referees Committee showed reduced criticism towards the contributions proposed by the scholars or local experts, also considering their different disciplines, areas of interest and approaches.

As the conference has shown in its interstitial works, that are meetings held among the coordinators among a session and another, it will be necessary to find the ways and resources to catch the thought to some case studies in different geographical contexts starting from 26 countries which have held the third Conference and, above all, starting from the Mediterranean area. From this agreement among the participants starts the hope to meet to the next Conference and above all, the bases for the creation of a new network of experts and scholars in the world have been created, who intend to realize an united field of knowing how to act in the human sciences; It goes without saying that this goal has been hoped many times and realized by other scholars in the more or less recent past times as it is happened in the case of Schumacher or in the "new alliance" of Prigogine and Stengers.

The next Conference, if we or others will be able to realize it, it will contribute to those observations which affirm the trans-disciplines as a method to face the questions of the contemporary world and attempt, through the

limited resources available from the sciences, to solve learning by mistakes and, to use Urbani words, to the continuous comparison with the concrete realities of cities and human habitats.

Opening lecture for 3rd IRT CONFERENCE

Leonardo Urbani

An anecdote and two predispositions

In Italy, in these days, the “Banca del Sud” has been instituted and a friend of mine has noticed: “First they dismantle, then reassemble”.

The allusion is to the “dismantling” of Banco di Sicilia happened in the years 80s – 90s of the last century and to the current “re-assembling” of the “Banca del Sud”. This bank episode, paltry on the international field, is however the reflection and sign of events which are more spread than national and regional ones. The “Banco di Sicilia dismantling” occurred when the world aimed to realized the Globalization by strategies of a very dynamic “financial economy” which spread the exigency of more decisive concentrations for the Lending Institutions absorbing the smallest ones in the biggest systems, as the structure of financial economies wherever more vigorous and if it can say so, more “in a vertical system” and suitable to the great strategies of development.

The “re-assembling” is about a Leading Institution in service of “Macro-region” and the southern Italy is an answer to the present financial crisis. It’s an attempt to lead the Lending closer, more appropriate to the regions like the Italian southern ones are, which have an intrinsic tendency, even if it has never well supported and managed to the small-micro-medium enterprise. So that, by the provision, we hope that the little productive network takes force again so to sustain more generally also the employment. The provision should be useful both to sustain the “real economies” of the different regional spheres and to get the enforcement or, in the present case, the creation of a strategic institution bounded to the territory placing it in the saving-lending cycle which so can also be of support to the ethnic, micro, agricultural, bank system, which are going to renew spread in the territories of the South of Italy. A lending Institution with these features should become support and source of new energy to enforce that production-employment relation which will be slightly worried for the planet in the next months, and emerges also in significant characters of the world policy as Barack Obama, reminding also other historical moments of the USA, such as the beginning of the ‘30s, the first New Deal action, which F.D. Roosevelt signed for the institution of the Tennessee valley Authority: a consistent example which aimed to revive the “real economies” along the path of the Tennessee river which involves about ten of the Union States.

The crisis 2007-2008 is not over. A problem of hierarchy of values is above all in the field, as well as of opportunities and potentialities of economy. The risk level is characterized on the hand I) by the attentions and policies which advantage the “real economies” in a direct relation with the “real resources” of territories always in a vision which sets the “financial economies” to a fundamental role of service. On the other hand, the vision: II) advantage the leadership of financial economies and set them in guide collocation of the relations among real economies; and real resources practically are the financial economy which aims to adopt the necessary strategies for our “Planet”.

In its own way, the institution of Banca del Sud tends to the first type of policies, regarding that the southern Italy is anything but deprived of real resources, while it doesn’t play a role, differently from the north-centre of Italy, on the relation between financial economies – real economies. The real resources of the southern Italy are rich and have its own features, but appropriated with the great framework of the Mediterranean “real resources” which isn’t absolutely poor principally in some sectors which synthetically are both of a) “Nature” such as the agriculture and some mining sectors and b) “history” such as arts and crafts and cultural heritage.

There’s then a sector in which: c) two categories of resources are integrated, which is the tourist sector which must be considered in connection with the whole framework of the real resources and we hypothesize as a possible push among the utmost immediate ones for a cultural social economical regeneration in the Mediterranean.

A typology of "tourist offer" rooted in the territory

The deep observation which has to be revealed, is, still today, the management of the tourist sector in the Mediterranean, mostly, depends on the markets of "tourist demand" so that the markets of "tourist offer" (such as the Mediterranean is with its "real resources", suitable in the sector) keep in its territories a very low part of the "added value", which the sector produces. On the other hand, the typology which characterized the traditional tourism (such as the hotel chains for the "receptivity", "means of transports" for travelling, and "mixed" great cruises which in the new and huge ships joined "receptivity" and "transport") is a tourism which in its organized, managerial and ownership systems is consolidated by now in such a way that the competition is very difficult or practically impossible. The opportunity to appeal to other typologies is offered, in which the management can be mainly guided by the territory of "tourist offer". In this meaning, we have been working for many years for the IRT (integrated relational tourism) which is part of a different typology of hospitality where it's possible to list the aspects by now affirmed of the "rural tourism", "sustainable tourism", "people friendly tourism", "socially responsible tourism", etc. The Integrated Relational Tourism is also based on a careful attention of the present or historical, architectural typology of places.

This tourist typology plays so its rooting to the territory urging a technological advanced supply referred both to the renewable energy, slag management, water science, and cultured and articulated use of computer science which, to be so, must count on cultural growth of the territory. We are in front of a refining of archaeological-historical conscience, traditional feeding, landscape, literature, arts and so on. To get many small receptive companies, they must decisively put into the network each other making easy their cultural and productive growth of places in symbiosis with the cultural heritage which passively and actively will be able to characterize the number of guests coming from other parts of the world in times of permanency which the same vitality of the territory, the capacity of communication, of enrichment, of human experience and reception will be able like that to transfer a first meeting in a reciprocal knowledge till, in some or many cases, can become friendship.

That is specifically for the tourist typology, which we are interested in, are the two terms of "relational" and "integrated"; they aren't an apparatus, a complement which enrich the product, but they will have to be constitutive elements to re-launch in a world turned down by the "mobility", some fundamental values for the human community, which are those of the periodic or permanent "stantiality". The other contribution to offer quickly to the contemporary world is that of a modern conquest of many territories of the planet, abandoned from man. The fact is that without his spreading help, deserted effects are facilitated, easiness of fires and spread conditions which facilitate deforestation and consequently subsidence, landslides etc.

Urban Concentrations And Abandonment Of The Territory

In the XIX and XX centuries, the mass phenomenon of urban drift have determined, or have been provoked, from the progressive obscuration of the relation city-country which cannot be rehabilitated by the idea to bring back the industrial method applying it to the agriculture in a general way, when, on the contrary, it must be considered just for some conditions and products.

The XX century man should be lead to the *territory*, in an extensive way and a re-population of semi abandoned territories, or populated just seasonable, must get fundamental action of the ecological culture, both natural and entropic. But this is possible by an innovative cultural view, as that which is intrinsic to a meeting of Giuseppe Samonà who, in 1976, predicted a "city in extension".

The *integrated* which in the IRT opportunities goes from agricultural sectors to the crafts ones, to the care and valorisation of cultural heritage, mineral wealth etc. must involve a differentiated effect which is different from the tendencies of *big* and *very big*, like in the present verticalization and commercialization of the different productive activities. Even the starting of a major presence in the territory, of a spread

rooting of average, small, micro cycles of “production-consume” (which nowadays it is possible thanks to the progress of very rich technologies) will help a lot the revival of values of spread stantiality.

It will so inspired the meaning of a new world which moves and grows capillary, even if it can build, by the help of spread stantiality, the values of small and medium sphere of community spread in the territory by the help of communication technologies and the discover of stable values.

The type of habitat today played between urban concentrations and territories and equipment will be deeply modified in its structure. On this view, in the “City in extension” inedited cultural stimulus are foreseen and will contribute to give back, in new terms, those people values lost in the last decades, in which the restoring is an urgent necessity for the man of the XXI century.

If we analyzed the framework of relationality and integration which IRT offer, we will see how to reinforce this ramification of people’s values, will join also the international capillary relations which will developed between host and guest on “micro centrality” systems spread in the territory, and joined each other by “squares” which together shall be of physical and web architecture.

The established relationships will be real: that is, relationships of men that will meet each other because they live stable in that territory, and men that will come to live as “periodical citizens” between countries and third party nations for a limited time in the studied place of IRT. But the *real relationships*, even if they remain the “new conquest” to carry out for the today world, they will be supported by the system of *virtual relations* possible with the modern computer science which keep the international links variably composed between individual local communities and international friendships.

This simplification of concentrations and intensifications of a spread habitat form in many countries and with graduality, will be able to carry out all over the planet. For example, with a careful progressiveness could (thanks to the possible technological play today) help the internal dyscrasias and territories like that Brazilian: its natural funds are today rather mishandled, the same is for the Amazonian forests. Or as it occurs for the territorial expanses which are in the north of Canada, which aren’t still the North Pole.

The Sprawl Town

This huge and together richly differentiated unique city is traced in that complex movement by the revision of the use of territory which we quoted and think that the IRT can give a contribution. And that, it was said, means to tend to the concentration, to the prospective of the diffusion and this is about the system in its foundations in cultural, institutional, judicial, economical spheres.

A diffusion in the territory which has its paradoxes: different time in the last months and some years ago, I went to the edified parts of the new Governorship of the 6th October and I had never expressed an evaluation.

I don’t know the data, and I think there are many problems perhaps unsolved and perhaps not faced; I affirm this hazarded evaluation because in these last days, going there, I have been stimulated to an equal hazarded evaluation but of contrary sign: it seemed to me, positively, in its ways, in its thousands threads which bound this new city (by now of about one million of inhabitants) to the other governorships, it shows visibly a certain kind of “Sprawl Town”.

A certain kind which has as a protagonist the deepness of the desert which, however aren’t an emptiness but part of that ecological system, with its life and balances which the Bedouins know well.

We can try to conclude here on a thematic which even if it gives a positive evaluation, and it seems to me that it can defines “admirer”, on this colossal work that is already advanced from few years from the beginning and that it reminds all us the complexity of the settlement of the man in the territory. We are obliged to evaluate, but also to be aware how much we are involved in these thematics to evoke the strict relation among different disciplines to think as the evaluations we formulate, because the “evaluations” are the premise to the “decisions”.

The times that will come, need a society able to decide.

We are at university and many attended people are at university work; it's necessary then a movement of this fundamental institution, which on one hand takes into account the big steps forward done by the individual disciplines as extraordinary results of the problems which have been faced by the interdisciplinary confluences. On the other hand, it's by now time to start decisively a path towards a deep trans-disciplinary practice.

The language, at this point, won't be possible anymore of this or that discipline, but without denying the importance of the logics and internal languages for each discipline, it will have to meet through a mainly cultural language.

In an age which has reached undisputable results but also dangerous by the "experience of the project" (we think to the ambiguity of the project which created "the atomic bomb") is urgent, practicing the level of trans-disciplines.

Nourish and spread an authoritative "culture of the project" of which we talk far back but in a shy and concealed way.

The Integrated Relational Tourism

The ITR (integrated relational tourism) bids to paths of new relation between man and territory. To enjoy places, catch silences, meet people with whom develop reciprocally values, suggest again in certain ways the atmosphere of discovery and enrichment which motivated the voyager who became guest and that carry out between XVIII and XIX the well-off families of the middle north Europe to the Mediterranean, are far echoes of that partly is IRT.

This is today, however, not to complete our own cultural training, but for a capillary integration of cultures. This, today, not for a fulfilment of our own cultural training, but for a capillary integration of cultures and to grow together, that in the past centuries was out of the visual field, but for us it has become an obligation in the moment which the "land" is "our unique city".

We tend to innovate the use of territory from the recent history and prospective of globalization which brings itself a reductive DNA because for better or for worse the project has been planned mainly in a economical financial vision and with objectives of development usually varied by the accounting. As it happens to the PIL.

It needs to perceive a wider vision of what the planet is and what the man who lives it. Surely to orientate ourselves in a "unique city" by now, but if we want it very rich of differences, more than any other age, based but not only on historical contents. It deals with redeeming the deep nature of each man in a double harmonic condition of individual and social being, making fully to grow his formidable identity. To this, the "sprawl town" can contribute very much.

It is quoted above that we are at University, we can't now advance an inductive aspect of our work, we'll do it in some part during these days. This aspect is about the "complex thematics" such as those of the development and territory which require a great effort to the knowledge of the XXI century and can be synthetically evoked into two phases:

- a) to add to the activities of the individual discipline and the inter-disciplines a spread atmosphere "trans-disciplinary";
- a) to enrich the "practice of the project" very active in each corner of the technique and knowledge as a deep "culture of the project".

The IRT will be able to be an occasion to elaborate these aspects. It could be said with a simplified expression that we are obliged to work to pass from Globalization to "*Globalization*".

Now we hope that these three days of our work can be useful to deepen the specific which is exactly that of the Integrated Relational Tourism.

Forms of Permanence and Permanence of Form

Nicola Giuliano Leone

The most incredible thing of our age is that by now societies move continuously for so many reasons and in so many ways, due to commuting, work, business, affection, memories and tourism. Any excuse, any form of attraction is good to move, while the territory is substantially fixed and rooted in its political regions, climate, history, cultures, cooking and products that in spite of everything are still agricultural. Sicily is Sicily, Egypt is Egypt, but who are the Egyptians and the Sicilians? The forms of permanence have increased in so many ways, whereas the permanence of form is more and more rooted in the lands to which it belongs, creating some inevitable entrenchment of traditions, stories and complex attractions that still manage to prop up these communities shaken by a mobility generated by some inertial uprooting, but where in the end everyone, even though moving, brings along that ancient permanence that the history of peoples has consolidated into forms.

Talking about permanence means debating about how the communities occupy space and time. The birth of tourism, starting from the first great opportunities for mass movements, confirms and highlights that the traditional way of intending the permanence as mostly connected to forms of agricultural society no longer exists. The model of urban society has changed the relationship with the territory. The urban modes, which at the origin of our contemporaneity were founded basically on industrial work and later on tertiary work in Western countries, took a more and more consistent form starting from the second half of the last century. The tourism, even if it represents a new form of enterprise among the modern human activities, fits in the new forms of permanence in a surprising way.

The conference of Cairo, outlining past and present relationships towards future perspectives, has demonstrated this argument by taking upon itself a particular dimension that emerges from the issue of tourism.

The issue concerns which form of permanence can be generated from the tourism considered as a new principle of exchange among communities where new economic and cultural dimensions are consolidating with respect to territories that tend to be more and more concerned about being identity and stable, whereas the populations tend more and more to move.

Any form of living the territory is characterized by widespread permanent urban settlements, and the city is considered as a great and powerful infrastructure of exchange rather than simply a place. This dimension actually generates an idea of centrality connected to the infrastructural dimension where the more services and consumer goods are offered, the more people are happily urbanized. Of course, in order to bear these dimensions, the large concentrations – that is to say the great dimension of population gathered or that may be gathered in a place – need to be enhanced. The threshold to generate these conditions is over 5 millions of inhabitants. In Italy, for instance, none of the cities has reached this threshold, but it can be reached if including the regional populations that are more or less movable as regards consumption. This way, a model of city founded on infrastructures that are for boosting the concentration emerges. Great lines of mobility and concentration of supermarkets in the interconnectable areas become the idea of a city founded on dimensions of services where permanence blends with mobility. This boosts forms of urbanization that are no longer permanent, but rather strictly connected to the possibility of making use of forms of mobility.

The tourism is part of these forms of mobility but at the same time it occupies forms of permanence that go beyond the measure of the concentration, because the demand for tourism actually opposes the current trend if compared to the consumerism typical of large concentrations.

In this context of widespread mobility it is not easy to say what riches the cities live on nowadays, also because the idea of cities enriched with the values of the country, that is to say the territory that was under their control, no longer exists. The old relationship between city and country, which was a characteristic of

classical economics and led to several considerations during the last two centuries, no longer exists. The urban living, thanks to the evolution in technology, has influenced the customs of the habitat, and the city plays a role of accumulation of functions as well as being the place of the official production of thought. It is a great turning point.

Not haphazardly, new interpretative forms enhance the principles of knowledge and the knowledge intends to overcome the worries caused by the mysteries of nature through the building of certainties that use scientific methods and results.

The complexity of the role played by the cities entirely emerges through the transformations that the society has undergone due to the changes in the techniques that are useful to produce wealth. The great commotion caused by the increase in production capacities is at the root of the new role played by the cities.

The reasons of this evolution have been numerous. The period of the great national and international exhibitions highlights this role and in a certain way it lays down the new rules of prestige of a city that are basically founded on the role it plays in bolstering the market. In fact, the city does not compromise itself with the production defined by the material work. Already in the 19th century the city tended to define its functions through the roles of management and market. This mechanism tends to change nowadays, because the administrative and political functions have reduced.

Today, three main factors seem to determine the wealth of the cities and thus of the territories and of the populations settled in the various habitats: the first factor is the capacity of setting up production processes that can be used to do research as well as elaborating productive formula with innovative potentialities. The second factor is the capacity of organizing in order to enable the city to shift the production also to places that are different from those where the research has been done. The third factor is the distribution of wellbeing depending on the consumption, thus on the concentration of population.

In this sense the role of the city tends to change in order not to belong only to a political administrative dimension, but rather to link itself to this capacity of closing the circle of relationships among the invention of a product, its realization, the exportation of the production and the concentration of large consumer markets.

Other targets are getting closer and so it is necessary to review the principles of reference of town planning. Town planning has never been a simple technique of planning. The general framework, where new considerations are required, leads towards the hypothesis of a radical change in the relationships that used to inspire the economies of some years ago. In these years the economical growth has made use of an articulation of work that has upset the old parameters through which people tried to comprehend reality. An increase in the mobility and a productive division on a planetary scale have stressed the differences between rich countries and poor countries, bringing about a different way of producing wealth. The city – not only that defined by a simple concentration of houses, goods and services, but rather that considered as a place where people inhabit with a new possibility of access to consumer goods and services that are widespread in the territory – has determined a new way of closing the circle of production and consumption by determining a general increase in the demand for technology.

Therefore, the city opens and closes the cycle. It opens the cycle because first of all it makes the production start off through the research of products justified by high technologies or however by some awareness helped by the technology. Moreover, it produces the accreditation of the products also through the guided creation of a demand for superior needs that correspond to a dimension of living that in every place is actually the result of the urban dimension. Finally, the city distributes and leads to the market the various goods in proportion to the critical mass defined by the potential demand for products. The material production of goods, which is the object of this process, takes shape in various ways and the secondary activities, which are the heaviest, spreads in the world representing the new real country.

This model reaches its autonomy by exporting and guiding the work at a distance as well as taking it again within the limits of the market.

This way research and market meet each other in the city, determining more and more contradictions out of this circle and producing accumulations of wealth that once were unimaginable because founded on the shift of the dirty work out of the perimeter of wellbeing defined by the life in the city.

In brief, the model can be described through the following short sentences: a territory is made up of humans and things. The life of a territory is fostered by economies. These economies create one or more circles. These circles are composed of research, product and consumption. The development of communication and technologies has determined a dimension where the circle may act also at considerable distances. Also the control of the product is an effect of high technology. Technology is research. The circle originates from where the research develops and it tends to close on markets, producing economies through the same hands that have generated it. The flows determined by the circles vitalize the territories and let them survive. In the economies, that is to say in healthy territories, a particular dimension emerges, where every centre produces one or more circles, then takes part in other circles by means of the consumption or the production and lives on this. In degraded territories the economies are based only on the consumption of products generated by others or the territories participate to the creation of a product or of some of its components without controlling the final product and in particular the market.

When the agriculture used to impose a rootedness in the territories and every centre used to control a system of agricultural products, the circles were sometimes smaller but however they gave to each reality those reasons of economical centrality that let it maintain a centrality, that is the truth of a human settlement through an interdependence with other realities that had its own autonomy.

Nowadays not all the centres produce circles. The contradictions increase by bolstering forcedly a market that tends to run out in the profits of who has determined its nature.

In this framework the territories take the risk to become poles of a net to which they belong only as expressions of the consumption or as producers of a component whose position within the production process they do not control, thus strictly depending from strong systems. This way the territory, in its geographical collocation and in the composition of natural and anthropic elements that belong to it, may participate in a significant way to the determination of a system of potentialities that can be useful for the production of circles, bringing along flows that are more or less big and capable of bolstering local economies.

It is relevant that the issue of the three values linked to the circles is very particular because they actually express different conditions as concerns quality and nature of human settlements.

The first value is the research, which is strongly conditioned by the possession of instruments that bear the risk of the research and can be summarized in various aspects such as education, culture and science, which in the end are all based on the technology. Research and technology walk together by now and this dimension becomes more and more a factor of urbanity. Technology has been for a long time a synonymous of city. The city attracts because it expresses technology. The research produces and exports technology breaking it up in order to control its product. The second value is the product. If controlled at a distance, it can take advantage of technology, but, unlike the research, this technology is more exportable, more canalized to a single target. In a certain way the product can be object of a territorial organization. Its reproduction is more or less easily exportable. It meets separable technologies that, controlled at a distance by the research, in fact become new colonial operations. The possession of technology may determine the possession of sections of production without involving in every single place entire productive systems that instead are controlled by the urban polarities. The third value is the market, which is controlled by who has started the mechanism through the research. However, it brings along a value that is completely new compared to the past. The market has put in evidence the issue of the number, of the demographic weight. Large markets derive from large concentrations of population, from a high demography. The large metropolitan capital cities concentrate large markets and determine a more targeted economical organization. When a territory, due to historical reasons, does not own a single large urban concentration, the modern mobility manages to create these conditions by shifting the consumers up to reaching useful thresholds whose dimensions are suited to appropriate localizations.

In general, the cities and the territories of Southern Italy and of the South of the world suffer from conditions of significant marginality. In a certain way some agricultural productions and some agro-alimentary products still guarantee the capacity of creating larger or less large circles where also the dimension of the touristic activities fits in. Other productive factors, mainly not centred on local resources, contribute to sustain urban settlements, but in general a whole of geographical factors together with the reduced number of population influence in a negative way.

There are some cities, usually situated in the areas with the highest capacity of producing research and technology, where capacities that are able to start several processes of economical boost have emerged. Generally speaking, these cities express large centralities and tend to be great poles of attraction. Even if they do not produce goods materially, actually they produce everything they think indirectly, because they make it produce in other cities or other territories. There are some cities that produce and control a lot of circles and in general can export also the material construction of a product simply by transferring the technology that is able to produce parts of products that will be assembled later in another place. These cities determine also the markets, that is they control their effects, their modalities of management. They cannot lose the markets because otherwise they lose the returns of the economies that they have generated. Generally speaking, these can be defined "thinking cities".

There are other cities that, on the contrary, construct products or components of products. They can be defined "dependent cities" of first level, that is cities or territories that enter into a direct relationship with the dynamics of "thinking cities" but however they do not express autonomy in the production. These cities are usually situated in territories that are poorer not in natural resources but rather in technology, and where labour and work are generally cheaper. Nearly always these areas do not have large flows of consumption, because their inhabitants do not have great economic capacities.

Finally, there are some cities that are mainly destined to functions of consumption.

They are essentially "dependent cities" that live only on the various revenues that manage to bear functions of commercialization for several reasons, because they are connected to other urban areas or for reasons of survival and strength of weak territories. These settlements may be at risk of extinction and they often survive only thanks to forms of welfare interventions.

Some places maintain a dimension of centrality due to some significant roles mostly generated by presences that are not strictly linked to the dimension of the production or of the markets; they also create a whole series of values that are typical of very complex societies, which are based on various systems of values.

The settlement systems defined by poles that offer administrative centralities or by strong university settlement or by places with a particular touristic relevance demonstrate that this model uses attractive potentials that are different from the traditional system of producing objects. The production can be made of much more complex things, because the circuit of valorisation of flows through the mechanism of the circles that animate and sustain the new way of being and surviving of the city can generate countless settlement models that move and live at a larger territorial scale where also a net of little centres can produce on its own, as long as they have a kind of capacity of creating a large or a small circle that however closes; this way some economies that are entirely ruled through an original product go back to the original source.

This reality lives on the values expressed by the new urban dimension that is determined by the possession on the part of the city of a territorial scale that in the past was not so evident. This determines a necessity of communication that is unimaginable compared to a recent past. However, this necessity does not sustain the cities. They cannot live only on the communication, even if it is necessary for the survival of the new model.

This way two movements intertwine: the first is fostered by the circles and moves the material goods in a complex dependence among research, product and market, while the second requires linear relationships on which the relations of the communication that acts by means of poles and segments are founded.

The communication creates a net among the poles, while the economies vitalize by means of circuits.

Lines and circles define a new modernity in which nets of large cities, small centres and inhabited territories live a life that is more and more interconnected. In order to let all this survive, it is necessary that the circles reach a threshold of values in the exchanges that is able to bear, even though in the different dimensions that sometimes they influence, those capacities of concentration and interactions that only the urban dimension can express.

These days, the challenge consists in managing to create a city using this territorial dimension made of leaps, differences and separated aggregations, which are created by little events or by great opportunities. Maybe the cities should try to produce new opportunities of mending, and, instead of adding through the colonization of new territories, they should try to improve the use of what already exists but has been abandoned because of a craving for novelty that does not always exist. These dimensions of internal mending rather than external addition should aim at creating new opportunities in order to set in motion new circles or to restore already existing or announced circles that are able to vitalize the economies that the human settlement may express.

In this sense every settlement should and may aim at defining one or more circles also on bases that are founded on the analyzes of the resources that belong to the territory, on the basis of its geographical position, natural qualities and history, in order to play a role of bolstering the exchange capacities. In this system it is not relevant if each circle will break even; the most important thing is that it connects to wider dimensions in order to allow recognisability and a capacity of having relationships with others in a game that is both of autonomy and of interdependence.

This could allow to correct a system that tends to subdue countless cities and countries to its targets, concentrating the returns of the resources on few polarities. It is necessary to correct these excesses of egoism that export contradictions and eventually devour resources, generating self-destruction. Each centre needs to act as a driving force of a reason that can be useful for its own vitality.

For all the reasons mentioned above, it can be said that the tourism, considered as the construction of economical resources that are rooted in the territory and thus are relational, can become an opportunity to indicate how it is possible to make a change and take again that still-existing road that considers the permanence of the form - even if the forms of permanence generate mobility - as the base of real economies, as Leonardo Urbani states.

The basic issue is that in the future it will be necessary to make some effort in order to demonstrate that "weddings can be celebrated also with dried figs"¹ and not only with the "frills of the supermarkets", and sometimes they come out better in this way. The conference of Cairo debates about it because, with regard to the tangible questions (the dried figs), it tries to find a future for the intangible issues (the weddings).

¹ This is a common Italian saying. It means that things can turn out well even without spending a lot of money.

Tourism Supply

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AUTHENTICITY OF AGES AND DIVERSITY OF ENVIRONMENTS, CIVIL SOCIETY INITIATIVES TOWARDS SUSTAINING HERITAGE. AN EGYPTIAN APPROACH

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Abstract

In the last 30 years tourism in Egypt has been always seen as mass tourism. Government has always planned to achieve millions of tourists a year. Success is meant by numbers of nights, flights, competitive prices. Tourism business has boomed developing new businesses, created new tourist settlements. Investments, of billions have been utilized to create artificial environment where a tourist can enjoy and get impressed in his stay. The image of Egypt is what tourism industry sells. Products of this industry has affected not only the growth of Egyptian economy, and the creation of jobs for youth, but also impacted our heritage. Heritage of ages; this are geological, natural, cultural, social, built environment and even the economic political inherited mechanisms.

Impacts have exceeded heritage towards violating the rights of this generation and the coming generations to sustain and maintain their natural and genuine inherited resources and assets. Violation of human rights can never be limited to how many people are sent to jails by Emergency Law, or how they are treated there. Governments are not the only one here accused of violating human rights with this limited perspective. Investors, business owners, and even all citizens are violating these rights, their rights, in many of their daily lives. They had been and still taking severe developmental actions violating the UN definition of sustainable development. Environmental Impact Assessments are part of our studies. Governments approve proposals, support and subsidize investments, then complain.

Civil Society Organizations (CSO's) including local and international organizations has acted smoothly to have a say in alternative approaches in tourism business. Years and decades of work, in the shade, silence away from the media. Mainly, they acted in the middle of no where, in villages no body knows. They also acted even in the centre of the metropolitan city of Cairo. Egypt as per its diverse natural heritage has a unique diversified magnets for its magic life where culture can be touched, and lived. It has always inspired people to sustain this magic heritage in every square inch of the undiscovered areas of Egypt. These were the mass tourism did not penetrate, yet.

This virgin Egypt needs approaches for Sustainable, Responsible, and Integrated Solidarity tourism. These are developmental approaches to sustain heritage in areas of marginalized people. Micro and small enterprises (MSE's) Up to Mega investments in tourism were created and supported by CSO's. These initiatives need to be highlighted, and analyzed. They need supportive actions to be recommended. This article aims to show cases from Cairo, Red Sea, the Oasis of Western Desert, Sinai, Upper Egypt, Delta, and the North Coast of Egypt. These cases were created individually. They have shared issues and values. Those are which we could build the Egyptian CSO's approach for integrated and sustainable tourism. That can maintain the Egyptian Sustainable Heritage within its diversified environments

Keywords: Mass tourism Vs Violation of Human Rights, Egyptian Heritage Vs Diversified Environments, CSO's Initiative for Sustainable and Integrated tourism Vs Shared Values towards an Egyptian Approach

INTRODUCTION

Since the late 1970's tourism in Egypt has always been perceived as mass tourism. Governments of Egypt has always planned to achieve millions of tourists a year. Success is meant by numbers of nights, flights, competitive prices. Selling a night in Egypt all inclusive, flight, bed, food and beverage, visits and entertainments sometimes reached 9\$. Although, tourism business has boomed developing new businesses, created new tourist settlements, and it succeeded in the field of job creation. But it always affects the normal citizen negatively. This due to direct and indirect impacts: prices of food and services, distribution of basic social services, governmental investments in road networks and infrastructures. Investments, of billions Egyptian Pounds have been utilized to support mass tourism businesses and selling the cheap nights. On the other hand; security measures has been taken to guarantee safe trips to tourists. An Egyptian citizen started to feel as a citizen of the forth degree inside his country. His citizenship right has been violated. Obvious discrimination between Egyptians and tourists is seen every where in touristic zones.

Tourism facilities and touristic villages were created to host mass tourism. These facilities were created either through international architecture style or in a kitschy Nubian, Pharonic, or Islamic Architecture. To create artificial environment where a tourist can enjoy and get impressed in his stay could be done anywhere else. Artificial Egypt could be created in Vegas, Disney Land, or Dubai... these destinations can sell more than artificial heritage, but they capitalize on artificial heritage to get more tourists to their destination, buyers for their core businesses. Tourism can not be seen only as a core business, but also should be seen as a marketing tool for the core business. We should revisit our investment map in Egypt or plans to build and empower the economic assets those supports the core businesses, then investing in marketing or tourism will be more valuable.

If the image of Egypt is what tourism industry sells. Products of this industry has affected not only the growth of Egyptian economy, and the creation of jobs for youth, but also impacted our heritage. Heritage of ages; this are geological, natural, cultural, social, built environment and even the economic political inherited mechanisms.

THEORETICAL AND METHODOLOGICAL APPROACH

In the context of civil society an NGO was founded in 1996. It is »The Egyptian Earth Construction Association« EECA. This NGO was initiated by a group of young Architects and students of Architecture. The main stream aim of EECA was the use of Building technologies as a tool for sustainable development of local communities. EECA claimed to serve the 95% of marginalized groups or those who can not reach the architectural and physical planning services. It also started to adopt an international approach of Appropriate / Sustainable building technologies and material as a core for its activities and services provided to local communities.

This paper aims to highlight some of this NGO's activities. Those activities in the light of the HRAD of Human Rights Approach for Development. But the focus of these activities exceeds the »Right to a standard of living adequate for the health and well-being of oneself and of one's family, including food, clothing, housing and medical care«¹ to right of sustaining resources to keep this right to the living generations without violation the rights of the coming generations.

Documentation of the NGO statements and efforts towards their vision for their role in sustainable tourism and serving their society.

MASS TOURISM AND THE VIOLATION OF HUMAN RIGHTS

Impacts of mass tourism have exceeded heritage towards violating the rights of this generation and the coming generations to sustain and maintain their natural and genuine inherited resources and assets. Violation of human rights can never be limited to how many people are sent to jails by Emergency Law, or how they are treated there. Governments are not the only one here accused of violating human rights with this limited perspective. Investors, business owners, and even all citizens are violating these rights, their rights, in many of their daily lives. When the core business is tourism the client is the tourist. Business gives the tourist all his rights but this can lead to neglecting the right of the society or local community or individuals. Sometimes a local citizen is considered second or third degree, while a tourist is in the first degree; Citizen Human Rights are violated.

Developers are utilizing and selling natural settings of touristic villages. Irreversible buildings and shelters for tourism activities are considered partially inappropriate solutions for tourism buildings and built environment. They had been and still taking severe developmental actions violating the UN definition of sustainable development. Environmental Impact Assessments are part of our studies. Governments approve proposals, support and subsidize investments, then complain.

Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so these needs can be met not only in the present, but also for future generations. The term was used by the Brundtland Commission which coined what has become the most often-quoted definition of sustainable development as »development that meets the needs of the present without compromising the ability of future generations to meet their own needs.«

Sustainable development ties together concern for the carrying capacity of natural systems with the social challenges facing humanity. As early as the 1970s »sustainability« was employed to describe an economy »in equilibrium with basic ecological support systems.« Ecologists have pointed to The Limits to Growth, and presented the alternative of a »steady state economy« in order to address environmental concerns.

The field of sustainable development can be conceptually broken into three constituent parts:

- I Environmental sustainability
- II Economic sustainability
- III Sociopolitical sustainability

EGYPTIAN HERITAGE AND ITS DIVERSIFIED ENVIRONMENTS

The authenticity of Egypt is a reality that makes Egypt a real destination. It is what we should capitalize on for our tourism marketing plan. It is a fact that »No Egyptian environment can be outside Egypt and away of its people«. Egyptian heritage is accumulated since the creation mother earth. Geological heritage and prehistory archaeological sites are there, Egyptian built monuments for more than 7000 years of civilization: Pharonic, Coptic, Islamic, and even the Renaissance or the 20th century innovations. Built and non-built heritage are assets of this generation. Sustaining heritage is one of the core businesses that could be invested in. creation of sustainable heritage businesses is not an easy thing because it is multidimensional:

- I First we need to understand it
- II then digest it
- III Transfer it to act as guiding values for life

Sustaining heritage does not mean repeating or copying. It means that governing values, ways of problem solving and needs fulfillment are creative as the people are. Development by the people for the people to maintain community inherited values. Egypt has been always part of the human heritage sites and destinations. Its heritage is multidimensional. Inherited natural environment including climatic indicators is one of the main diversified resources that we need to invest in its sustainability:

- Deserts and sand dunes
- Mountains and hilly rock sides
- River valley and delta
- Mediterranean coastal East and West the Delta
- Red sea shores and coral reefs including south Sinai
- Lakes and oases

People of Egypt are also diversified routes but their values belong to their collective social mechanisms that show their locality and give them their unique identity:

- Nomads
- Desert islands
- Desert Oasis
- Villages
- Cities
- Informal settlements

This diversity makes the directions for touristic development go towards one direction than the others. Tourists are misled to know about Egypt. They just get one side. Or even not in-depth knowledge... he is misled.

Civil Society Organizations (CSOs) including local and international organizations have acted smoothly to have a say in alternative approaches for tourism business. Years and decades of work, in the shade, silence away from the media. Mainly, they acted in the middle of nowhere, in villages no body knows. They also acted even in the center of the metropolitan city of Cairo. Egypt as per its diverse natural heritage has a unique diversified magnets for its magic life where culture can be touched, and lived. It has always inspired people to sustain this magic of heritage in every square inch of the undiscovered areas of Egypt. These were the mass tourism did not penetrate, yet.

This virgin Egypt needs approaches for Sustainable, Responsible, and Integrated Solidarity tourism. These are developmental approaches to sustain heritage in areas of marginalized people. Micro and small enterprises (MSEs) up to Mega investments in tourism were created and supported by CSOs. These initiatives need to be highlighted, and analyzed. They need supportive actions to be recommended. This article aims to show cases from Red Sea, and South Sinai. These cases were created individually. They have shared issues and values. Those are which we could build the Egyptian CSOs approach for integrated and sustainable tourism. That can maintain the Egyptian Sustainable Heritage within its diversified environments. They are both created by EECA as an NGO actively wants to have a share, with a building or with a building process.

THE NGO PROFILE (EECA):

EECA is a non-government, not-for-profit organization registered with the Ministry of Social Solidarity, and headquartered in Al-Darb Al-Ahmar, one of Historic Cairo's richest architectural heritage neighborhoods. Concerned with construction in general and appropriate building technology (ABT) in particular; EECA advocates ABT as a tool for sustainable development through community participation. It has succeeded, through its previously implemented projects, in disseminating this concept to its projects' community members, local officials and practitioners in a variety of locations to help play a constructive role in the development of local heritage and style. Also, EECA's senior members have had extensive experience in the fields of social development and government liaisoning in general with particular emphasis on participatory approaches, planning, architectural design, construction and site supervision.

EECA aims to create a built environment that harmonizes with its surroundings, respects nature's resources and complements cultural heritage; where all members of society participate in taking decisions that affect

its design and share in building it within a process that plays an integral part in the social development of local communities where women and children are active partners.

- Disseminate appropriate technologies and promote their role in preserving the environment and responding to cultural traditions and socio-economic needs
- Conduct and encourage research activities to develop innovative building techniques with local materials with respect to energy efficiency and economic self-sufficiency.
- Provide technical assistance and consultancy services on ABT for organizations, communities and individuals.
- Provide training for architects, engineers, technicians, and workers on ABT.
- Build a communication network with relevant organizations and professionals.

WADI EL-GEMAL NATIONAL PARK (WGNP):

The Egyptian Earth Construction Association (EECA) was awarded a contract on November 1st, 2007, based on a preliminary design submittal EECA conceptualized for the Wadi El-Gemal National Park (WGNP). The Project was funded by USAID through the LIFE Red Sea Project (LRS).

Project Overview: Support The Egyptian Environmental Affairs Agency in its efforts to secure a sustainable use of the natural and cultural assets of the South Red Sea (SRS) area with special focus on the Wadi El-Gemal National Park. The project was divided into two components:

The facility is located at the northern entrance to the park and is used as a focal point for WGNP. The proposed facility has the dual purpose of serving as a:

- Reception and Information Distribution Center
- WGNP Interpretation Center.

The Visitor Center is located at the north entrance of Wadi El Gemal National Park (N24 40 58.3; E35 04 51.0). The property where the facility was constructed is on the western side of the highway and on the top of a hill. The property built-up area is approximately 250 square meters.

The Project was Designed & Managed by Ramses Noshei and Directed by Hany Attalla.

The Ranger Residence and Operations Center is located at the heart of Wadi El Gemal National Park (N24 32 01.6; E35 08 19.1) in the area of Umm El Abas. The property where the facility was constructed is on the western side of the highway. The property built-up area is approximately 300 square meters.

Services include; but are not limited to; the construction of the access trail, utilities, ranger office space, and ranger residence, restrooms, and visitor information booth with public restroom.

The Project was Designed by Ashraf Botros, Managed by Ramses Noshei and Directed by Hany Attalla.

ARCHITECTURAL CHARACTER DEVELOPMENT FOR SINAI BEDOUINS:

EECA won a proposal competition for SSRDP "South Sinai Regional Development Program" www.eu-ssrdp.org which is funded by the European Community, in competition with 835 other participants. The project proposed by EECA and titled "Architectural Character Development for Sinaite Bedouins" was selected for funding and implementation on a two years duration with the overall objective of Contributing in the preservation and promotion of the unique cultural heritage of the region and its Bedouin population by empowering local communities of Sinaite Bedouins with their various localities and different cultures to implement an integrated building process.

The project is in its second year now achieving the following outcomes:

- Building centre is being built in Saint Catherine, operating as training and technical support center of EECA
- Number of local builders are being trained on different building systems appropriate for the context
- Building manual explaining the architectural qualities and recommended techniques is being developed based on actual building experience

OUTCOMES:

As EECA believes in its role it adopts initiatives. Those can help sustaining the environment, the resources, the heritage as a whole. Initiatives varies from a building like the Life Red Sea »Wadi El Gemal Buildings« extends to an entire process as what is happening in Saint Kathrine. But there is many rules are in common:

- Build with the natural resources from the site as far as you can keep their characteristics. This will help the recycling of these materials in the future. (All buildings)
- Build using materials which can easily be integrated with the surroundings, specially when you are building in a natural virgin setting. (All buildings)
- Even if you can not find skilled people in the adjacent community, get an external expert. But train the locals to gain the required skills. (South Sinai)
- Never exclude locals even if they have private mechanisms specially in gender sensitive issues, but women in the team can easily integrate with them (South Sinai)
- Dialog with locals about their building knowledge can give great clues from their heritage, but never say that they are poor, or naive. (All buildings)
- Live with the locals, in the site, the sustainable building process will naturally take place. (South Sinai)
- Always share issues, problems, successes, and all what you plan for. So, the locals will help, support an even share and care for your success. (South Sinai)
- Be transparent so the community will lead you to their inherited values and resources you will gain (South Sinai)
- Dream with the people, make your dream become true. The change will be a great success and it will become a pattern of life of their own (The chimney of Sheikh Mousa, South Sinai)
- Be a community architect, the entire world will appreciate your architecture. (All buildings)
- Nature is the mother, the father and even the kids...always build in nature using natural materials
- Act as a man or a woman but only be yourself among others, your buildings will be the same as you are.

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TERRITORIAL INTENSIVE PRODUCTS AND QUALITY TOURISM EXPERIENCES

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Abstract

Tourism appears characterized by a change in the motivations and behaviours within tourist experiences. In fact, tourists show an increasing interest for all those forms of experimental tourism that permit to rediscover the sense of identity and the authenticity of places by participation to the host people's daily life. In this scenario, there is a great interest regarding the use of typical products in formulating different types of tourist packages and excursions as well as supporting tourism development and promotion. Typical products may be defined as 'territorial intensive products'(TIPs), since they contain a strong reference to the territory in which they are produced. They establish a local community and its identity. They are also a marketing vehicle for a geographic area and its cultural heritage. This paper discusses this topic, in order to emphasize the importance of the TIPs in helping to develop integrated relational tourism in rural areas of the Mediterranean countries, offering tourists quality tourism experiences in terms of sustainability and authenticity. The article considers wine tourism as an example of a tourism product created around TIPs. The paper concludes that the key factor for assuring a quality tourism experience at the destination is the participation of the local community in planning and managing tourism supply. In fact, host communities and local stakeholders are integral part of tourism experience, influencing its quality.

Key words: alternative tourism, territorial intensive products, cultural heritage, local identity, sustainability

INTRODUCTION

Inland areas of the Mediterranean countries are continuously struggling to identify activities which will contribute to the goals of their economic development. In this areas local stakeholders emphasize the crucial role that tourism can play and recognize alternative tourism as the better suitable to be promoted. Alternative tourism is defined as 'a form of tourism that sets out to be consistent with natural, social and community values and permits both hosts and guests to enjoy positive and worthwhile interaction and shared experiences' (Wearing and Neil 1999, as cited in Newsome et al. 2002). However, alternative tourism can be defined under different forms and classifications such as integrated relational tourism, rural tourism, green tourism, eco-tourism, sustainable tourism, soft tourism, all of them representing manifestations of the contemporary society ethos. In fact, the notion of 'new tourism/alternative tourism' is based on changes in the preference of tourists. It is observed that key features of this new type of tourism include a shift away from mass tourism to individual or smaller-group travel, and from packaged tour programmes to more flexible travel options. Confirmation of this, tourism demand shows an increasing interest for all those forms of experimental tourism that permit tourists to rediscover the sense of identity of places through traditions and direct contact with the local people. Some scholars have defined this behaviour as the 'Hermann Hesse Syndrome' to indicate the tendency of tourists to mingle, wherever possible, with the local community seeking to understand the place visited by means of stories and the participation to the host people's daily life. The key reason for the current interest in alternative tourism, particularly by local governments, is found in a number of positive environmental, economic, social and cultural impacts associated with new tourism, not least in terms of local economic development.

Alternative tourism is commonly associated with some traits. Firstly, it consists of small-scale and dispersal accommodations built in local vernacular style, often located in villages and rural areas, frequently family-owned. Secondly, from the market perspective alternative tourism implies a low volume demand, including intra-regional flows, made by tourists and visitors highly motivated, receptive to local cultures and respectful of them. Furthermore, tourism supply is based on 'authentic' cultural and natural features which emphasize the uniqueness of a place. Thirdly, alternative tourism fosters local linkages and encourages community participation in planning and managing tourism supply. Fourthly, alternative tourism, at least theoretically, determines economic multiplier effects within a destination because of the interdependence of the sectors of the local economy. Therefore, the greater the extent to which tourism generates increased production in all sectors of the local economy, the greater will be the local multiplier and spread effects within community. Last, but not least, alternative tourism emphasizes the concept of sustainability, both in an environmental and cultural sense.

In this scenario, typical products, mainly local food and wine as well as local handicraft, are considered suitable features to characterise the tourist supply of a destination and in some cases they are a major attraction of a particular territory. The demand of these products has a significant influence in formulating different types of alternative tourism packages and excursions, as in the case of wine tourism. But it has been noticed that many typical products are simultaneously an expression of the culture of a territory. They identify a local community and its identity. Thus, as affirmed by Asero and Patti (2009a) typical products can be defined as 'territorial intensive products' (TIPs) since they contain a strong reference to the territory in which they are produced.

This paper examines some characteristics of TIPs and emphasizes their role in developing quality tourism experiences targeted on the new ethos of tourists and based on sustainability criteria.

THE CULTURAL VALUE OF TIPs

Territorial intensive products represent on the market a geographic area, its traditions and its cultural heritage. Therefore, their distinctive characteristics are the territory in which they are produced and its uniqueness. Paraphrasing Becattini (1989), 'the typical products and the territory perform reciprocally'; in continuum that sees the one tied to the other and vice versa. Sometimes, the link between product and territory becomes so strong as to make the former so much representative of the latter as to send it abroad as a symbol of the territory itself. Such characteristic means that TIPs can be considered a sort of entrance door to their reference territory, a means through which consumers, and not just the tourist, know a place. In some circumstances, they can even assume the role of real 'symbol', as happens, for example, in the case of wine. This relationship becomes even stronger, especially when TIPs are identified by quality labels and trademarks that protect their identity and are attributed to those products whose peculiar characteristics depend essentially or exclusively on the territory in which they are produced. Thus labels and brands confirm the value of uniqueness and un-repeatability of TIPs, acknowledging their high territorial content. Furthermore, they constitute for the consumer possible access keys to the territory, because their better knowledge implies a greater information on the places, including tourism resources.

TIPs can be considered as part of the cultural capital of a territory, defined by Throsby (2000) as 'an asset embodying and yielding both economic and cultural value'. Hence, each TIP has its own intrinsic economic value, determined on its reference market, and a cultural value as it is part of the cultural heritage of a territory. The cultural value of typical products can be identified considering that they aggregate different components that according to Throsby (2000) are comprised in the cultural heritage. In fact, TIPs reflect the way of living of a community and a territory, helping to identify their values (*social value*). They convey the sense of identity of a community providing a connectedness between the local and the global (*spiritual value*). They include the relationship with the territory in which they are produced, remembering the

landscape and the environmental quality of that place (*aesthetic value*). They provide a connection with the past and the traditions revealing the present origins (*historical value*). They interpret and represent the identity of a community and a territory contributing to its understanding (*symbolic value*). They reflect the uniqueness of the place in which they are produced (*authenticity value*). As a consequence, the cultural value of TIPs may affect the economic value of the tourist products where TIPs are included. Therefore, the tourists' willingness to pay for the consumption of tourist product created around a TIP is likely to be increased for the embodied cultural content, determining economic multiplier effects (direct, indirect and induced) for a territory. The more local economy can produce and supply goods and services to meet tourist demand, the higher will be the multiplier.

In addition they represent a bridge between the local economy and the global market, contributing to the local development processes that benefit from their exploitation. The capacity of a TIP to represent a territory and to preserve its identity increases its 'territorial content' and the economic value for the territory itself and for the tourist supply that is, in whole or in part, associated with it.

Respecting the UNESCO approach in favour of the conservation of the cultural heritage, typical products present at all times the characteristics of tangible and intangible goods, associated with a local community (Moreno et al. 2005). They are physical goods for the market but the result of a process of accumulation of material culture, way of life, knowledge and ability of a community settled in a territory. Therefore, on the basis of the categories defined by ICOMOS (International Council on Monuments and Sites) in the International Cultural Tourism Charter (see ICOMOS 2002), they represent the element that synthesizes the identity and the sense of belonging to a community, and between tangible and intangible components of its cultural heritage.

As a result of such arguments, the tourist supply created around TIPs may present in some way the characters of cultural tourism experience. It is the case of some itineraries laid out according to the programme of the Council of Europe for Cultural Routes, that proposes to reinforce the European common cultural identities, to safeguard and exploit the cultural and natural heritage, through cultural tourism, as a highly functional practice towards the reaching of these objectives, and with particular attention to sustainable development (see Council of Europe, Resolution CM/Res(2007)12). In fact, the aim of these itineraries, like 'The Routes of the Olive Tree' or the 'Iter Vitis – Wine Routes in Europe', is to encourage thematic tourism as well the sustainable development of local economies and the protection of cultural heritage also through the exploitation of typical products.

THE ROLE OF TIPS IN TOURISM EXPERIENCE

Typical products represent the heritage of a territory but at the same time may be a component of the tourism attractiveness of many destinations. In fact they can be used to enrich tourism package of a place or even become the exclusive attraction. In certain cases a TIP can generate a flow of tourists, whose only motive is to discover and get knowledge the places and ways of production. Then, the exploitation of TIPs can be used to develop alternative tourism, offering to tourists a quality tourism experience in terms of sustainability and authenticity. Nevertheless the two concepts need some observation.

Firstly, there is a relationship between tourism and sustainable development. This latter is considered, since the definition of the Brundtland Commission (World Commission on Environment and Development 1987), as an approach to foster future state in which economic well-being and environmental quality can coexist. It implies, as affirmed by Bramwell and Lane (1993), that 'for many areas tourism was, is and will be an important form of development' and that 'tourism developments are sustainable in the long term and wherever possible help in turn to sustain areas in which they operate'. This suggests that tourism should not displace an existing economy but should be complementary to it. Tourism should help to diversify the economy of a territory rather than replace one sector by another. As a consequence, local stakeholders

have to find the right balance between the development of the proper reference markets of TIPs on one side and the use of them to enhance the tourism attractiveness of a destinations on the other side. The achievement of this goal, as affirmed in the Agenda for a sustainable and competitive European tourism (Commission of the European Communities 2007), 'requires an integrated and holistic policy approach where all stakeholders share the same objectives'.

Secondly, quality tourism experiences sometimes are synonymously linked to authentic tourism experiences. The concept of authenticity concerning tourism motivation and experiences has received widespread attention (Brown 1996; Cohen 1988; McIntosh and Prentice 1999). Although the concept easily explains many tourist experiences, some problems may arise in some form of tourism. In fact on the one hand tourism promotes authentic experience but on the other needs to modify local cultural assets to market them as consumable products and suit the tastes of tourists. This commodification of culture, paradoxically, can damage or destroy the authenticity of the tourist experience. As a result of that, the development of tourist products using TIPs may lead to a loss of authenticity of the local culture, especially if this goal is achieved through some level of modification, standardization and commodification.

Another important aspect to consider is that a large portion of the local products, being in the main products for consumption, can be transported and consumed in different places away from the area of production. In this way, these products turn out to be not only essential products for tourism but also instruments to promote an area. Thus, as Asero and Patti (2009b) emphasize, they become 'ambassadors' of the territories in which they were produced, capable of representing them in the market place, almost being 'witnesses' to their traditions and cultural heritage.

Furthermore, TIPs are able to increase the satisfaction of the tourists prolonging the 'taste' of the holiday spent and to augment the appraisal of the tourist experience, affecting the future ones. This concept can be represented using a simply model provided by Craig-Smith and French (1994) that sees the tourist experience as a linear model with three specific phases (*anticipatory*, *experiential* and *reflective*), where the previous tourist experiences inform the future ones. Similarity, Asero and Patti (2009b) use a circle model to explain how TIPs can contribute to enhancing the tourist experience. The model shows that a territorial intensive product may activate a virtuous circle between value, attractiveness and satisfaction. In fact, a TIP increases the value of a territory and of the local tourism supply in general, augmenting its attractiveness and, consequently, it leads to the satisfaction of the tourists. Moreover, the satisfied tourists tell others about the attractiveness of the place visited, emphasizing the value of the experience that consequently strengthens the image of the territory and the product on the market.

THE EXAMPLE OF WINE TOURISM

Wine tourism represents a clear example of a tourism experience created around a typical intensive product (Asero and Patti 2009a). Wine is produced in many regions throughout the world and has occupied an important sector in many countries for centuries. While the wine sector has fairly developed in some countries such as Italy, France, Australia, America (California and Chile) and South Africa, in the last decade a market has developed taking wine into consideration as a resource characterizing the tourism supply of a destination. Williams (2001) remarks that 'there has been a shift in wine country imagery from an emphasis on wine production processes and related facilities to more of an emphasis on aesthetic and experimental values associated with more leisure recreational and tourist pursuit'. Wine tourism attracts consumers that are interested in both wine and food. Therefore, a culinary tourist can be defined as one who travels in order to find and enjoy food and drink. Nevertheless, wine tourism is certainly a complex phenomenon, because it doesn't end with the visit to the cellars, to the places of production and with the tasting, nor is it associated only with forms of rural tourism or of agro-tourism, as in the case of Wine and Food Routes in Italy. In that wine tourism directly involves a whole territory and its various components.

Wine tourism has been defined in a variety of different ways. According to Hall (1996) it is characterized as referring to visitation to vineyards, wineries, wine festivals and wine shows, while the major motivating factors for visitors are wine tasting and/or experiencing the attributes of a wine region. Another definition describes wine tourism as travel for the purpose of experiencing wineries and wine regions and their links to lifestyle. Charters and Ali-Knight (2002) suggest that the wine tourism experience encompasses many characteristics including a lifestyle experience, education, linkages to art, wine and food, tasting and cellar door sales, winery tours, incorporation with the tourism-destination image and a marketing opportunity which enhances the economic, social and cultural values of a territory.

The prevalent organisational formula of wine tourism is that of itineraries, routes involving wineries, areas of production, cultural and naturalistic resources characterising a territory. These thematic itineraries realize a model of district that attributes a remarkable weight to the social and cultural factors of a wine region. The concept of a bounded territory in defining a wine route is vital for its wine-producing members since it creates an identity that proclaims the distinctive character and the cultural heritage of that district (Hall et al. 2000). The importance of wine production has rapidly increased grown to such a point it has been necessary to organise a system of relations between local actors, organizations, clubs, institutions and associations of wine experts and lovers, to promote wine and wineries. Through their activities, they compete to strengthen, if not to create, the image of the territories in which wine is produced, contributing, therefore, to the local economic development and the promotion of the tourist offer.

Nevertheless, as noticed by Asero and Patti (2009a) studying the case of wine tourism in Italy, though many places, especially little towns and small villages, have had the chance to be known in the tourist market through their typical wines and food products, in some cases the tourist supply based on wine-gastronomic products seems to become 'banal'. In fact, it often happens that wine and typical foods are not considered as the central element to characterise a specific tourist product but only an 'accessory' of every tourist offer of a destination.

CONCLUSIONS AND IMPLICATIONS

The use of TIPs can help a territory to build a tourism market or to encourage tourist activities as part of the diversification of its economy. The high territorial content they express and the images they represent in the international market present them as a real 'brand' of a territory. Thus, by means of co-marketing action, the promotion of a determined TIP in the market simultaneously can support the promotion of the tourism offer of the place of its origin.

TIPs are part of the heritage of a place and heritage is at the heart of cultural tourism. Hence, TIPs can be considered as the cultural elements of tourist products and packages of a destination, which include tangible and intangible elements. Therefore, it is possible to affirm that the consumption of typical products has the same value of a cultural experience and, consequently, the tourism created around them may, on whole or in part, present the characters of cultural tourism. This includes different way interactions between tourists and local host cultures.

TIPs are important components for many tourism products, specializing some segments of the market, as in the case of wine tourism. Clearly, they may contribute to develop tourism, providing social and economic benefits as well as new opportunities to local communities. Tourist expenditures create new incomes, output and employment in a destination. The higher is the interdependence of sectors within the destination's economy, the larger is the size of the tourism multiplier.

However, there are a number of conditions under which this potential can be effective. The complexity of tourism needs the collaboration of all stakeholders in the planning and implementation of tourism. Local authorities, entrepreneurs, local associations and the communities are the key factors ensuring the quality of the tourists' experience. Host communities to be successful have to develop high-quality

tourism attractions and put together tourism packages involving the community, its territory and the businesses involved in tourism. Therefore, local stakeholders should build up partnerships at all levels to achieve this goal.

In conclusion, the exploitation of TIPs can promote integrated relational tourism in rural areas of the Mediterranean countries. It involves tourists experiencing and having contact with a host population and the uniqueness of its culture and heritage (McIntosh and Goeldner 1990). Thus, it offers to the stakeholders of a destination the occasion to (re)valorise a place through its cultural identity in face of the increasing globalization, as result of a process that Ray have defined 'cultural economic' approach to the territory development (Ray 1998).

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THE INTEGRATED RELATIONAL TOURISM

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Abstract

More and more difficult and controversial the process of analysis and intervention becomes in our cities: you stratify in the centuries, subject to continuous physical, social and economic changes; today you drag in the vortex of the globalization and in a battle mediatica that complains more competitiveness to big voice and more determination in the defense of such a precarious identity and often crushed by the weary one run after to emulate the great capitals of the international panorama.

The cities with strong historical-artistic interest if from a side they have profited of an important tourist wave that has increased the local economy, from the other one they have however, because of the same one, had a serious relapse on the resident populations that are so you meet with a strong increase of the price of the immovable properties and the public services, of cafe and restaurants, further to a consequent growth of the noisiness of the traffic and the vehicular pollution. All of this has brought to a following depopulation of these areas that, crushed by this phenomenon of gentrification, they have also lost their vital soul change the use.

Not of sun stones it is made therefore a city, the writer Italo Calvino had understood him, with his *"invisible City"*; the town planner Kevin Lynch had analyzed more scientifically him with *"The image of the City"* underlining the environmental, sociological, psychological and perceptive aspects through which the individual reads the urban space, this argument has confirmed the organization of the UNESCO through the institution in the 2001 of the Oral and immaterial Patrimony of the humanity to set to guardianship.

But the phenomenon of the safeguard of more immaterial and less tangible aspects is an element that it is also taking foot from who work in the sector, and this has also brought to the birth of new guides that they show you wait more unusual than the city, anecdotal guides, that speak of "human monuments" different because not written by travellers, but from the inhabitants, for better describing the autochthonous style of life, inviting to observe not the city as a museum but setting the accent on the human community, an approach to the different trip, more passive, not a visit to "places postcard" but a run that turns him into an ideal dialogue with the people. Not an anthropological study but a meeting that it holds in account of the habits, of the customs, of the culture of the place, respecting traditions and the ways of it to live. The city of Palermo contains in all of its territory a vast patrimony of intangible values, impalpable, symbolic, often controversial sometimes held marginal and that instead it needs to protect since without these the face of the city would remain disfigures of it. Bowel give some historical center, to the ancient villages to marinate, to the mystical bond with the Wandering Mountain to the rural areas of Ciaculli, Palermo contains an infinity of microcosms that we risk to fall to pieces, threatening the loss of that feeling of affiliation, the only one able to mitigate the irreversible push of the cultural homogenization.

Key Words: Palermo Tourism - History, local culture and intangible patrimony

INTRODUCTION

Palermo for its geographical position and its history is set as fulcrum between Europe and Mediterranean, cornerstone role for the meeting of cultures, civilization and people and for the development of new relationships

and synergies to activate with the intent to bait more sensitive alternative tourist systems to the local needs through the exploitation of the relationships interpersonal.

While in the world the phenomenon of the *Melting pot* is a modern phenomenon to Palermo it is history: an admixture of races and traditions that the city brings him in the blood, in the last names and in the toponyms of its roads.

Also for this heterogeneity it results difficult and controversial more and more the process of analysis and intervention in an urban fabric stratified in the centuries, subject to continuous physical, social and economic changes, and today invested from the unstoppable process of globalization and from a battle of media that complains more competitiveness to big voice and more determination, in the defense of such a precarious identity and often crushed by the weary one run after to emulate the great capitals of the international panorama.

The cities with strong historical-artistic interest if from a side they have profited of an important tourist wave that has increased the local economy, from the other one they have however, because of the same one, had a serious relapse on the resident populations, that are so you meet with an increasing increase of the price of the immovable properties and the public services, of cafe and restaurants, further to a consequent increase of the noisiness of the traffic and the vehicular pollution. All of this has brought to a following depopulation of these urban areas that, involved by the process of gentrification, they have also lost their vital soul change the uses. The matter easily is not therefore investigate and for this it asks for some reflection in more. Analyzing the debates that the action of guardianship of our artistic, landscape and historical goods has involved is able well to observe as the history of the restauration in the years has gone as extending the concept of guardianship from mere maintenance of the historical document of nineteenth-century foundation, to a restauration that became larger to the urbanistic staircase thin to arrive to a concept of integrated maintenance and guardianship of the cultural environment, alone physical.

Not of sun stones it is made therefore a city, the writer Italo Calvino had understood him, with his *"invisible City"*, the urbanist Kevin Lynch had analyzed more scientifically him with *"The image of the City"* underlining through the environmental, sociological, psychological and perceptive aspects which the individual reads the urban space; it confirmed him the organization of the UNESCO, through the institution in the 2001 of the oral and immaterial Patrimony of the humanity to be set to guardianship.

But the phenomenon of the safeguard of more immaterial and less tangible aspects is an element that it is also taking foot from who work in the sector of the tourism, and this has also brought to the birth of new guides that you show you wait more unusual than the city, anecdotal guides, that speak of "human monuments", different because not written by travellers, but from the inhabitants, for better describing the autochthonous style of life, inviting to observe not the city as a museum, but setting the accent on the human community, an approach to the different trip, more passive, not a visit to "places postcard" but a run that turns him into an ideal dialogue with the people. It doesn't deal with an anthropological study, but you must be considered as a real meeting to share habits and customs, the culture of the place respecting traditions and ways of it to live.

Palermo contains in all of its territory a vast patrimony of intangible values, impalpable, symbolic, impenetrable, often controversial, sometimes held marginal and that contrarily they require that is safeguarded, since without these the face of the city would remain disfigures of it.

Bowel give some historical center, to the ancient villages to marinate, to the mystical bond with the Wandering Mountain to the rural areas, Palermo contains an infinity of microcosms that they risk to flake off and to lose his own peculiar character.

If we share the affirmation of Leonardo Sciascia that "The inhabitants of the island of Sicily start to behave him from Sicilians after the Arabic conquest "it will be simpler to understand more as the presence of different cultures, that western and that Mediterranean, has strongly influenced developments, behaviors and uses inside a same city, producing as a constellation of different worlds and that therefore, also of the times introducing her same problem list, they inevitably ask for different interventions.

To have concreteness of the consistence of the tourist flows, that is activated on the territory with the principal purpose to control of it and to drive its difficulty binomial question-offer, requires with every probability to depart from a critical map suggesting a reading that becomes point of departure of any territorial political action to adopt.

THEORETICAL AND METHODOLOGICAL APPROACH

We put then to comparison some conflicting urban passages to mostly make the matter understandable. Via *Libertà*, one of the roads mostly frequented of Palermo, are born from the revolutionary spirit of a cultured middle class and illuminated, lover of the art and that, between the end of the eight hundred and the first years of last century, ago of Palermo that city "happy" celebrated by the greatest intellectuals, but how distorted and defaced in the years to come among the '50 and the '70, his maximum will express I degrade in the so-called one "sack in Palermo." Via *libertà* today it is a modern road, that makes ample show of shops to the fashion that they appear similar, if not almost entirely identical, to those of the great European metropolises, but nothing stays of that historical cafes, theaters and circles that animated it and that they were frequented by many illustrious foreigners, from Oscar Wilde to Guy de Maupassant; today that vivacious cultural environment leaves the place of the traditional walk to the most contemporary activity of the *shopping*.

Other context decidedly away from the experiences of the great European capitals it is the history of the historical markets palermitans, that is tightly tied up instead to a Mediterranean culture, is express in physical terms that social.

The *Vucciria* is without shade of doubt among the more tourist itineraries gottenatis from the guides in Palermo, the more known among all the historical markets, but in truth also the more degraded and esautorato. Nato as market of the meat, from which the name *Bocceria* that recalls the French word *boucherie*, convert then it came in market of the fruit and the vegetable. Today the whole area, once densely inhabited and in which the market was the natural extension of the houses, it has lost a lot of of those families that fed it provoking the consequent decrease of you purchase him. The problem would seem imputable both to the manifesto I degrade environmental in which pours the whole area, both to proliferate some modern supermarkets and commercial centers. This same analysis however, it would seem to be too much weak and superficial, if we hold in account that both the lifted matters they are likewise verifiable in other historical markets as *Ballarò* and *the Head*, markets that in truth to the actual state they don't so heavily hear again of such conditions. But the *Vuccirianon* is a place to define him "dead", its personal character still withstands and flutters among its alleys, without luxuries neither tourist velleity, or better bringing once the tourist velleities of in the clippings of newspapers exposed in all the shops that narrate and they praise the work of the historical families, or in the crowd of photo that they withdraw famous characters while old and new holders embrace. To it retries than said and unlike the other markets, the *Vucciria* is a place that is alive both to the calar of the evening, and to Sunday when the stands stay dams; in fact if from a side the market has disparaged its principal activity, from the other one it has put in operation other unusual recreational initiatives instead, gastronomy and of aggregation: you can be drunk and to eat to costs a lot of meeting places or straight to buy his own slice of meat and to make him roast it on one of the "social grates." Such inexpensiveness has certainly determined a selection of the clientele, besides what has contributed to create a multiform and variegated atmosphere: people of the district, together to students and immigrants, it is found close to the best exponents of the culture Palermitan, that frequent rarely not the *Vucciria* to seduce friends and foreign guests with the Sicilian folklore, that genuine and conventionally tourist. Also therefore a closed world staying with his habits and his rules, the *Vucciria* has known how to suit for the city cultural changes giving the best of itself to the young people; the people that reside you, succeed for a long time in conclusion to cohabit with the

students and the foreigners that daily canter these alleys. "A particular equilibrium is created in which needs and cultural ferments are perfectly harmonized with the most ancient and rooted traditions of the district: housewives that roast for road greengrocers that brewers are improvised; cafe and taverns accompany shows and parties organized in the evening by the students that they live in the ancient buildings of the district. The plaza decidedly changes at night face and does it in vivacious and eccentric way: with jugglers that train him or they exhibit him, Italian musicians that play the percussions together with colleagues Tunisians, the rests of the market scattered for earth and the dogs that they frequent us to I return." And' a spontaneous phenomenon, checked not, in unstable balance between legality and anarchy, without confinements of demarcation among public and private spaces, that it escapes the rules, where local characters become point of reference for the whole district and to which he turns in case of need, it is an it passes word that has still spread also among the students of the Erasmus before reaching Palermo.

The history of the *Vucciria* has also been tied to that of a famous Austrian artist, Uwe Jäentsch, that has contributed to increase the notoriety of this market and its plaza with some provocative installations. Garraffello anciently places it was center of the commerce and the exchanges, center of the belonging loggias to the foreign nations, a plaza rich in noble buildings and endowed with a small fountain. Today it remains well few of the ancient Fasti, of the vivacious commercial activities and of the buildings noble meeting places to ruin but the plaza, defaced also, it still recalls that historical and artistic importance that the young artist has inspired.

And it is for this that challenges the voices of what in the 1999 Uwe Jäentsch they affirmed that the district was dead, painting entirely the walls of a building tumble down and abandoned and creating a great "cathedral" done with objects recovered by the garbage; seven years later however, when its popularity had reached the peak, its work is made to demolish, although the whole district was lined up against. Criticizable or less, the action of Uwe Jäentsch showed to everybody that, one of the places of great historical merit in Palermo, were managed entirely in way independent from a young foreign artist.

Other very different reality is instead that of *Mondello*, urban fraction in Palermo that opens on a contained gulf among the reserve of Head Rooster and that of Wandering Mountain, to as soon as 10 kilometers from the historical center. Mondello is born from an ancient village of fishermen grown around the tower of a tonnara, and to everything today it has succeeded in maintaining its vocation marinara. The city of Palermo however, despite in remote epochs has been able to invest part of its own wealth thanks to a narrow relationship territory-sea, seems now to obstinately want to deny this same relationship, both in physical terms, both in functional terms and visual. The sea with the gradual burials has been made far physically and it stays to today the great absent in the panoramic structure of the city.

Only to the fraction of Mondello it seems the role to be delegated to embody, at least in the imaginary one of the palermitanis, the element sea, motive for which from the beginning of the last century to our days the fruition of this suburb has gone as transforming, becoming of mass and unaware. In the last ten years Mondello has for more developed it own tourist vocation and it has increased its interest, both with the realization of receptive structures, and with to bloom of numerous typical restaurants and shops, but also center of reference becoming for numerous sports, particularly for the competitions of sail.

The area that in determined periods of the year it seems to be prey of the tourists, in others it returns instead to take back of its vocation of village marinara, to half among an elitist resident population for which a style of residential villas of tall architectural (the art Sicilian nouveau) merit and one have been created of more popular extraction, that exactly of the fishermen that it remains around the center more ancient install. To implore this to alternate of congestions and seasonal isolations and to avoid that the tourism suffocates the activity of the fishing-boat, they would require therefore opportune diversifications and expansions of the local tourist system, condition that however the same corporate body, town and private, they don't seem to want to face, not to have to invest in areas that would demand to be endowed

with the most elementary systems infrastructural, without for other possession the certainty to get a comparison in terms of tourist answer, factor that brings therefore to highly employ already funds in the zones developed.

Different from the examples above statements it is the theme of the rural areas, the territory of **Croceverde** and **Ciaculli** it is in fact that that it remains once of what the gold Basin it was named, the lowland that surrounds Palermo and the inhabited centers of its *hinterland*. Once entirely cultivated to citrus plantation it is today still productive for the cultivation of the "Late Mandarin of Ciaculli", a citrus fruit perhaps among the less known but very in demand ones to the foreign countries.

The native territory has suffered in the last ten deep transformations under the push of an uncontrolled urbanistic expansion, and this fraction constitutes therefore the last wide agricultural area of the commune. Among the manufacturing firms of the park some initiatives were been undertaken for valorizing the territory giving succession to the birth of a consortium.

The linearity install of Ciaculli, structured by the geometric sketch of the citrus planners, from the lines of border of the funds and the roads of country, it acquires to its inside a very intimate and private dimension: whoever is not already resident here it comes somehow seen how an undesirable guest or how much less suspect. Also in these territories the borderline between public and privacy is very thin and not he can meet rarely even players of bottles that use the roads as game footsteps, index of a reality that is compared only with whom those roads it daily crosses her. They are hidden areas, timid to vindicate its own existence and jealous of a world that doesn't want to open to the city, perhaps for the fear to be overpowered by a politics of the territory that doesn't show a lot of attention to the green turning wide cultivated lowlands into residual narrow piece of ground of earth, I corroded and disarticulated by the recent constructions, additions with casualness and such disorder to be become spaces without form and quality.

A last example of urban passage to my symbolic notice is Wandering Mountain, more representative and recognizable landscape element of the city of Palermo and millennial witness of its history. This select promontory as I shelter natural in the prehistory, defensive fortress for the Carthaginian ones, place of cult for its inhabitants, belvedere for the tourists, is a thick that directly leans out on the sea, parallelly to the line of coast for its great dimension and isolated by the system of the other mountains of the gold Basin. When the city turns him to the Plain one of the Necks, then Wandering mountain it enters to belong to the territorial context of the city. The great expansion of the years sixty and seventy that the Palermo has produced made of dense road aces of residences, offices and commerces, without anymore the gardens of the eighteenth-century villas, it done yes that the Mountain became a consistent piece of nature densely set inside an urban area. It is not distant nature anymore, backdrop, counterpoint with which to plot mystical dialogues; it is for the new city, of the great aces of fast slide, an immanent presence, a wall of containment, a green area to course of hand.

The inaccessibility of the mountain is one of the characteristics that it has allowed the maintenance of splendid natural environments, among the most fascinating runs there is the Valley of the Hog, from which it is possible to admire the rocky habitat in its compactness. The presence of caves, caverns, cracks, abysses, wells, prehistoric installations and punici, graffiti of the period palaeolithic, increases the charm of this mountain, inseparable presence from the city of Palermo, historical-cultural icon, landscape, naturalistic, religious so much to be become in the 1996 natural reserve to cross afoot, in bike, to horse, or with a mean on rubbers through the so-called panoramic road and its belvederes.

Despite Wandering Mountain contains all these potentialities, in the substance it is a place that has not created social occasions, if it were for the presence of the sanctuary and for the pilgrimages that once the year they see an influx of devotees cross the ancient staircase that brings Rosalia to the cave of Saint, patron saint in Palermo.

The lack of interventions to support of the fruition of the park as the closing of the caves, according to a disposition of the civil Genius for the risk of geologic disarrangement and the lack of interventions

infrastructural for the restoration of nets sentieristiche, do yes that the mountain and its park are violated and plundered entirely by improper uses, from the phenomenon of the prostitution along the road that the Park of the Favorite crosses to other consequent factors of I degrade.

From this fast panning you can understand as the city remains mainly preserved by the presence of its inhabitants, that they maintain the interest and the respect alive of it for the place in which they reside, also with a lot of exceptions, defections expel by its contest, but it is as many true that when the sense of affiliation comes to miss, there are not many borders of recovery anymore, since what is abandoned and tampered with it becomes a not-place frank zones where the arbitrariness of the individual and illegitimate activity take the upper hand definitely subtracting her to the community.

But as to succeed in cataloging how much I dictate? How does he come to understand to fund the soul of a city and to establish that dialogue, that meeting among tourist "guest" and local inhabitant, that maintains alive that sense of affiliation, that bond in which every angle of the city brings memoirs and moments of lived life to the memory?

To individualize and to census this intangible and tied up value to the daily paper, must totally change probably our systems of representation and method and to purely free us from the economic politics. To understand that a road, a plaza they are not only spaces contained by the curtains of the buildings but they are still first social places: it places Garraffello or the road-market they would stay anonymous and indistinct urban spaces inside a map geographical molt, that limits him to point out a commercial activity or a site of historical-artistic interest. Whether to individualize a social value, expel by its contest from its physical dimension doesn't preserve of it or it guarantees its guardianship of it.

If the organization of the UNESCO has inserted in the oral and immaterial patrimony of the humanity the profession of the *puparis* this it is not enough to guarantee that this is handed down to the future generations. That of the *pupi* a tradition that Palermo has been maintaining for centuries: the histories animated by the epic-chivalrous spirit have as protagonists the brave riders of the Carolingian cycle: heroic deeds, battles and events to tall symbolic content are narrated in the work of the *pupi*. With the advent of the cinema before, of the television then and in concomitance of the depopulation of the historical districts, the interest for this form of popular theater comes less and the work *de pupi* enters crisis; the same children of the puparinons follow anymore the road of their fathers and they are addressed toward other works and with them so the painters and the artisans that work to the project. In the 1993 Giacomo Cuticchio its theater opens and succeeds in involving the whole family, promoting the work in the whole Sicily and opposing the crisis with a theater itinerante that did covers in the many paesinis of the island. Any local administration is taken care of to protect this secular tradition, that has been safeguarded instead for wish and perseverance of the family Cuticchio and that in 2001 he has received its correct recognition.

Not of smaller importance they stay the generation of the artisans with their shops, a lot of of which assemble along the road of the Olivella. In none of these an insignia camps, neither a name, neither a mark and who asks the motive for this it has not understood the meaning of these ancient works yet: a way to work genuine deprived of tinsels and of imposed needs; the artisans show what they daily do with their art, they don't require showcases, neither you exhibition areas, only a laboratory in which to create. In one it was in which image and communication seem to be essential from any strategy commercial all of this you can appear anachronistic and self-defeating yet it has succeeded in tightening a continuity with the future, close to these shops in fact many young people they are placed side by side choosing the craftsmanship as road to start his own activity, emblem of the influence and the relation between tradition and innovation, search of its own roots and study of the contemporaneity.

As it is correct to intervene then? Which soul in Palermo does it mostly fascinate, that European and modern, that anarchist and Mediterranean or that timid and hidden?

It is not a coincidence that the free artists and nonconformists falls in love and leaves a sign in this city

as the case of the already quoted, Uwe Jäentsch to the *Vucciria*, or as that of the artist David Hardy in art *suisse maricain* or still as the London artist of international fame Janny Saville that it moves him to the district of *Ballarò*, motivating the choice with these words "I fell in love Me of its decadence, a lot of film and very romantic [...] I hope that somehow the historical center you regenerate him from as if the human body even if I like a lot of the loneliness and the poetry of a demolished building and if this building was restructured for well I don't know if at the end I would want to keep on living us [...] the crumbling buildings are the quintessence in Palermo as the markets, certain to restore it will be them important for the future of the city, but for me this moment of transition is magic."

Perhaps the reasoning can appear unpopular and selfish, but the affirmation of a city that regenerates him as a human body without imposed external interventions in antiseptic and insensitive way is the answer to the thousand problem list, undoubtedly it deals with a long and difficult trial that cannot follow rules defined univocally.

The reorganization of the tourist offer of the city is important, but the to promote the installation of new structures hotel able to absorb the new tourist flows is a problem partly obsolete and old or downsizw, not so much in the demand how much rather in the approach. In a world that extends to the use of *Bed and Breakfast* and to alternative solutions as the "Couchsurfing", introduces him conclusive the role of the resident citizen more and more. the CouchSurfing is in fact a service of free hospitality *online*, defined as the last frontier of the to travel "low cost", an ambitious objective decidedly proposes him, socially and culturally useful. You treats in fact of a program that allows to put in contact people with different demands from every part of the world; on one side there is who makes a room available or the couch of her house or also only an angle of garden in which to be able to plant a curtain, while from the other there is who part to discover new countries and it looks for a place in which to be able to stop for a few days. And' an experience that surely it offers the possibility to travel to very low costs, but it also gives the advantage to know all over the world people, to culturally report him to different contexts, to tighten bonds and friendships, what in conclusion the Tourism Report her Integrated it wishes to get, for the respect of the local communities that you are wanted to know and to visit.

It will be important to stimulate actions of diversification of the offer also, of support to systems of innovative organization of the tourist receipt, but everything this is a trial that must be analyzed and studied according to compatible homogeneous areas by an environmental, social and cultural point of view, welcoming and controlling the initiatives that spontaneously they come to bait inside these same areas and stimulating those in which carentis result, with the objective to settle and to maintain I always live the pleasure for the things in their materiality and oneness, to preserve the value of their direct experience, frontal, not mediate. To express the local difference putting in evidence of it the specificity, is the only mean not to leave that disperses him that feeling of affiliation, the only one able to mitigate the irreversible push of the cultural homogenization. What is immortalized by the photographic cars of the tourists it is in fact what results unusual, it provokes amazement, it turns on the curiosity, it wakes up again emotions and suggestions and how much anymore the experience him far from our baggage cognitive, how much more it will result fascinating and memorable.

Everything this however it must reenter in a logic in which the tourist learns to abandon part of its own styles of life, of its own habits and convenience, accepting to conform the more possible to a foreign reality, not to bait those politics of economic exploitation that bring to favor the demands of the visitor to damage of the local communities, with the objective to escape to the wish of whom wants to confine the tourist to mere tool consumerist.

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**WEB AND SOCIAL NETWORK SITES FOR RURAL DEVELOPMENT.
A CASE STUDY IN MARCHE REGION (ITALY)**

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Abstract

The main goal of the paper is to investigate the real possibility of improving web use in Marche region (Central Italy) to upgrade the competitiveness of the agricultural sector and improve the quality of life in rural areas and encouraging diversification of the rural economy. Most part of the European population (over 56%) lives in rural areas, which cover 91% of the entire territory, so that rural development is an important policy area for the EU. The fundamental rules governing rural development policy for the period 2007 to 2013 are set out in Council Regulation (EC) No. 1698/2005 that focuses on "improving the competitiveness of the agricultural and forestry sector; improving the environment and the countryside; improving the quality of life in rural areas and encouraging diversification of the rural economy". Websites, blogs and SNSs are the most important tools implemented by "active" web users who are willing to build their own "social network". Many SME are seemingly using some of these tools in a non active manner that refers to an "adaptive behavior" instead of a more aggressive "proactive behavior". The paper is articulated in two sections. The first has the aim to investigate the actual use of web tools by private entrepreneurs acting in the rural tourism sector to achieve their own marketing and communication program. The authors refer on actual situation of the Rural Tourism as an opportunity for improving the quality of life in rural areas and encouraging diversification of the rural economy (the third of the "thematic axes" of the rural development policy for 2007 to 2013) in Marche region (Central Italy). The Rural Tourism in Marche region demonstrates great developing potentialities but still faces difficulties due to digital divide and lack of a common strategy. In particular the authors analyze the use of the web by local SME acting in the Rural Tourism sector (agritourism, country houses and others) and refer data collected from SNSs, search engines and blogosphere. In this particular, the aim is to enucleate some proactive behavior among local entrepreneurs in order to delineate future common and feasible economic choices. The current evolution of marketing tends to relationship marketing in private firms, organizations as well as in rural communities. The real acting of SME in the web seems to be non active and in danger to lose the main opportunities coming from huge enlargement and deepening of markets. The probably best practice to be adopted in the future is the building of durable relations with customers in order to achieve their retention and satisfaction by improving SNSs use in conjunction with others Web2.0 tools.

Key words: rural tourism, Internet, social network sites, rural areas

INTRODUCTION

The main goal of the paper is to investigate the factual possibility of improving the use of the Internet in the Marche region (Central Italy) to upgrade the competitiveness of the agricultural sector, in particular of the rural tourism, and improve the quality of life in rural areas and encouraging diversification of the rural economy.

The use of the Internet has an increasing diffusion in urban areas both for leisure and business purposes and it is largely studied, while the diffusion and use in rural areas or in agriculture is very less studied and we know little about the possibility of use the Internet in rural development programs.

In a local framework (the Marche region in the Central Italy), considering the specific development model based on a large diffusion of SMEs, the authors discuss the possibility of a better and larger diffusion and use of new technologies related to the Internet.

The attention has been aimed at agriculture and at the rural development, in order to describe the actual diffusion and the economic potentialities of web tools if used in the marketing management in a rural context.

The recent fast diffusion of agritourism in Italy delineates the concrete possibility for the farmers to implement a model of multifunctional agriculture (Casini 2003).

We add some definitions in order to avoid any ambiguity and misunderstanding. In the Italian context it is possible to distinguish between the uses of terms such as "rural tourism" and "agritourism". The distinction depends on legal definition of "agritourism" that is strictly an economic activity legally pertaining only to farms and farmers. On the opposite, "rural" refers to any activity located in a rural area that could not be regulated by agricultural policy and benefit by public monetary intervention.

Accordingly to the Marche Region Law we refer to the legal definition of Agritourism and Rural Tourism that includes Agritourism farms and Country Houses. Yet, in general, rural tourism is the practice of attracting travelers or visitors to an area or areas used primarily for agricultural purposes. The specific object of our research are the Agritourism farms (AFs) and the Country Houses (CHs) of a local economic system and their actual use of new technologies based on the Internet.

The rural communities traditionally act social networking in their own specific way and would be crucial to investigate if new forms of social networking would be optimized also in rural areas and if they would be used in a specific or as in the same manner as in urban areas. The paper reports the first findings on diffusion and use of web-sites, social network sites and other web-tools among the AFs and the CHs in rural area of Marche region.

Some brief comments are reported on future opportunities and the role of public intervention to ameliorate the use of SNSs for rural development.

THEORETICAL APPROACH

The rural EU policy progressively evolved during two last decades, and nowadays they strongly affirm that: "The key to the sustainable development of rural regions lies in the development of an independent perspective and the discovery of indigenous potential." (European Commission, 1999).

This way of thinking upon rural development reflects the *bottom-up* or the *endogenous* process of development emerged in theories of economic development proposed at the end of the 70's, since several economists were realizing the failure of traditional *exogenous* theories whose implementation, in many cases, increased the differences between regions (Nomisma 2003).

It is important to note the empirical observation of local social phenomena that did not suit the traditional development model in the so called *Third Italy*, carried out by Italian sociologist (Bagnasco 1977) and economists (Becattini 1979, 1987, Garofoli 1983), which signaled an alternative way of intending a development model.

Contrary to the exogenous paradigm, the endogenous paradigm considers the rational and sustainable

exploitation of local resources of crucial importance (Bagarani et alii 1992). The SMEs resulting from local initiative are the authentic agents of local and regional economic development that can match the public goals.

A crucial question arises to researchers and policy-makers on which are the determinants that explain innovation in industrial firms to be divided in the internal and the external determinants to the firms (Davelaar and Nijkamp 1989). Increased attention is now dedicated to external determinants that create the environment favorable to innovation within which firms operate.

This *innovative environment* within which firms operate has been denominated in very diverse ways by researchers: industrial districts (Becattini 1987), regional innovation systems (Morgan 1997), network regions (Camagni 1991), clusters (Porter 1998), regional innovation milieux (Maillat 1992).

The EU policy framework encourages the take-up and diffusion of ICT, the use of which will also enable economies of scale to be achieved, facilitating ICT take-up by local farms and rural businesses and the adoption of e-business and e-commerce.

Empirical findings show that the most part of the farms of the region offering tourism and meal serving services turned on a private web site.

Our task is to analyze how the agricultural entrepreneurs had managed their own web site and other web tools. Some authors refer (Gilbert, Karahalios and Sandvig 2008) that history repeatedly demonstrates that rural communities have unique technological needs, but we still know little about how rural communities actually use modern technologies, and in particular technologies related to the world wide web.

In carrying out a field research, we faced two problems: (i) the absence of sound studies on rural use of modern technologies for marketing development and promotion of local economies and (ii) the quite absolute lack of knowledge on how to eventually design web tools for rural communities.

According to official data (Regione Marche PSR 2007-13) rural areas are still less attractive as a tourist destination in comparison to urban and littoral areas, but during the period 199 – 2003 the hotel bed stock increased by the 5% while the farm and B&B beds stock increased by the 30%. This is crucial to understand the factual possibilities of the rural areas in future development.

A TOURISM DESTINATION AS A MILIEU INNOVATEUR

A tourism destination is defined by the UN World Tourism Organization (UNWTO, 2002) as: “A physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day’s return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. Local destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations”.

In an economic point of view, a tourism destination is to be considered as a constellation of specialized companies, organizations and communities gathered into a confined geographical location, even if its boundaries are often poorly defined (Baggio 2008) and it can be also seen as a form of industrial cluster or district.

The *innovative environment* of a cluster or of a district is strongly linked to the concepts of the *milieu innovateur* (Maillat 1992) or to the *network region* (Camagni 1991).

In a *milieu innovateur* the economic contiguity is paired to a specific socio-cultural contiguity, the latter depending on shared behaviors, reciprocal trust, common languages, cognitive model diffusion and specific relations. It is possible to name this type of relationship as *relational capital*, constituted by cooperation attitude, trust, social cohesion that expresses the *sense of affiliation* to the local territory (Camagni 1991) so that the social environment they form is homogeneous.

It is clear that the terms *cluster* and *district* are not interchangeable. In fact, the two concepts have a fundamental difference, as the two most influential scholars in this field have largely made evident.

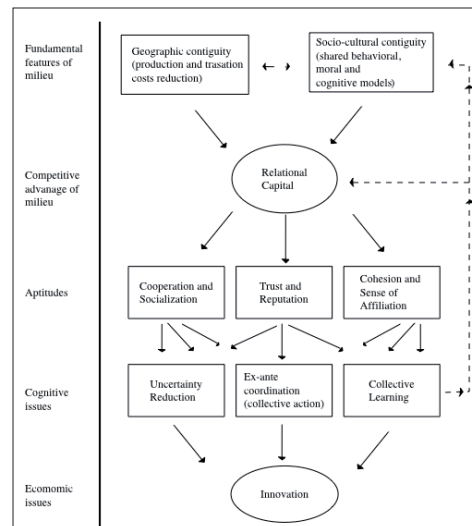
Industrial clusters are “geographic concentrations of interconnected companies and institutions in a particular field” (Porter 1998). Their basic feature is the belonging to a specific sector and the participating firms are connected by horizontal or vertical relationships and concentrated in a geographic area. They may be complemented by some “external” entities such as the public institutions. Notwithstanding, the central focus remains the entrepreneurial and business dimension. On the other hand, the vision of the Italian school explains a “district” as an extension of this specialized spatial concentration idea (Becattini 1987) adding the importance of the social environment, including regional governments and trade associations of the area in which the district works. The feature to be understood in particular is the fundamental role of the linkages with the “external” world.

The *à la* Becattini approach seems to be closer to what the reality of these agglomerated entities and furthermore is more suitable as a framework for the study of a tourism destination.

Some scholars had revealed how behaviors and processes can be described and explained by taking into account the system’s general connectivity properties (Baggio 2008, Boccaletti et al., 2006). A tourism destination is such system.

As above mentioned this paper considers a tourist destination as a *Milieu innovateur* in the perspective to understand if the introduction of tourism in farms is to be considered as an innovation and if it would be an opportunity for the development of a local system or territory.

The main determinants and the fundamental features of *Milieu innovateur* with some networking linkages are described in the Pic. n. 3 that follows.



Pic. 3 – Main determinants and feature of Local Milieu (Camagni 1991)

A NEW (OLD) MARKETING PERSPECTIVE

The marketing thought had in last ten years an evolution. Initially, the “quality movement” placed customer satisfaction as the ultimate goal of marketing programs. As many satisfied customers were shown to defect to other brands or vendors at relatively high rates, strategists looked to creating a greater commitment with the customer. Two ways to achieve this were (i) to build brand equity and (ii) to build relationships, respectively for consumer products and for industrial products.

Usually, brand equity used mass media advertising, corporate citizenship and public events sponsorship to build a brand image. On the opposite, relationship marketing sought to build interdependence between partners and relied on one-to-one communications, historically delivered through the sales force (Sorce 2002).

With the growth of marketing databases and above all of the Internet, the ability to reach customers individually became a viable strategy for a wide range of firms including consumer products companies and in general for SMEs or for farms, traditionally insulated in local economic relations.

In a preceding case study carried out in the Marche region it has been pointed out that local agritourism entrepreneurs (Corinto 2009) declared to prefer a word-of-mouth communication practice as the best efficient

for developing their business. This is a partial and local validation of the above mentioned attention to relationship marketing.

The point is if the Internet unfold the local agritourism farms possibilities to perform a modern pattern of relationship.

From the early '90s, some empirical experiences suggested a more attention to a one-to-one communication (Bottinelli 2004) focused on "share of customer" rather than the mass- marketer's "share of market."

The perspective is to consider the company's knowledge of the interests of customers. The one-to-one interaction with customers would lead to improved life-time value, due to the importance of building customers commitment and enforce their loyalty (Hallberg 1999). Even small improvements in customer retention can as much as double company profits (Reichheld 1996). This is because (Sorice 2002):

1. it costs less to serve long-term customers;
2. loyal customers will pay a price premium;
3. loyal customers will generate word-of-mouth referrals to other prospective customers.

That is what tourism firms, agritourism farms and B&B do target as goals. The hypothesis to be validated is that if farmers managing a tourist service do implement the Internet and any related web-tool to improve their businesses in a one-to one marketing perspective.

A STUDY ON RURAL TOURISM IN MARCHE REGION

This paper gathers quantitative data at local level on a tourism sub-sector such as the agritourism and B&B in Marche region (Central Italy).

First we briefly report data from official statistics and then add original ones gathered from direct survey. They survey is carried out monitoring the universe of the official statistic and its liability.

The total number of agritourism farms has recently increased in Marche. Agritourism is an economic activity related to the multifunctional agriculture model supported by EU policy. Especially in less developed area the rural tourism is potentially able to integrate farmers revenues. According to official source (PSR 2007-13) in Marche region there are near 400 agritourism farms, that is the 3% of the national total number. The 83% of those offer lodging accommodation, the 53% only food serving, and the 30% offer free-time and cultural services. The features of supplied services are progressively changing. In fact, the meal serving is becoming the main businesses in comparison to accommodation, while cultural supply is losing its preceding importance. In the 498 agritourism farms detected by in an official study carried by Marche Regional Administration in the 2005 (pair to the 0,8% of total farms) the total turnover is evaluated to 27.5 million euros and equivalent to the 3% of the national turnover of the sector. The same source updates the total number in the 2006 to 700 agritourism farms, considering also the number of Country Houses.

METHOD AND DATA

The specific aim of our study is to investigate the actual use and the potential growth of the Internet, i.e. websites and other web-tools, also in the rural areas of Marche region for the development of tourism. The first problem to solve is the liability of sources in order to set out a general data-base. Indeed, the Region Marche Administration issues an extended data-base on regional tourism supply, named "I.ST.RICE", according to the regional law on rural tourism (Regione Marche 2002) that differs from the National rules while considers both Agritourism Farms and Country Houses within the same law framework.

Yet, the official data-base is not annually up-to-date and the phenomenon could be underestimated or misestimated at all. Furthermore, many of farms registered in the official White Page of phone directory are not inventoried the Istrice's data-base. The contrary occurrence is detectable too.

For this, the statistical data used in this paper are a cross result from the both sources by considering the actual existence of an economic enterprise.

Then, in order to achieve our goal we inventoried the main features of use of web tools by Agritourism Farms and Country Houses located in Marche region method applied follows the steps:

(i) inventory of total number of the agritourism farms located in Marche region using the official online Italian White-Pages (<http://www.paginebianche.it/index.html>) and the Istrice regional data-base (<http://istriceturismo.marche.it/>);

(ii) use of search engines to inventory if the above selected farms did activate web-sites, e-mail address, blog sites and social network site (SNSs) by means of:

- Google (<http://www.google.it>);
- Bing (<http://www.bing.com>);
- Ask (<http://www.ask.com>);

(iii) set out of a data base on WSs use and features:

- date of registration;
- used languages (I - Italian, EN - English, D - German, O - Others).

The above described method ensure to set out a more up-to-date data base in comparison to official data, issued by Italian public Statistical Bureau, by regional and provincial offices or by organizations and tourism or farming syndications. This, especially for the aim of the present paper that is to investigate the use of some new communication techniques and the Internet.

The registration on the White Pages is an indicator of the factual existence of the firm; furthermore it is a sound indicator of the willingness of each agritourism farm to be found and located by customers. For this purpose, official data do not ensure enough information.

The practice of agritourism itself is an indication of the innovation ability of agricultural entrepreneurs, and the registration of WSs and SNSs is an indicator of the adoption of modern communication techs by farmers.

RESULTS

The results of the inventory are shown in the following tables and graphs and commented.

Tab. 1. Marche region 2009. Total Nr. of Agritourism Farms (AF) and Country Houses (CH), AF and CH with Web Site (WS), with E-mail (E-m), with Corporate Blog, with Facebook account, with Youtube and Flickr; per Province. Source, Istrice (Marche Region), White Pages online, Web engines.

Province	AF+CH	with WS	with E-m	Blog	FB	YT	FL
Ancona	181	130	133	0	6	0	0
Ascoli Piceno	150	97	100	4	4	0	0
Fermo	120	89	93	1	2	0	0
Macerata	252	157	165	3	7	0	0
Pesaro Urbino	329	214	221	1	8	1	1
Marche region	1032	687	712	9	27	1	1

Tab. 2. Marche region 1998-2009. Nr. of WS registrations per year and per Province by Agritourism Farms (AF) and Country Houses (CH). Source, Istrice (Marche Region), White Pages online, Web engines.

Province	Year of WS Registration											
	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ancona	2	2	4	6	7	14	19	25	16	19	11	1
Ascoli Piceno	0	2	3	4	4	11	8	18	14	19	5	5
Fermo	0	0	4	5	5	7	10	4	22	13	9	4
Macerata	2	0	5	10	8	6	15	23	28	32	16	7
Pesaro Urbino	0	1	8	18	20	23	28	20	40	29	17	4
Marche region	4	5	24	43	44	61	80	90	120	112	58	21

Source, Istrice (Marche Region), White Pages online, Web engines.

The main part of AFs and CHs are located in the Pesaro-Urbino province, followed by Macerata, Ancona, Ascoli Piceno e Fermo.

Near the half of total AF+CHs number did registered a firm Web Site. Greater is the number of firms which have an e-mail address. But very few are those with Blog or a Facebook account.

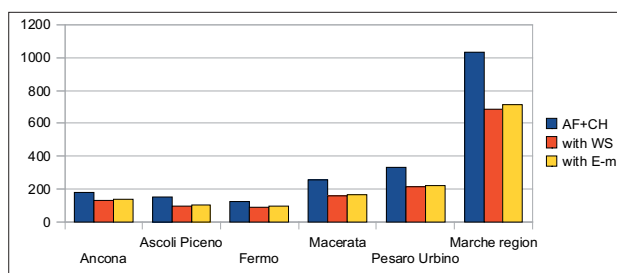
The first language used in the WSs is Italian, but near the ¾ use English, 1/3 German and near 1/3 Other languages, first of all French.

The rural tourism in a relatively young sector in Italy and the Marche Region Administration demonstrated some delay in implementing the national law (1985) and supporting the farmers' initiative.

Yet, in recent years, the local entrepreneurship caught the new businesses and the related opportunities. In this sense, it is notable the total number of new registrations per year during the 1998-2009 period, during which the year 2006 shows the higher rate of growth.

The following graphs expose the data at regional and provincial level.

Graph 1. Marche region, 2009. Total Nr of Agritourism Farms (AF) and Country Houses (CH) and AF-CHs with Web Site and E-mail.

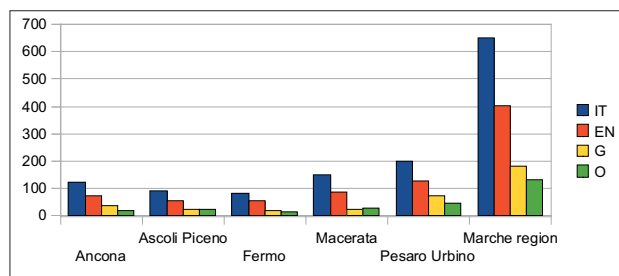


Tab 3. Marche region, 1998-2009. Index Nr (Y 2000 = 100) of WS Registrations per year and per Province. During the first three years of the considered period, the rate of growth of the number of WSs registrations has strongly increased due to the novelty of the phenomenon. If considering the annual Index Number of WS registrations (Tab. 3), both at regional and province level, it is possible to see that the couple of years, 2005-2006, is crucial.

Before and after this the IN is lower, yet the total number is increasing long the entire decade. Seemingly the actual number of AFs with a WS is reaching the total potential willingness of the entrepreneurs.

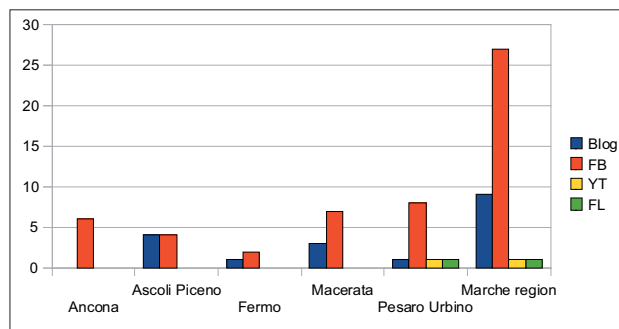
Province	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ancona	100	150	175	350	475	625	400	475	275	25
Ascoli Piceno	100	133	133	367	267	600	467	633	167	167
Fermo	100	125	125	175	250	100	550	325	225	100
Macerata	100	200	160	120	300	460	560	640	320	140
Pesaro Urbino	100	225	250	288	350	250	500	363	213	50
Marche region	100	179	183	254	333	375	500	467	242	88

Graph 2. Marche region, 2009. Languages used in AF-CH Web Sites.



About languages used in the WSs, besides Italian, with any evidence the foreign preferred language is English, followed by German, as expected. The French is losing its appeal among tourism suppliers.

Graph 3. Marche region, 2009. Nr of Blog, FB account, Youtube and Flick used by AG+CHs.



As the general purpose of the paper is to investigate on the actual and potential use of modern web-tools for marketing, it must be pointed out that 67% of existing and operating AFs registered a Web Site, but very few entrepreneurs are using a blog. In the region 27 agritourism farms manage a Facebook account,

corresponding to the 3% of total AFs and to the 4% of AFs with WS. The use of an e-mail address is very large, greater than the use of a WS. Only a singular case corresponds to the use of Youtube and Flickr in the province of Pesaro Urbino.

These findings are the indicator of a general willingness to “modern” innovation induced by the Internet, but also of a general delay in catching the “very modern” capabilities by the rural society.

DISCUSSION

The research has at least three limitations. First, the absolute lack of previous similar research, not in the general field of SNSs, but with specific respect to the use of the Internet in rural areas in Italy and specially with respect to rural tourism.

Second, the specific official survey on agriculture and rural society are not always reliable as alternative sources often differ in data collecting method and for the unclear distinction between “rural tourism” and “agritourism” due to legal constraints.

Third, the analysis do not consider the economic behavior of non “rural” entrepreneurs located in rural areas but focuses only on Agriturismo Farms and Country Houses.

Notwithstanding, the research validates the hypothesis that local farmers are willing to manage the Internet to improve their businesses, although they do not yet use all the related web-tool and only few entrepreneurs implement blog and SNSs in their relationship marketing program.

The hypothesis that the Internet is capable to unfold the rural tourism (AFs and CHs) possibilities to perform a modern pattern of relationship is validated only by the large diffusion of firm WSs.

But, if only very few and scattered entrepreneurs have registered a FB account or manage relations with their network of actual and potential clients by the Internet it is very clear that the relationship marketing in rural tourism of the Marche region still prefers traditional forms of communication.

It to be investigated if the high entrepreneurship of the Marchigian people, historically proved, will be applied also to rural tourism and to a more modern type of marketing.

A further a deeper study is the necessary and will be carried out a case study on the few farms located in the Marche region which usually use a blog and a SNS as a relationship marketing tool.

CONCLUSIONS

Websites, blogs and SNSs are the most important tools implemented by “active” web users who are willing to build their own “social network”. For an entrepreneur it is a positive marketing tool in the perspective of the building of a relation network.

A tourist destination is to be considered a network of actors, businesses, social aims, economic goals, environmental and cultural assets. In rural areas the agritourism business is spreading out rapidly in few recent years also in the Marche region, for year in big delay in comparison to other italian regions, such as Trentino, Bozen province, Tuscany.

Thus, the rural tourism is an innovative activity for the farm management and furthermore for the local social network of rural areas.

The SNSs are to be considered as the *virtual* extension of the *real* social network (Gilbert 2008) as:

1. the dimension of the network is not locally constrained when using the ICT (Di Bernardo Pilotti 2000);
2. the modern marketing thought, besides quality and brand policies, focus on market relationships to increase the level of customer’s loyalty and thus revenues and profits.

The field research confirms that most part of rural tourism firms presently is willing to catch the opportunity of modernity. But such a “*Modernity 2.0*” is yet far from an actual practice in managing business, and especially in rural area and in agritourism farms.

The Marche region pertains to the *Third Italy* and its economy is based on industrial districts and the diffusion of SMEs. The entrepreneurship is a typical figure of the society and largely diffused in several productive sectors and industrial modernizations are frequently detected at present and in the past. The point is if the rural society is willing to promote its modernity. Many farms are seemingly using some of modern tools in a “non active” manner that refers to an “adaptive behavior” instead of a more aggressive “proactive behavior”. The rural tourism in Marche region demonstrates great developing potentialities but still faces difficulties due to digital divide and lack of a common strategy. In particular local SMEs acting in the rural tourism sector are clearly underusing the Internet and in this particular field the “proactive behavior” is not yet diffused among local entrepreneurs. The current evolution of marketing tends to relationship marketing in private firms, organizations as well as in rural communities. The real acting of SME in the web seems to be non active and in danger to lose the main opportunities coming from huge enlargement and deepening of markets. The probably best practice to be adopted in the future is the building of durable relations with customers in order to achieve their retention and satisfaction by improving SNSs use in conjunction with others Web2.0 tools.

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Tourism Supply

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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE - Vol.1

EOS - EUROPA OPEN SOURCE

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with special thanks to:

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Abstract

Is a project with a dynamic vision of relation, with the aim to contribute in the modern process of transforming information (as unilateral process) into communication (as participative system).

The whole project is organised on three items:

The first one is the setting up of an Euro-Mediterranean Open Sphere, which aim is to improve dialogue among citizens, searching for common roots.

This open sphere is conceived as a free foundation (The Meditheatre Free Foundation), which is a virtual place, according to the internet technologies, and also a real site (in Naxos, Italy). Both the virtual and the real expression have their center in the system of books which are the nuclear core of the Euro-Mediterranean identity.

The Foundation owes a collection of the Holy Writings of Hebraism, Christianity and Islamic roots, of course in their proper language (Hebrew, Greek, Latin, Arab) with translation in the main European languages.

Close to these texts, the Foundation owes a rich collection of commentaries, philosophical texts, apocryphal version, a whole complex of books which are able to configure it as Mediterranean Biblioteque.

The Foundation has correspondence in England – the Isis-Hathor Independent Research Center – and is working to improve its connections through and with European and Mediterranean countries. Also this article is an instrument to improve correspondence and partnership.

The second step is to define EOS as system of integrated dialogue for setting up an interpretation of open source as philosophic matter and aesthetic idea which follows the mind (and behaviour) changes caused by the opening of the communication system and their impact on single people and their organisational forms. This is an important key, because it is the system which may allow to the Foundation to interpret the sign of time and exercise with effectiveness its theoretical role, which is about the increasing meaning of a new awareness in the values of reciprocal knowledge as instrument for democracy and freedom, both in the individual and in the collective dimension.

Third segment is the practical application, creating conditions for sharing, contaminating, with intensity in communication and feedback, qualifying the relational dimension as system of common values to inquire, in an archetypal way which interpret tourist as an actor on stage, and the stage is the world of mythology: where the instrument to inquire is ethnodramatic.

The objective can be perfectly manifested as connective experience, which is the creation of happenings able to create integrated relations in tourism where the relation is the link – as disposability to work together, to share, to travel, to know – between people who share the research on common roots in Mediterranean and European culture.

This implies the subject of experiential tourism, of heritage interpretation, of citizenship, and will happen in an ethic system, because the aim of the Foundation.

The output of this experimentation is conceived as the record of the experience, which is in itself a form of expressive art and a way to demonstrate the effectiveness of the approach, its reliability and attitude in sharing and transfer as adaptive model.

Aim of the Foundation his to contribute to diffusion and expansion of this connective approach, improving people's mobility through Europe and Mediterranean, looking at the desire to travel in the deep meaning of to have experience, to explore and make comparison, with chance to get hospitality, chance to travel not as a tourist but as someone who is doing a real initiatic experience, knowing the world through the nature of his (her) own desires of knowledge, sharing with people linked by a relational network founded upon these European and Mediterranean common roots.

Key words: open source, theatre anthropology, experiential tourism, archetypes, free foundation, connectivism.

INTRODUCTION: OUR VISION OF IRT

Aim of the Europa Open Source project and The Meditheatre Free Foundation is to affirm the connective approach as instrument for a new idea of social intelligence, in its relation to social mobility and sharing culture, improving individual awareness and collective freedom and democracy.

Working on the official definition of IRT given by the theoretical leaders in this field, EOS project and *The Meditheatre Free Foundation* makes its own declination of the system as follows (italic words are the specific of this contribute and the way we interpret the concept of IRT):

- Tourism: exploitation of the quality of inter-personal human relationships, in order to overcome the dichotomy between traditional tourism „supply and demand“, through local „supply“ based on genuine local resources, *with special reference to experiential travels as way in researching for common values through the ethnodramatics tools, to transform the experience in something really living;*
- Relational: focusing of development policy on local subjects, considered in their entirety as a) and irreplaceable patrimony, in the shape of the local community, exploiting social relations and developing genuine resources, *making them really living by the work on archetypical forms in ethnodramatics, through the performance of ritual drama in the full atmosphere of a special landscape and taste which are part of the experience* and b) a gift to be shared and a resource to be exploited, with a resolute, continual exchange in order to integrate culture and economy, whilst giving priority to human relations, *beyond the linguistic barriers and making this work object of studies in anthropology and sociology;*
- Integrated: experimental approach balanced between government action and activation of procedures of horizontal and vertical governability (governance), in a framework of trans-activity, with approaches ranging from the multi-disciplinary-multi-cultural to the trans-disciplinary/trans-cultural *implementing partnership and demonstrating, spreading and sharing the pattern through documents audio/video, essays, conferences.*

ETHNODRAMATICS AS TOURISTIC TOOL

Etnographies, literature, ritual and theatrical tradition are the basis for conceiving trans-cultural communicative synthesis through experience. These are organised in the form of an aesthetic idea which interprets theatre as the instrument to make possible to the traveller not just to be a spectator of something, but to be himself (herself) the protagonist of something which happened long time ago and still happen today. This eternity is the living form of Myths, and theatre into the ethnodramatic approach is the form to share the experience.

Today people are more and more interested in get personal (active) experience instead to be the (passive) spectator of something we can tell him but which remains defintely extraneous, outside, strange alien, foreign, unrelated to them. The success of popular forms of contemporary mass-culture, like the reality shows are demonstration of this matter as a social need.

The difference between the standard format of the reality shows and the conception of the ethnodramatic way to theatre is given by the instrument and the theoretical approach: while the reality is just about to observe what happens among people in a chosen situation, ethnodrama carries on the aesthetic conception of the Orphic poetry and transports individual anthropology in the timeless dimension of mythology and collective unconscious.

PROBLEM PRESENTATION

Of course, we are enthusiastically ingenuous, but we are not so naive to think our approach could be easy or of immediate understanding. Distance from traditional tourism, difficulties to accept innovative ideas, difficulties in setting up an efficient network are all real problems. Notwithstanding, these are not our enemies, but just dimensions to adjust until the project will be working.

It's to say that the Europa Open Source project is an evolution of an idea already presented through EURO CULT 21 (a cultural network of the European Commission) and to the EUROPE DIRECT Annual General Meeting (a communication network of the EU Comm), as a selected paper to be discussed during the conference's works.

These opportunities were an additional chance to verify the effectiveness of the project, the possibility to adjust the approach with a closer glance to general expectations, and to improve the communicativeness of its presentation.

Also the balancement between the virtual (internet) and the real (the building in Naxos) dimension of the project is a main theme in order to the awareness of difficulties.

About this, we can say that we are working gradually, with a presence in the internet system of *The Meditheatre Free Foundation* (the home of the EOS project) which is connected to the practicability of the "little in, little out" approach of the contemporary e-business.¹

CONTEXT AND KIND OF BUSINESS

About the Foundation, we can say that the patrimonial instrument is already disposable, because The Meditheatre Free Foundation owes the books which are the concrete goods and also the symbolic object which edifies the system, being able to describe the tension towards the research for common roots and new research in a shared Euro-Mediterranean identity.

A different and more complex consideration has to be done for the concrete building where the Foundation has its allocation. The first reason is related to the situation of the building, which is placed in Naxos, Sicily, Italy, in a very special position: 20 meters from the sea, in a magnificent landscape just under Taormina (just 5 minutes far by car). The name Naxos of this little seafarer village is the heritage of the ancient Greek foundation of the town, and of course of its intercultural roots. Mythology affirms this is the beach where Dionysos found Ariadne abandoned by Theseo after the fight against the Minotaur. In a more modern time, this beach is the place where Caravaggio waited for the ship while escaping after being fled from Malta.

The seashore is made of lovely little pebbly beach and the context is adapted to an international situation. The originality of this approach allows to The Meditheatre Free Foundation and to its EOS project to be an innovation subject inside the context, and a promoter animator and organiser of international meetings related to this ethnodramatic approach.

¹ See the Josh Quittner's article appeared in *TIME* 9 April 2009: "Let's call these start-ups LILOs, for "a little in, a lot out." These are Web-based businesses that cost almost nothing to get off the ground yet can turn into great moneymakers (if you work hard and are patient, but we'll get to that part of the story). (...) The term "ramen profitable" was coined by Paul Graham, a Silicon Valley start-up investor, essayist and muse to LLO entrepreneurs. It means that your start-up is self-sustaining and can eke out enough profit to keep you alive on instant noodles while your business gains traction."

Concretely, the location is still in a setting up phase, considering also that the need to renovate (the building is an ancient stone-house of the end of XIX century, very suitable for the aims of the project).

Nevertheless, the needs to renovate is not a real problem, first of all because The Meditheatre Free Foundation (and its EOS project) doesn't depend on this concrete building, and also because it's possible to look to this renovation need like to a further opportunity to set up another part of the business.

The first reason is related to the possibility to conceive the foundation as a fully international system, with other seats like the one of our partner in England and in Nederland (see references at the end of this essay) and with seed bed everywhere in European and Mediterranean countries, in a progressive system of increasing relations, which are part of the general objective of the EOS project.

The second reason is about the effectiveness of the possibility to find resources to improve the mother seat of the Foundation, which will be more efficient while the work will be still running by the setting up of an international contexts, implemented by specific partnership agreement, using instruments like the EEIG² or similar tools.

WORKING ON ARCHETYPES

Working on deep cultural common roots is working on the magnetic forces whose equilibrium is social life, progress, emancipation (and whose disturbance is barbarism, confusion and disorder). As the structural anthropology affirms,³ a myth is a living structure, something which owes an unitarian form, notwithstanding resulting from its different expressions. And each time someone works it on (reflecting, acting, be involved in some ritual drama like in the ethnodramatics system), the myth is always able to reveal something new, something living.

In the language of the Jung's psychoanalysis, archetypes are not but the contents of the collective unconscious,⁴ and this collective unconscious can be described as the astral light, the source of memory where is deposited the ancestral experience with the echo of prehistoric world-events to which each century adds an infinitesimally small amount of variation and differentiation, creating a wonderful and astonishing repertory of timeless world-images, which are always waiting for someone who is able to recognize it and reflecting it in his individual experience.

When the experience is shared, here you have the better explanation of the way ethnodramatics works.

THE DAWN OF SOCIAL INTELLIGENCE AND INTERNATIONAL PERSONALITY

In our contemporary times, a new awareness is affirming its reason. The idea of social intelligence starts from the fact neuroscience has discovered that our brain's very design makes it sociable, with the inexorably need of an intimate brain-to-brain linkup with other persons.

This neural bridge lets us impact the brain—and so the body—of everyone we interact with, just as they do us.

Of course, the most potent exchanges occur with those people with whom we spend the greatest amount of time day in and day out, year after year—particularly those we care about the most.

But in some ways the cultural links are even more stronger than the familiar ones, when these connections becomes related to common values and interests. When this kind of link is working, something happens,

² *European Economic Interest Grouping (EEIG), is a type of legal entity created on 1985-07-25 under European Community (EC) Council Regulation 2137/85. It is designed to make it easier for companies in different countries to do business together, or to form consortia to take part in EU programmes.*

Its activities must be ancillary to those of its members, and, as with a partnership, any profit or loss it makes is attributed to its members.

³ *Claude Levi Strauss, Structural Anthropology, XI.*

⁴ *Carl Gustav Jung, Gli Archetipi dell'Inconscio Collettivo, Boringhieri, Torino 1977, pag16.*

and we could describe the process in a way similar to what happens inside the brain when two neurons, finding a link (the synapsis), are both enlightened.

The way to produce a link is different according to the distance among people. Of course, familiar links are primary and simplest in their nature. School and working environment are usual. Cultural circles, academy, sport clubs, music halls and similar are still in the traditional path.

The real innovative way where links are producing today is the social structure of the internet, which is the tools system which makes possible an international personality to an increasing number of people.

The only requirement for this new system is just to speak a bit of foreign language, and even without a perfect knowledge people are allowed to get their international personality.

While you owe an international personality, it's time to live it. And to live it is to have experience of this.

At a first level, could be interesting find the way to share some contents and way to think through the social networks you may use surfing the net.

Since this point, it begins to start a second phase, which is focused on the need to have an effective experience of this "international personality" to test its effectiveness, to see really how it is real.

This is the level where EOS manifests itself in the light of the Greek meaning of this word, which is "dawn".

The dawn of this international personality, which is born into an open source level, needs to find its structure. EOS is the door to enter in a world of common values, with possibility to express this "international personality" into some travels which will lead the protagonists into an experience whose nature is the work on archetypes of the collective unconscious.

In this way, people who will try the experience will be able to test their "IP" in a protect context, and with the company of people who are searching for – if not the same thing – something very close, creating a sharing of expectation and feelings which are the contents of the production of the new social intelligence.

THE CONNECTIVE SYNAPSI'S SYSTEM AND THE SOCIAL MEANING OF PSYCHODRAMA

Describing the building process of social intelligence is something very close to what happens inside the brain when two neurons find a link which causes their magnetic touch (the synapsis) and they appear both enlightened.

The social system is not limited just to two neurons, but seems to be very close to the way the whole brain works, with its complex relation among all the neurons, with the generation of sophisticated and composed thought.

To generate an effective link between international personalities may have different meaning.

It's possible to work on a simple way, on the superficial skin of contemporary tendencies (as the television biz works). This is a field where we are not competitors. The EOS project cannot work against giants of communication. The way we could be able to work is about a new kind of awareness, which is related to a minorance (but an increasing minorance) of people who are searching for themselves, inquiring their inner roots and, while doing this introspective work, finds other people and an organization which is able to lead this path of experiential sharing contents, and transforming the virtual share of feelings and taste in a real travel and a full experience in a place.

Doing so, The Meditheatre Free Foundation will be the everywhere focus of this modern tendency trend movement, and we can describe the enlightening process of the several event we will realize together through European and Mediterranean countries (of course the process has no frontiers), as if we were enlightening the social brain of the world.

THEORETICAL AND METHODOLOGICAL

As affirmed by the "Online conference on connectivism",⁵ the principles of a connective and sharing knowledge are:

- the respect of diversity of opinion in learning and knowledge;
- culture as a process of connecting specialized and special nodes or information sources;
- connections as seeds to be nurtured and maintained to facilitate continual relation;
- to be connectors means to be opened to not only human appliances, and always to be curious to know more;
- connectivism is aimed at looking for connections between fields, ideas and concepts that are not always already connected and immediately connectable.

Applying these principles, we can give some useful simplified and synthetic definition, settling some simple equation like:

common European values in culture = sharing cultural heritage;

connective instruments = internet based technologies;

effective experience = integrated relational tourism, organic farming, ethnodramatics;

social intelligence = connective experience.

While given this theoretical context, the connective conception requires to recognize the effectiveness of the links: so, nevertheless aware of the complex nature of the universe, the connective approach doesn't give up the idea of the clear understanding of the connective address of the communication. Looking for the causes a communication goes from A to B, so it is possible a better understanding and awareness of the common and shared values between individuals, and also among people, seeing the polar star of common roots in European and Mediterranean cultures.

EOS uses the open source approach in a meaning which is not just about technical implications, but in a more comprehensive extension, which is also aesthetical, artistic and philosophical.

The meaning of this approach is clear when it produces an effective link between two ideas: the first is about how to communicate common European values in culture, the second is about how to transform this kind of communication in something which is effective experience. The link between these two is the connective instrument as medium of social intelligence.

ANTHROPOLOGICAL AND SOCIOLOGICAL PERSPECTIVES

In the perspective of a structural anthropology, social relationships are based on exchange. The way to improve solidarity, is reciprocity and related systems of exchange. In the famous Levi-Strauss formula, the three fundamental properties of the human mind are that: a) people follow rules; b) reciprocity is the simplest way to create social relationships; c) a gift binds both giver and recipient in a continuing social relationship.

If structures are universal, nevertheless contents are always culturally specific, therefore exchange is the universal basis of kinship systems.

In the past, the social structures depend on the type of marriage rules that are applied. In modern society, the focus has been on vertical social relations, based on money and on power.

Therefore, just a few privileged élite may pretend to owe an international personality. At the end of XIX century and still in the XX he Grand Tour was the model of the European high-education system.

Now, the internet revolution and the globalization settled a new and more democratic system, which potentially allow to everybody to have such a similar experience.

⁵ Online conference on connectivism, Manitoba University, 2-9 February 2007. (http://www.umanitoba.ca/learning_technologies/connectivism/)

CHOICE OF THE APPROACH AND EUROPEAN ADDED VALUE

The EOS project's approach (and the one of The Meditheatre Free Foundation) have the conditions to qualified itself both theoretical and practical.

It's theoretical because the concepts who govern the project are taken by the human science tradition (anthropology and sociology, even without forget the political value in forming a critical level and a system towards education from freedom, as Mr. Huxley should have recommended revisiting his Brave New World), corrected by the economic application to the e-business.

The European added value come from several lines. Among these, it's simple to recognize that Europe – even before to consider its institutional level – is a wonderful idea which is completely fulfilled by its literature and art, with ramarkable items and topics where it is very simple to recognize the archtypes of this collective unconscious which is the real object of our work (and we believe the real pulsion to travel).

Concretely, the European framework is also a warranty about standard quality, methodology and procedures, and by this way it's possible find way to extend and share these tools with Mediterranean users and partners.

The personal experience in this field of the Author and the others responsables of The Meditheatre Free Foundation is also a dynamic source about the know how and the way to manage a project like that.

EXPECTED RESULTS

The meaning of the EOS project – and of The Meditheatre Free Foundation – is related in the idea to give an original contribute to the current process which is trasforming the meaning of the word "culture" giving it a more social and democratic meaning. Definitely we believe that the way internet technology is forming "international personalities" is a force which needs for the opportunity to travel in a more structured way, giving the asset of meaningful experience to the journey, in the framework of a sharing work leaded by a simple organization.

Concretely, the results we expect are related to the increasing level of our relations, the consolidation of our former international partnership, the creation of special events related to the project, the renovation of our building in Naxos as Sicilian center of this movement, the creation of other focus movement in the whole Europe and Mediterranean area.

About the events, we are imagining these as the pulsion forces who give motivation to people in search of their "international personality" to express this attitude in a structured work on shared common roots, the archetypal shadows of the collective unconscious. The way we are setting up these meeting travels imply of course the use of ethnodramatics instruments (which may be also the object of anthropological and sociological studies), giving values of course to natural landscape, cuisine and local tradition, to give a full dimension to the stay in presence experience.

SPECIAL EVENTS, AESTHETIC AND STYLE, DIFFUSION AND SPREAD

As discussed in the paragraph about problems, of course seems to be possible to consider the EOS proposals as strange fruits for tourism. But this could be also a good reason to consider the originality of this project. Of course, there is a point of utopian research inside the project, a new popular movement, a new wave of hippies trip.

The similarity in style may be notice, but the difference is about the expectative to stay in a more higher level of counsciousness than people was during the seventies of past century.

Using the language of the beat generation, the theme could be something like "how to join samadhi without need for drugs" or "a mirror towards the higher self".

These happenings, modelled through popular culture and taking lessons given by the experience leaded by well known expression like The Living Theatre or The ISTA – International School of Theatre Anthropology, will be something to record as special event.

Film and music will be therefore strange fruits and fatal flowers of this experience (being both system to improve earnings and tools to give diffusion and spread to the meaning of the work, recluting other partners and users).

Films and music, which is possible producing and share through internet based technologies for spread proposal – and with more sophisticated technics for artistic aims – are the key to improve partnership among schools, universities, cultural associations and other special partners interested in sharing this way to inquire the world travelling and making knowledge something more real.

CONCLUSIONS

The dynamic vision of relation as the main point in tourism is the topic of the EOS project.

The way EOS and The Meditheatre Free Foundation interpret the nature of this relation is definitely modern, first of all because it is impossible to imagine a system like that without the internet technologies.

The modernity of the conception is related also to the beat culture and philosophy, which are today the very shared cultural system. Beatles, Rolling Stones, Pink Floyd, rock music and pop are the vehicle of thinkers and writers like Jack Kerouac, Aldous Huxley, Aleister Crowley, Arieih Kaplan, René Guenon, Gershom Scholem, Khalil Gibran and more and more (see bibliography).

The fact that internet technologies allow to an increasing number of common people to owe an international personality is the starting point of the project.

This starting point can be considered as the raw core of something which is the real meaning of the project inside EOS.

Working on famous phrases of the beatnik culture like "There is no law beyond do what thou wilt" could be an important reflection on modern times, and the archetypical work with ethnodramatic tools could be the key to understand that what thou really want is not what you think to want.

As Victor Turner wrote, "Ethnodramatics is emerging when knowledge is being increased about other cultures, other world views, other lifestyles: when Westerner, endeavoring to trap non-Western philosophies, dramatics, and poetics in the corrals of their own cognitive constructions, finds that they have caught sublime monsters, Eastern dragons who are lords of fructile chaos, whose wisdom makes our cognitive look somehow shrunken, shabby, and inadequate to our new apprehension of the human condition."

To do what you want is not a simple thing, if you are sincerely working on yourself, if you really are searching inside yourself.

Fighting with the false ego and integrated the higher will, the real, deep will, is far to be a simple thing.

Discover what you really want is the conclusion of a good work on archetypes, on this mirror of our inner unconscious, the best way to interpret a travel.

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THE RELATIONAL ENVIRONMENTS OF RELATIONAL TOURISM

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Abstract

The starting point of this paper is the hypothesis that the territory can be considered as a relational medium in itself, i.e. as a means of communication of the relationships among the different parts of oneself and among people, as well as between human beings and their environment. In particular, territories can be regarded as that specific kind of relational media potentially able to actively involve the individuals in the creation and transformation of the medium itself. The way the human beings - similarly to all other living species - interact with their environment can be assimilated to an image-building activity, meant not in the narrow sense of brand or corporate image-building, but much more generally as an activity of organizing all perceived differences in a coherent framework, that we can call "image" *à la* Lynch or "map" *à la* Bateson. Codifying and organizing the differences perceived in the processes of interaction with the environment in an "image" can be thus considered the ordinary method used by all living species to provide adaptive responses to their environments. In other words the behaviour of all living beings - human being included - can be considered first of all dependent on the «images» built by themselves (largely in an unintentional manner), as posited by Bateson for the general environmental processes, by Lynch for cities and territories and by von Hayeck and Boulding for the socio-economic processes. But an image seen as a complex of different perceived elements organized in a framework can in turn be assimilated to a constantly evolving and regenerating hypermedia, i.e. to an on-line complex of various file (audio, video, graphics, text) either interconnected or inter-connectible one to the other. The WWW - particularly the social Web - can be thus viewed as the most suitable environment where fostering an image-building activity of relational territories, included the territories of tourism. On the other hand is more and more widely recommended and diffused the use of the so called Web 2.0 for tourism marketing. This fact can be viewed as an interesting innovation but does not guarantee in itself any more relational (and sustainable) interaction between tourism and territories. Nevertheless it undoubtedly represents an opportunity to pair commercial and relational issues, or better to go towards a form of genuine economy of relationships. But it is necessary to this end to insert the activity of relational image-building - in my view largely coincident with a planning activity - in the core of the marketing activities developed in the WWW regarding the tourism promotion. On the basis of this conceptual premises the paper draws a balance of ten years research work about spatial planning intended as medium, and of the cyberspace intended as the most suitable environment for such kind of planning, aimed to outline a new research program intended to transfer the achieved results to the field of territorial marketing of relational tourism, in order to foreshadow the virtual relational environments the most suitable to "imagine" the territories of relational tourism.

Key words: relational communication, image, Web 2.0, territorial marketing

TERRITORIES AND PLANNING AS MEDIA

Ten years ago¹ I first published the thesis maintained in my doctoral dissertation², that both physical space and spatial planning can be assimilated to "media" or "technologies" in the McLuhan (1964) sense of terms. In other words they can be seen as means of communication of both the relationships among the different parts of oneself and among people, as well as of the relationships between Man and his environment³.

I therefore argued that relational⁴ qualities of "physical space medium" cannot be independent from relational qualities of "planning medium" itself. And that rather than trying to predetermine a future space-time, it would be better if planning consisted of an intermediate space-time between past and future space-times, where all the parts interacting in a planning process are implicated.

I also maintained that the most suitable environment where to develop such an implicating dynamics is the WWW, thanks to its intrinsically relational features.

I was and am convinced that the true problem is that an activity aimed at foreshadowing a relational medium, just as physical space, has to be intrinsically relational as well. It is then not a question of adjusting the traditional planning contents to the Web page medium, rather of transforming the function of planning from a means of informational (not relational) transmission of pre-set decisions into a means of connections among the multiplicity of individuals and groups spread out in the physical space, as well as in the cyberspace.

I therefore proposed a Web site concept ("Foro Romano Virtuale") intended as a networking interaction environment (I defined it this way just right ten years ago) where whoever was allowed to express extremely easily his own planning choices with reference to any territorial scope and extension. Moreover anyone could add information, suggestions, objections, preferences and new planning expressions to the site, even without originally being direct proponents of interventions.

The above Web site concept was developed in a Web site prototype⁵. Practically the prototype was composed by four activity areas: *Proposte* (Proposals), *Links*, *Contatti* (Contacts), and *Tools*, as well as a *Home Page*. The two main areas were "*Proposte*" (proposals) and "*Contatti*" (contacts). This latter was devoted to complementary functions in respect of the first one. While "*Proposte*" was devoted to allow the generation and the debate long-term about planning proposals among all the participants in the interaction - necessary for the ideation and the sharing of the proposals and for the progressive construction of a community of interested people - "*Contatti*" was devoted to rely more restricted groups, particularly interested to discuss short-term (or in real time) about some specific proposal, in order to achieve them.

The prototype so fulfilled a kind of fractal structure of virtual space, in which every discussion about physical space was conceived and carried out in a relational context. By contrast to any traditional plan (and any text), first designed (and «written») and then interpreted (and «read»), that correspond perfectly to a planning strategy first «thought» and then «communicated» or in other words, to an intrinsically non-relational medium.

1 De Bonis L., *Planning as Medium vs. Planning as Means*, Proceedings of CUPUM'99, 6th International Conference on Computers in Urban Planning and Urban Management, Venezia, 1999. De Bonis L., *Planning as Medium vs. Planning as Means*, Proceedings of CUPUM'99, 6th International Conference on Computers in Urban Planning and Urban Management, Venezia, 1999.

2 De Bonis L., *Città e comunicazione. Dalla pianificazione "ordinativa" alla pianificazione "implicante"*, DAU, Università di Roma "La Sapienza", 1998.

3 See also De Bonis L., *Communication Technologies and Planning "Technologies"*, Plurimondi n. 6, Dedalo, Bari, 2001.

4 According to the informational paradigm, communication is a process of transmission of information to a recipient by a sender, aimed at demonstrating an established truth and intended to have persuasive effects. Whereas according to the relation paradigm, communication coincides with the establishing of a bond between animate and inanimate objects, that implicates the allusions, cross-references and ambiguity of a real conversation, where the meaning is not generated by the linguistic utterances of the sender, but by the interaction between sender and recipient (Fatelli, 1994).

5 De Bonis L., De Montis A., Serra M.A., *Cyberplans: Virtual Environments of Physical Environments*, Proceedings of the 7th International Conference on Computers in Urban Planning and Urban Management, Honolulu, 2001, in part. par. 5.1. See also De Bonis L., 2001, cit.

FROM IMAGES TO “PLAN-IMAGES”

The working Web site (“Environ-mental”) partially implementing the above illustrated concept and prototype⁶ was focused on the comparable concepts of “image” in Lynch (1960) and “map” in Bateson (1979).

The analogy drawn up by Lynch between the “image” of an urban environment and a “mentality”, i.e. “an organizational fabric of facts and possibilities” seems to be quite close to Bateson’s idea of the “mind” as a “pattern which connects”⁷.

However, since Bateson considers the mind, or better, the mental process, as virtually coincident with the complex of “environmental” processes referable to the world of living beings, we should consider the possibility of extending Lynch’s concept of “mental” and “environmental” image to the whole ecological process, beyond the limited sphere of the “urban” environment.

In order to do this we have to refer to other parts of Lynch’s work, where he describes the environmental processes in terms of a “constant change”, during which “evolving organisms interact with their changing environment, creating lasting communities” (Lynch and Hack 1984).

Lynch argues that starting from the specific dimension, limited in time and space, that we may call a “site”, human behaviors and activities interact, as do those of any other living species, with the habitat and the other biotic communities, giving rise to “behavior” patterns that are subsets of larger ecological systems (Lynch & Hack 1984).

According to Bateson, interaction in biological processes is triggered by difference. In other words, the processes are based on the news – i.e. on the perceiving/encoding – of differences, which triggers dynamics of evolutionary change (Bateson 1979). In this sense biological processes are “mental” or, in other words, they are leaded by some ability “to know” (perceive/encode) their environment by some organism.

Lynch’s processes of ecological interaction and those of behavioral interaction are thus both “mental” processes in Bateson’s sense. To rephrase it, they may be considered as sub-processes of a unique *environmental*⁸ process.

So we might put forward the hypothesis – as I have already done elsewhere⁹ – that the images of the urban environment studied by Lynch (1960) constitute a particular example of the mapping (or imagining) ability of all living species, in the Bateson’s sense of capacity to build relational structures between perceived differences, i.e. in the sense of organizing the differences in a coherent framework.

Moreover I believed (and believe) that the re-formulation and extension to the entire environmental process of the concept of environ-mental image or map can be addressed satisfactorily through recourse to Web technology.

In fact we can easily recognize that an image seen as a complex of different elements organized in a “map” could coincide with a complex of various files (audio, video, graphics, text) either interconnected or inter-connectible one to the other.

In other words we can assimilate the image to a dynamic framework of connections among information of various types, i.e. to an on line hypermedia.

“Environ-mental” Web site was therefore addressed to the end of fostering the formation, knowledge and interaction of environ-mental images of territory, as perceived by relatively large groups of players, expert

⁶ Budoni A., De Bonis L., Maurelli P., “Web imageability”, *Proceedings of CUPUM '03, The 8th International Conference on Computers in Urban Planning and Urban Management, Sendai (Japan), 2003a*. Budoni A., De Bonis L., Maurelli P., “Web imageability”, *Proceedings of CUPUM '03, The 8th International Conference on Computers in Urban Planning and Urban Management, Sendai (Japan), 2003b*. See also De Bonis L., *Web Collaborative Environments for Planning Processes: towards Hypermedia Territorial Images, Proceedings of the 5th International Congress Energy, Environment and Technological Innovation. New Technical and Cultural Challenges for Environmental Sustainability, Rio de Janeiro. Gangemi, Roma, 2004*.

⁷ De Bonis, 2001, cit.

⁸ De Bonis et al. 2003a-b, cit.

⁹ *ibidem*

and non-expert alike. Potentially, interaction was open to all but it was activated by choice of a user-name, a password and a membership «group»; bearing in mind that the latter could be changed and it was possible to belong to more than one group at the same time. The aim was not only to avoid abuses, but above all to favor formation of non-predefined communities constructed through interaction.

Complete potential access did not limit the possibility of modulating interaction at will, e.g. by means of systems «one-to-all», «one-to-few» or «to-many-but-not-to-all»(joining or creating a specific group), or «one-to-one».

Thanks to a multimedia DBMS, situated at the server it was possible to insert, modify or delete one's own "images" in the «Hypermedia images» area, as well as consult or re-elaborate others' "images". Insertion of one's own "images" require placing a series of inter-connected files in the database or setting up external links or links to Forum attachments. Re-working of others' images came about by re-utilizing part (or all) of the files and/or establishing connections between them, as well as by the same insertion methods. Thanks to the cited possibilities of modulating interaction, "images" could be directed to all groups or to one specific group.

The insertion of a series of interconnected files automatically generated a folder in the «Files» sub-area. But it was also possible to place files of any type in the database, even before, and independently of their organization in hypermedia images.

A complementary function to that of the "Hypermedia images" area and the "Files" sub-area was that performed by the "Links" and "Forum" areas. The "Links" area made it possible to construct one's own images – or to re-work those of others – utilizing external links either wholly or in part. In both cases interaction in progress in the site, even if based on very restrictive patterns, was thus "immersed" in the complex of interactions in progress throughout the whole Internet network.

The forum area consisted of a classic debate forum, but offered the additional possibility of attaching multimedia files to which the hypermedia "images" could refer. In this way, the forum was integrated by comparison and elaboration in progress in the "image" area. In other words, comparison and debate were not merely "textual", but hypermedia in the true sense of the word.

There is another important property of the process of encoding differences in the environmental sites of which "Environ-mental Web site" tried to take account, i.e. the process of generating "images" as patterns of the perceived differences. This is a property without which the essentially non-linguistic¹⁰ communication of mental processes would be entirely ineffective. In fact communication between different species, clearly an essential feature of any ecological process, is always a sequence of learning contexts, where each species constantly adjusts its understanding of the nature of each previous context. Each species must necessarily comprehend the logical type, i.e. the context, to which belongs the message coming from another species, or even from another individual of the same species, in order to establish a self-corrective interaction circuit with the other species or individual. (Un)fortunately, this possibility of understanding is not predetermined, and requires each species, or individual, to be corrected as to the nature of the appropriate context or logical type (Bateson 1979).

Thus the point at issue is the need to build common "orientating" contexts – as "Environ-mental" tried to be - intrinsically based on an ongoing exchange of information on the evolutionary (self-correcting) dynamics of environmental relations, so that each decision may be taken - directly by social actors - in the light of the perception of all the relevant changes in such dynamics¹¹.

But insofar as "the medium is the message" (McLuhan 1964), "the contexts are the maps/images", in the sense that they draw no clear-cut linguistic distinction between signified and signifier. Instead of witnessing the representation of one "reality", we experience *meanings*, affections, emotions, values that

¹⁰ By non-linguistic I mean precisely (I could say "linguistically"...) a communication not based on the correspondence between "name" and "named thing", i.e. between "signified" and "signifier".

¹¹ De Bonis 2001, cit.

are transmitted through the structure and produce structure themselves. In other words, each image or map, and likewise each individual and each environment (including the physical environment), *belongs* to a fabric of relations and *is* a fabric of relations at the same time¹².

Maps/images and context tend to coincide, i.e. maps can function, for instance, as the context of a planning and/or decision-making process.

Reflecting on this I later recognized¹³ that environmental images do not simply constitute – as Lynch posited for urban environment images – a “starting point” for the preparation of a plan. Indeed, if it is true that in environmental processes behavior of the entities interacting therein can be based only on mapping/imagining, the “plan” tends, in this perspective, to coincide with the image itself, that is with that structure of relationships constantly generated and re-generated *in the course of* interaction with the environment.

What is more, this is perfectly in line with the cognitive paradigm of “situated” action (Mantovani 1995), by which in interacting with the environment the social actors make use of plans activated *in the course of* the action and not *before* or *outside it*, as in the classic paradigm of planning.

In this sense “plan-images” tend to constitute the “context” in which different social actors can autonomously reach decisions regarding the territory with which they are interacting. In other words, the creative potential of the image, which Lynch had already spoken of, is not the domain of experts alone, but is available to all, not so much and not only in a strictly technical and projecting sense, but in the sense that it tends to constitute for all a framework for planning making and autonomous “situated” action.

“OPEN IMAGINING SYSTEMS”

Even later¹⁴ I realized that the features that Open Content Systems (OCSs) inherit from Open Source Software (Faraj & Wasko 2001; Newmarch 2001; Reagle 2004) make them the most promising tool to pursue the objectives of a research program aiming to identify the “plan” with the “plan-images”. And that Web environments like “Foro Romano Virtuale” and “Environmental” already fitted, partially or totally, the requirements of an OCS for “plan-images”, i.e. an “Open Imagining System” (OIS).

Such an OIS should not be inscribed into the category of collaborative tools – aiming to help less or more restricted groups of people involved in a common task to achieve their goals – but more precisely into the emerging category of Web environments for social interaction (the so called Web 2.0), aiming at enabling people to meet, connect or collaborate through computer mediated communication.

The appropriate architecture of the OIS is therefore conceivable as a sort of mashup (Fig. 1) of different synchronous and asynchronous social communication tools (wiki, tagging, networking, blogging, conferencing, bookmarking, etc.), including integrated Webgis (CGI WebGIS) or geotagging (mapping APIs) functionalities for collaborative mapping and/or interaction with geographical database¹⁵. At the core of the mashup architecture an advanced social Web-notebook could work as “image area” in the sense described above.

UBICOMP MASHUPS

In the conceptual design of the Urban Center for Cisterna di Latina - a town 60 km south of Rome - we tried to implement a particular kind of OIS, in which the Web environment for “plan-images” is completely integrated with the physical spaces of the UC, and vice versa¹⁶.

¹² *ibidem*

¹³ De Bonis 2004, *cit.*

¹⁴ De Bonis L., *Verso immagini-piano ipermediali*, Cecchini A. and A. Plaisant (eds.) *Analisi e modelli per la pianificazione. Teoria e pratica: lo stato dell'arte*, Milano, 2005.

¹⁵ De Bonis L., *Open Imagining Web Environments for Autonomous Decisions in Physical Space*, in Climaco J., G. Kersten, J. P. Costa (eds.) *Proceedings Group Decision and Negotiation 2008, Coimbra, Portugal, 2008*.

¹⁶ De Bonis L., Uttaro A.M., *Immaginare la trasformazione urbana: gli Urban Center come luoghi di comunicazione es-*

In fact the virtual environment of the UC constitutes the principal nurture also for semi-immersive and interactive experiences in its physical environments.

The semi-immersive experience is made possible through a Single Display Groupware like «SenseWeb» (Lopez-Gulliver R. et al., 2004) located in the *ad hoc* “immersive space” of the UC.

This is a large touch screen through which multiple users can simultaneously browse the Internet (or other multimedia data base), quite natural using their hands and voices.

The semi-immersive experience is made possible thanks to the media-facade of the UC - controlled by mobile phones, PDAs, PC laptop and other mobile devices - through which it is possible to interact with the same Web environment.

This lead us to broaden the concept of mashup, towards a kind of ubicomp mashup consisting of recombination and *ad hoc* design across boundaries of bits and atoms (Hartmann et al. 2008). Not only applications created by programming against one or more public Web APIs, but ubiquitous computing mashups that move computation off the desktop and integrate it with the artifacts of everyday life. This way mashups extend beyond the Web and combine the functionality of both software and hardware components (Hartmann et al. 2008).

In the case of the UC of Cisterna di Latina the hardware components consist of the physical space of the UC itself and of the interface for achieving the semi-immersive or interactive experience of its Web environment (see Fig. 1).

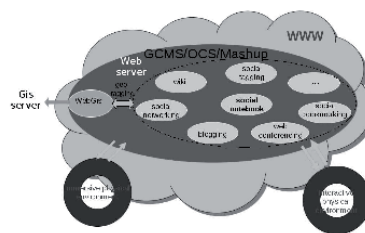


Fig. 1. Ubicomp Mashup architecture of an Open Imaging System

But I think that this can be viewed as a metaphor of the necessity to finally consider planning (2.0) no more as a means to achieve an end but as a virtual environment constantly “connected” with the physical environment, fostering mutual and fruitful cross-references between “actual” and “virtual”, rather than still attempting to pre-determine a “real” extremely trivial by the pre-definition of a “possible” unavoidably obvious (de Kerckhove 1990; Guattari 1992; Lévy 1995).

In other words, to consider planning as an ubicomp mashup, aimed to foster an activity of plan-images building.

FROM TERRITORIAL PLANNING TO TERRITORIAL (TOURISTIC) MARKETING

What about the relationships between the above research activity, focussed on territory and planning intended as media - and on cyberspace intended as the most suitable environment for such kind of territorial planning - and relational tourism?

tetico-relazionale, in Monardo B. (ed.), Urban Center: una casa di vetro per le politiche urbane. Stili, modelli e forme interpretative per l'informazione, la partecipazione e la costruzione condivisa delle nuove strategie di trasformazione della città, Roma, 2007.

First of all I think that inside a transdisciplinary framework of studies about the relational tourism it could be useful to consider the territory as an intrinsically relational medium, at least in a potential sense. This could make the claim of relationality not only ethically but also “aesthetically” founded, in the sense that the relationality can be so seen as correspondent to the actual ways in which the territory is (or should be) perceived and experienced.

Furthermore, as the perception and experience of a territory (or «site» in the Lynch's sense) can be considered based, as stated above, on an image-building activity, it is clear that all my view of territory and planning as media is based on the centrality of the image (of course intended as a complex of different perceived elements organized in a framework).

But an image-building activity is central in all marketing activities. Better, the common meaning of “image-building” is normally referred to brand or corporate image-building.

And it is very probable that the image-building activity for touristic ends is currently intended as similar to brand or corporate image-building. As if a territory could be assimilated to a product. I don't think so, but not for aprioristic or ideological reasons. In fact, as shown by Dematteis, the philosophy of urban marketing denies the certainty of conventional comprehensive planning, which had the same conceptual background of Fordism, i.e. it was based on a strong rationality, which tended to reduce the city to a “banal machine” (in terms of H. von Foerster), predictable and controllable from outside. On the contrary urban marketing confirms that the approach to the city as a non-banal machine is more realistic and effective (Dematteis 1994).

Nevertheless, as posited again by Dematteis, in urban marketing the production of images coincides with the production of city. Images are directed at both external actors (investors, visitors) and internal components and they are a constituent means necessary for the functioning of the city (Dematteis 1994).

Seen in this (Dematteis') light the ubi-comp mashup I proposed at the end of my last ten years research activity about «territory and planning as relational media» seems to me able to function as starting point (or a little bit more) of a new research program intended to foreshadow the virtual relational environments the most suitable to «imagine» the territories of relational tourism.

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MULTIPLIER DIFFERENTIATION BETWEEN SMALL AND LARGE TOURISM AND HOSPITALITY BUSINESS. A CASE STUDY ON EGYPT

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Abstract

A lot of literature dealt with the economic impact of tourism, however trails to define tourism multipliers were limited. Bukart and Medlik (1976) referred to the amplitude that takes place in the national income as a result of tourism expenditures. Their work entailed the macro economic aspect of tourism in Great Britain so did Lickorish for the multipliers concerning Greece, Hawaii, Ireland, Lebanon , the pacific and Far East as well as Lebanon. Within the same token, Wahab (1980) estimated the multiplier for Egypt. However, no literature available dealt with the structure of the multiplier from a micro economic standing point, in other words, non of the studies aforementioned focused on the role of SME's in pushing forward the economic development of a tourist destination. In 1971 Archer and Owen created their own model of assessing tourism multipliers. The model was introduces to define the differences between income and employment multipliers for different groups of tourists. This very same model is adopted in this paper to differentiate between small and large tourism and hospitality businesses in Egypt in terms of income and employment. When industrial factors a such as size and ownership are concerned, business analysis deems possible. The size and patterns of tourist expenditures as well as revenues generated together with employment as well as the pertinent information required and necessary for the analysis. These data were collected from governmental bodies in Egypt, i.e., Ministry of tourism, The Central Bank of Egypt, The central state for Accounts as well as the Egyptian tax Authority. Data collected concerns hand crafts, transport, accommodation, apparel, restaurants, tourism amusements, internal air , small shops and duty free where as equations concerning RIG (Regional Income Generation) taking into account payments for taxes and REG (Regional Employment Generation) which considers both direct and indirect job opportunities, the later being included in retail shop activities as well as RGRG (Regional (Region Governmental Ration Generation) that mixes both trading and non trading functions were adopted in this paper.

Results indicate that smaller, locally owned tourism and hotel businesses generate more income, employment and governmental revenues that their counterparts of large internationally owned operations. Therefore, the role of such SME's in overcoming such problems associated with global economy slowing down and decline becomes evident. From another perspective, this role enforces the redistribution of national income in a way that it filters down to the lower segments of the society hence it helps to create employment opportunities for locals. This works in co ordinance with the inflexible work allocation dictated by such agreements as the ASEAN and The NAFTA. Moreover, it helps retain profits from tourism within the borders of the hosting community.

This can be a new basis for tourism development in Egypt with dependence over SME's , local employment and better utilization of authentic resources within a new framework of integrated tourism in a way that better drives the Egyptian economy.

Key words: Multiplier, Revenues, Employment, penetration, SME's, Integrated tourism.

INTRODUCTION

During the early 70's of the past century there was a growing interest in the assessment of national multipliers as a means of predicting the impact of tourism expenditures on designated destinations' economy. Archer and Owen (1971) introduced a multiplier for Neo Keymension region. To do this they adopted an approach that obtained differential income and employment multipliers for the various groups of visitors. Later, Henderson and Cousins (1975) applied the same model over various destinations from Scotland to the south west of the Pacific (Archer and Owen 1977, Vaughan 1977 and Milne 1985). Henderson and Cousins (1975) further explored the validity of the model over different types of communities and levels of destination aggregation. In a more recent approach the model was adopted to use input/output tables so as to permit for the analysis of income and employment generation of tourist expenditures over individual sectors of destinations' economy. This allowed the model to be applied to a firm scale of analysis (Liu and Var 1982).

It goes without saying that destination planners will be interested to obtain such information concerning the impact of tourism upon specific sectors of the destination economy. This information relates to the ability of various economic sectors to generate both revenues and employment and will also help tourism authorities and planners to decide the appropriate path to follow. This gains evidence in light of the propensity of international firms to generate less local revenue than local ones due to importation of products and services.

The requirement to use input/output approach to obtain such information proved to be a very difficult obstacle in many aspects since the level of accuracy and details is suspected and the difficulty to obtain national based statistics. Moreover, even upon their compiling, they contain un-complete data or obscure one. The major difficulty, however, is represented in the attempt of to assign tourist expenditures to the appropriate input/output categories in the case of developing countries, that does not clearly define how the tourism and hospitality sectors interrelate to the other sectors of the economy, the eventual subsequence is the trial of these countries to replicate successful developing strategies of other destinations that might not work for another destination or remains here, the other alternative that is allowing the development to be spontaneous in a way that could result in chronic problems in the future or at least hinders the tourism and hospitality sector to significantly contribute to the total destination economy.

The purpose of this paper is to ascertain the implication of the tourist expenditures over the destination economy without the presence of sufficient data to carry out full input/output tables. This approach used is less expensive since it uses sample surveys and it does not necessitate the full break down of the destination economy.

Study area

Egypt is an African country that is situated in the north east of Africa. The country has a population of 80 million inhabitants according to the Central Agency for Public Mobilization and Statistics (CAPMS 2008). Only 6% of the total area of the country that amounts to 1 million kilometers is inhabited. This small size together with the scarcity of natural resources have precluded to a large degree attempts to develop the country along the traditional path of export promotion or imports substitution. The country economy – till the last decade- was hanging on Egyptians remittances from the Gulf area, as well as revenues generated from the Suez Canal (CAMPS 2006). More recently, the problem of raising petrol prices as well as the political instability of the Middle East region and the propensity among Gulf area countries to employ far eastern citizens led to a marked decline in the nations' earnings. It has been only recently that the tourism and hospitality sector started to play a major role in the Egyptian economy. It was not until the beginning of the boom in hotel construction during the last decade that tourism and hospitality began to hit significant inbound flow. Visitors increased from 3.5 to 13 million during this decade averaging an

annual increase of 16.68% with the last few years in particular showing significant growth. Meanwhile, tourism expenditures rose from 3.7 to 11.6 billion dollars during the same period with an average increase of 14.95% annually as illustrated in table (ETF, 2009a)

Simultaneously, accommodation capacity during the same aforementioned period escalated from 80 to 201.7 thousand rooms with an average annual increase of 9.8%. The hotel sector currently utilizes 135.000 employees (direct) and if indirect employment is accounted for the figure may jump up to 1.2 million placements thus the importance of the sector becomes significant. In short, it could be concluded that tourism and hospitality is a very important sector to the national economy now. In 2009 for instance, the sector generated as much as 10.5 billion dollars from serving 12.2 million visitors (Central Bank of Egypt "CBE" 2009a) who in turn generated 11.2 million tourism nights (Ministry of Tourism 2009). The revenues above stated represent 11.3 % of the Egyptian GDP (The Egyptian Tourism Federation "ETF" 2009b) and as much as 40.3% (ETF 2009c) of the country's non-commodity exports and adds as much as 19.3% of foreign currency generated by the Egyptian economy. To add to this, the sector generates as much as 12.6% (The Egyptian Tourism Federation, HR unit "ETFHRU" 2009) of total employment opportunities in Egypt and further achieves an annual growth of investment of 22% (CBE 2009b).

Moreover, the significance of the sector gains evidence in light of some other economical facts, these facts include but are not restricted to the negative impact of the international economic crisis that started to throw its shadows on the global economy and peaked up during August 2008. Negative aspects of this crisis over the Egyptian economy could be monitored and resulted in a decrease of 7.6% in commodity exports, 13.4% in non petroleum goods exports and a 8.5% decrease in tourism receipts. From another respect, other sources of the Egyptian economy that included remittances of Egyptians working abroad dropped by 23.5% , also revenues from the Suez Canal dropped by 7.2% during the last year of the crisis (2008-2009). Further and above, according to Caterer and Global, 2009, 21% of the sector employees lost their jobs due to the economic crisis.

The recent growth of the sector and the lack of input/output data added to the nations' inability to finance a detailed economic analysis all have proven to be a great barrier to any attempts that tries to test the applicability of the destination development plans. It was the lack of data that inspired the author to conduct this multiple analysis so as to provide basic structural information that are meant to be a good base for short term planning and development of the destination.

Review of literature

As Milne (1985) indicated that in order to present a detailed analysis on the impact of tourism on destination economy, it deems necessary to obtain detailed data on tourism expenditures and employment, sector by sector, the overall size and the aggregate pattern. On the other hand business surveys allow the measurement and employment generation ability of the various business sectors related to the tourism and hospitality sectors. Archer (1977) and (1979), Archer et al., (1977), Henderson and Cousins (1975) and Vaughan (1977) all failed to obtain national input/output tables, however, since data is available on local sector for a fully representative survey to be carried on a sample of 10% of tourism sector operators and a 5% of enterprises in other sectors of the economy were interviewed as appears in table (1)

Table (1) Coverage of the Business Survey*

Industry Sector	Number
Restaurants/ Bars	18
Transport services	19
Tour operators	30
Duty Free	3
Handicrafts and Bazaars	50
Clothing Manufacturers	8
General retail	10
Small retail shops	40
Petrol stations	18
Night clubs and Discotheques	10
Accommodation	40
Wholesale (food)	10
Wholesale (Others)	10
Construction	15
Motor trade	10
Others	20
Total (311-28)	283
Rejected/Not completed	28

* Conducted by the researcher

Methodology

The model applied in this paper is the same model used by Herderson and Cousins (1985). The multiplier core encompasses both the Regional Employment Generator (REG) and the Regional Income Generator (RIG). For one case, (REG) consists of (wages, salaries, profits and rents) earned by residents through different transactions of the business. It goes without saying that the biggest portion of revenue here is that part generated by establishments that directly receive and deal with tourists and is referred to as Direct (RIG). The indirect (RIG) , however, represents the contribution of other establishments that supply hotels with goods and services. Since residents spend these direct and indirect earnings most probably within the destination, therefore, it is evident that some of these earnings will go back to the establishment and will lead to another increase in (RIG) and is called Induced Regional Income Generator (IRIG). Thence, in calculating the (RIG) both first and second rounds have to be included. . A dis-aggregated approach to supplier categorization was adopted. Categorization was based on business rather than the commodity type so as to avoid problems associated with joint products. (see table 2 and 3).

REG is calculated based on the accumulation of all employment opportunities created. Same applies for REG's that can be aggregated into direct, indirect and induced. In calculating employment opportunities it was also necessary to include non permanent jobs since they are quite popular in the sector. As did archer 1979 and Henderson and Cousins 1985), jobs were categorized into permanent full time, permanent part time, seasonal full time and seasonal part time. An assumption was made to assess the value of the later two types of employment. A "0.2" and "0.1" values were used to assume their values.

Table (2) Regional Income Generation for Egypt Tourism Sector

Industry Sector	Direct	Indirect	Induced	Total
Handcrafts & Bazzars	0.325	0.121	0.76	0.522
Transportation	0.299	0.135	0.78	0.512
Accommodation	0.229	0.169	0.72	0.470*
Restaurants & Bars	0.251	.0138	0.70	0.459
Apparel	0.255	0.103	0.64	0.422
Duty Free	0.142	0.114	0.46	0.302
Tourism amusements	0.132	0.101	0.40	0.273
Internal Air	0.126	0.102	0.41	0.269
Retail shops	0.145	0.63	0.36	0.244
Total	1.90	1.48	5.23	8,61

*For example \$0.47 of regional income (salaries, rent and profits created per \$1 of turn over)

Results and Discussion

Of additional interest to local planners will be the ability of certain sectors to generate public revenue out of tourist expenditures. This type of information paves the way for the comparisons for example between government expenses on specific sectors and certain businesses in terms of incentives and provision of infrastructure and the public sector revenue that can be gained from their operation. This is a simple procedure to be in operation. The factor income component of the (RIG) is replaced by the Gross Government Revenue component. Thus the government itself is treated as a business establishment that provides goods and services for monetary remuneration (taxation on income, duties, electricity and other utilities payments and so forth). Regional Government revenue Generation (RGRG) coefficients can be divided into non-trading (direct taxation components only), and trading components (non trading plus government revenues from sales of utilities and services).

Differential Multiplier at the Sectoral Scale

The ability to generate local income and employment out of the tourism expenditure varies widely among the various tourist and ancillary sectors found in Egypt. (Tables 3,4 and 5). At the first (direct round), the level of income and employment generation that is the most important determinant of coefficient size is the degree to which sectors are characterized by labor intensive operations. For example, labor intensive tourism sectors such as accommodation, handicrafts and restaurants, exhibit relatively high direct RIG and REG coefficients (Tables 3 and 4). In these sectors, payments to labor are a major component of total operating costs. Also, important, but difficult to measure at the sectoral level, is the degree to which any profits generated are re-invested in the local economy. Sectors of high level of overseas control will be characterized by high levels of profit repatriation; this is the case for example in tourism and hospitality sector.

Table (3) Standardized and Un-standardized Regional Employment Generation - Coefficients for Egypt Tourism Industry

Industry sector	D. STD	R.E.G UNSTD	Indirect STD	R.E.G STD	Induced STD	R.E.G UNSTD	Total STD	R.E.G UNSTD
Handi crafts and Bazzars	0.92	1.58	0.20	0.22	0.20	0.25	1.32	2.05
Transport	0.72	0.91	0.23	0.23	0.20	0.22	1.15	1.36
Accommodation	0.45	0.55	0.25	0.31	0.18	0.20	0.88*	1.06
Restaurants and bars	0.51	0.60	0.15	0.17	0.16	0.18	0.82	0.95
Apparel	0.27	0.41	0.24	0.26	0.18	0.20	0.69	0.87
Tourism amusement	0.25	0.30	0.15	0.17	0.10	0.11	0.50	0.58
Internal Air	0.11	0.11	.29	0.31	0.10	0.11	0.50	0.53
Small shops	0.24	0.35	0.09	0.09	0.09	0.10	0.42	0.54
Duty Free	0.12	0.12	0.17	0.19	0.12	0.13	0.41	0.44

*For example, 0.88 jobs are created per 10.000 \$ turnover in the accommodation sector in the first round).

Table (4) Regional Income, Employment and Government Revenue Generating - Coefficient for Suppliers of Goods and Services for the Tourism sector

Total GRG (excluding trading)	Total GRG (including trading)	Total REG (standardized) Per \$10,000 turn over	Total REG (un-standardized) Per \$10,000 turn over	Total RIG Per \$1 turn over	Industry
0.192	0.203	0.28	0.31	0.199	Wholesalers Food
0.200	0.228	0.26	0.29	0.158	Wholesales Fuel
0.177	0.216	0.94	0.98	0.627	Finance
0.134	0.181	0.67	0.74	0.368	Construction
0.111	0.158	0.86	0.92	0.476	Transportation
0.185	0.273	0.99	0.99	0.392	Bakeries
0.13	0.22	0.21	0.23	0.323	Liquor suppliers
0.15	0.24	0.33	0.35	0.39	Electricity
0.120	0.132	0.34	0.35	0.199	Gas supply
0.162	0.195	0.42	0.45	0.212	Department stores
NA	0.44	0.62	0.65	0.435	Government Trade
0.70	0.183	0.68	0.71	0.412	Communication
NA	NA	0.85	0.90	0.50	Government nontrade
2.26	2.46	7.45	7.87	4.69	Total

Tourism Supply

In a developing country like Egypt, which has a small manufacturing and servicing sector, indirect coefficients for the tourism sector will be relatively low. This is because many of the goods and services required for the industry have to be imported from overseas. The other reason for this to happen is the overseas dominance of control over the majority of establishments in the sector. The propensities of the different sectors to import on the first round of expenditures range from 65% for the duty free sector to virtually zero for small hotels and tour operators that are affiliated locally (Table 5)

Table (5) Egypt Tourism Industry Propensity to Import on the First Round of Expenditures

Percentage of First Expenditure Round spent outside Egypt per \$100	Tourism sector
1.07	Small Shops
1.43	Transport
1.56	Restaurant
14.80	Handicraft
16.67	Tours, Amusement
17.94	Accommodation*
20.84	Internal Air
49.75	Clothing
65.48	Duty Free
75.33	Wholesale

*Ranges from \$34 for chain hotels to \$0 for small one and two star hotels.

The sectors with the highest first round import propensities exhibit the weakest leakages with the local economy and add little value to the goods imported, and as a consequence are characterized by relatively low indirect RIG's and REG's. The accommodation, restaurant and other service sectors, which tend to purchase supplies and services locally, exhibit large coefficients. However, the case of the accommodation sector reveals quite clearly the weakness of grouping into sectoral categories which have first round import propensities ranging from 34% of total expenditures (for large hotels) to zero for very small hotels. The average propensity to consume (estimated to be 0.85) is assumed to be constant across the population receiving income directly or indirectly from tourism. Thus the size of the induced coefficients will inevitably be dependent on the value of the direct and indirect income generation characteristics of the various sectors. As there is no data available on the propensity to consume, or the pattern of resident expenditure in Egypt, a range of estimates was used to test the sensitivity of the model to variations in this component. The tests revealed only slight sensitivity.

Total RIG coefficient for the tourism sector range from 0.52 for the handicraft sector (52% of revenue earned by the firm in this sector becomes local income in the form of salaries, wages or rent), to 0.269 in the internal air sector. Standardized REG's range from 1.32 jobs in handicraft (for each 10,000 LE earned by the firm in this sector) to 0.44 for duty free. This significant difference between standardized and un-standardized REG's in many tourism sectors reflects their reliance upon part time labor.

Within the non-tourist sectors, REG's are highest in the finance and government sectors and are lowest in the distributive sectors. The similarity between standardized and un-standardized coefficients is a consequence of the fact that most jobs are of a full time nature. RIG's range from 0.627 for the finance sector to 0.158. This variation in values, as in the tourism sector, primarily relates to labor intensiveness, ability to create local linkages, and the value added content of the sectors concerned.

Overall, these results are similar to those presented by Liu and Var (1982), who in their Canadian based study found that the total RIG for the accommodation sector was exceeded only by those for the restaurant, communications and utility and finance sectors. The coefficients they drive are, however, considerably larger than those presented here.

Sectoral variations of the values of RGRG coefficients are much smaller than that found in the RIG's and REG's. Within the tourist industry, RGRG's vary in size from 0.158 for tour operators to 0.382 for restaurants as displayed in table (6)

Table (6) Government Revenue Generation Coefficients for Egypt Tourism Industry per \$1 turn over

Total		Induced		Indirect		Direct		Industry Sector
Incl., trading	Exclud trading	Incl., Trading	Exclud., trading	Incl., trading	Excluding*b trading	Including*a trading	Industry Sector	
0.030	0.022	0.034	0.093	0.097	0.163	0.169		Internal Air
0.203	0.249	0.056	0.084	0.026	0.029	0.121	0.136	Handicrafars
0.203	0.240	0.043	0.065	0.058	0.065	0.102	0.110	Transport.,
0.198	0.221	0.026	0.038	0.010	0.012	0.162	0.171	Duty Free
0.193	0.221	0.036	0.054	0.020	0.021	0.137	0.146	Apparel
0.189	0.382	0.039	0.058	0.057	0.068	0.093	0.256	Rests & Bars
0.165	0.329	0.039	0.059	0.047	0.055	0.079	0.215	Accommod.,
0.177	0.185	0.028	0.042	0.045	0.065	0.054	0.078	Tour Operators
0.109	0.173	0.020	0.029	0.021	0.035	0.068	0.109	Retail shops

*a Including trading functions (electricity, government services and utilities) and non trading (taxation, duties).

*b Excluding trading functions

In other words, for every dollar of tourism revenue earned by restaurants, 38 cents of gross government revenue is generated. In turn, it is estimated that approximately 40 cents in every dollar received by the government will leak form the national economy (Milne 1985). The picture changes somewhat when trading functions are removed from the calculations, and only the governmental taxes are taken into consideration. In this case, the internal air, land transport, and handicraft sectors generate the most revenue.

The direct components of the RGRG's depend upon the basic operational characteristics of the sectors. Revenue generation (including the trading functions) will be largest in sectors which rely heavily on utilities, electricity and services supplied by the government in their daily operations. Direct figures (both including or excluding trading functions) also indicate the degree to which a sector imports its supplies directly from overseas and the level of taxation to which it is subject. At the indirect and the induced levels, factors such as the ability to establish backward linkages with the local economy, and the overall income generation capabilities of the sectors, will play the major role in determining coefficient size.

Differential Multiplier at the individual Firm Scale

Sectoral analysis, such as the one undertaken above, can hide as much as it can reveal. While this type of analysis reveals the ability of certain groups of firms to generate local income and employment, it inevitably blurs distinctions between individual firms. A study at the individual firm scale is required if factors such as firms size and industrial organization are to be considered when evaluating income and employment generation capabilities.

Tourism Supply

The major determinants of variations in the ability to generate local incomes and create linkages with the local economy are the size of the firm and its organizational and ownership characteristics (Hoare 1985), work done within the sector (Liu and Var 1982) and within other economic sectors. Gilmour 1974, Keeble 1969; Lever 1974; McDermott 1979; Taylor and Woods 1973, generally support the hypothesis that small firms will be more linked to the local economy than their larger counterparts. As a consequence, smaller firms are shown to generate relatively more local income and employment opportunities. Larger operations are also generally shown to be more cost efficient due to economies of scale, such operations are characterized as being more capital (and less labor) intensive than their smaller counterparts.

At the same time organizational, and, in particular, the ownership characteristics of firms will affect their ability to generate local income and employment (Lever 1974; Liu and Var 1982; O'Farrell and O'Loughlin 1981; Taylor 1978). The general conclusion reached is that simply organized, small locally owned businesses will have a more localized input linkage orientation, and will have larger RIG and REG coefficients, than larger, often overseas controlled firms. Small local firms will have few contacts outside the region and will rely heavily upon local inputs, therefore, any profits made will normally flow back into the local economy. On the other hand, larger, overseas controlled enterprises will tend to rely on imported goods and services. A large portion of profits obtained by these firms is often repatriated to their bases outside the destination.

The multivariate analysis of (Liu and Var 1982; Taylor and Wood 1973) has shown how closely intertwined these issues of size, organizational complexity and ownership type. The differing coefficients presented in table (6) reflect the fact that the size and organizational structure of a firm will directly affect its ability to generate local income, employment and direct government revenues in Egypt. Within the accommodation sector the large hotels are owned and operated through a joint venture (or some symmetrical form) between the government and the international hotel chain consortiums that control these hotels day to day operations. The relatively small amount of local income and employment generated is a reflection of the enterprise's high propensity to import, and its relatively capital intensive operations. It must also be noted that a portion of any profits will leak out of the country to the overseas interests of the international chains. Hotels (both large and small) that are locally owned, are heavily labor intensive, and rely almost totally upon local suppliers of goods and services. If trading functions are included, the large hotels generate the most government revenue (a function of the hotel's high electricity and utilities requirements). However, in terms of pure taxation (non-trading) revenue generation, the hotel is the weakest performer in the sector. Similar trends emerge within the tour operation sector. The large firms that are controlled by overseas interests and exhibits comparatively low RIG's and REG's. The majority of its profits and a great deal of its operating expenditure leaks from Egypt. The incorporation of computer assisted booking systems as well as accounting software has reduced the number of employees required. The differences in RGRG's are most marked in this sector with non trading coefficient ranging from 0.097 for the large operations to 0.183 for local operations (see table 7).

Table (7) Income, Employment and Government Revenue Generation Coefficients within the Accommodation, Tour Operation and Handicraft Sectors.

Without Trading* b	With Trading* a	UNSTD	STD	Total RIG	Sector Category
					Accommodation
0.136	0.317	0.77	0.70	0.366	Int., 5 Star Hotels*c
0.171	0.343	0.79	0.70	0.459	Local 5 Star Hotels
0.205	0.371	1.35	1.02	0.505	Int./ local, 4 star hotels
0.197	0.306	1.74	1.48	0.552	Local 1,2&3 Star hotels
					Tour Operators
0.097	0.130	0.32	0.25	0.146	Int., Large*c
0.183	0.245	1.69	1.16	0.428	Local
					Handicrafts
0.164	0.193	0.56	0.49	0.388	Large
0.244	0.287	3.20	2.45	0.767	Small

*a Including trading functions

*b Excluding trading functions

*c Denotes overseas ownership

Both large and small operations in the handicraft sector have relatively high RIG's and REG's when compared with other sectors. However, the small operations have a far greater ability to generate local income and employment than do their larger counterparts. Small operations are labor intensive, often relying on part time workers and sell crafts which are made with little mechanized resources. Their heavy reliance on local materials creates strong linkages with the local economy.

The largest handicraft enterprises import many of the materials or even finished products they require from overseas. Their production operations tend to be more capitalistic not depending on workers. Almost all firms within the sector are locally owned; consequently profit repatriation is not a deciding factor in the relative sizes of the coefficients.

This firm scale analysis confirms the findings of the literature cited above. The size of the RIG's and REG's is inversely related to the increasing levels of overseas control, organizational complexity and firm size. Smaller, locally owned enterprises also generate more tax (non-trading) revenue for the local government. If the analysis had been carried out at the sectoral level only, the value of the study would have been lessened

Conclusions

The study showed that Archer model and a simple survey can replace the tedious, expensive input/output data required for the assessment of multipliers and to analyze the economy wide effects of tourist expenditures. These effects can and should be measured at both the sectoral and individual firms scale.

Recommendations

1. A preferential treatment in terms of taxation and exemptions should be given to local other than overseas affiliated tourism and hospitality operations for the following reasons:

- a. Total RGRG ranges between 2.46 including trade functions and 2.26 excluding this function, which means that every one dollar of tourism investment generates an average of 2.36 dollars in other industries in Egypt.

- b. Total RIG for hotels are (0.505 and 0.525) for large international versus small local hotels, (0.482 and 0.146) for large tour operators versus small ones and (0.767 and 0.388) for large versus small handicrafts and bazaars. The figures abovementioned gives evidence that small tourism businesses are more productive in terms of creating employment opportunities than their counter parts large scale operations with overseas ownership
 - c. Total Employment opportunities created amount to 2.75 for each \$10,000 round of which 1.30 belong to hotels, 1.15 belong to handicrafts and bazaars and 0.574 belong to tour operators. This assessment is somehow different from the previous estimates of Wahab (1992) (2.75 jobs per each hotel room).
2. From a more specific overview, this study has shown that small local tourism and hospitality operations are more capable of generating both income and employment opportunities.

APPENDIX

$$RIG\ Y_a = \frac{W(1-h-tw) + P(1-tp) + F(1-tw) + \sum_{i=1}^n S_{ai} Y_i}{D_a}$$

$$REG\ E1_a = \frac{V + S11E1 + S12E2 + S13E3 + S14E4}{D1a}$$

$$RGRG\ G1_a = \frac{G + S11G1 + S12G2 + S13G3}{D1a}$$

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**ILLEGAL TOUR GUIDANCE IN EGYPT
TOWARDS DEVELOPING A SCALE FOR EVALUATING THE PERFORMANCE**

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Abstract

This study aims to develop a scale for evaluating the performance of illegal foreign tour guides in Egypt according to the perception of foreign tourists. In order to attain this goal, a self-administered questionnaire was conducted between a convenient sample of foreign tourists belonging to different nationalities (Russian, Polish and German). It was distributed at different places in Egypt (Luxor, Hurgada, and Cairo) during the period (February- June, 2009). From 250 questionnaires which were distributed, only 107 were answered. Only 105 questionnaires were valid and complete.

The survey instrument consists of the following sections: Section one, measures surveyed profile (gender, age, education, profession, nationality); Section two: a scale of 34 variables was divided into five axes. The likert scale was used with three points: 1) I agree, 2) I strongly agree, 3) I Disagree. The first axis measures the reasons for which international tourists used the illegal foreign tour guide; the second axis measures the technical skills of the illegal tour guide in the eyes of international tourists; the third axis measures the personality traits of illegal tour guides; the fourth Axis measures the degree of familiarity of illegal tour guide to the Egyptian destination, the negative impact of illegal tour guide on the Egyptian destination and the role of silent tour guide during the trip and the fifth Axis measures the evaluation of the experience of tourists with illegal tour guides and what is related to the decision making process in the next trip regarding the possibility to use the Egyptian Tour guide.

Data extracted have been tabulated and analyzed using SPSS 11.0 statistical package. Statistical tests of the package were applied.

The results revealed that the most important two reasons for preferring the illegal tour guides during the trips are the proficiency of foreign languages of the illegal tour guides, and the cultural difference between international tourists and the Egyptian tourist guide, whereas the negative image of the Egyptian tour guide represented the least important one.

The negative past impression composed by tourists about the illegal tour guide could be considered as a real reason behind the thought of using an Egyptian tour guide in the next trips; the believe that the Egyptian tour guide is better than the foreign tour-leader with regard to carrying out the task of guidance about his country and supporting the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt.

In spite of the high level of skills of the illegal tour guides, tourists agree that the Egyptian tour guide is the most competent to explain the monuments of his country.

Key Words: Tour guidance, illegal tour guide, foreign tour leader, foreign languages, tourist experience, travel agencies.

INTRODUCTION

Al Sissy (2003, p.90) indicated that tour guidance is considered as one of the complementary activities of the tourism industry, which requires high efficiency and sufficient scientific expertise.

Zhang and Chow (2004, P.81) referred that the success of tourism industry depends very much on the performance of tour-guides in each destination.

Black & Weiler (2005, p. 31-32) explained that licensing is the final mechanism to be reviewed that may improve guide performance. He adds that the intention of licensing is often to restrict a profession to those who are considered competent to delimit the scope of practice for a particular profession.

According to the Egyptian law, a tourist-guide (operating in Egypt) must be an Egyptian citizen and travel agencies are not allowed to deal with anyone who is not registered (Salem, 1992).

Before establishing faculties of tourism and hotels in Egypt, there was not what is called (a tour guide). In fact this profession was engaged by a group of individuals called (dragomen) who were fluent in foreign languages and had some information about the archeological sites in which they lived nearby (Kheir, 1991).

At that time, travel agencies operating in Egypt found that there is a need to raise the level of tour guidance service provided to tourists during the seventies. So they recruited foreign tour leaders in order to accompany and explain to them in the historical sites. There is no doubt; these persons are distinguished by their fluency in foreign languages, in addition to the cultural compatibility between them and the tourist groups. Till that time there were no problems, because there was no alternatives "Egyptian tour guides" (Shakrah, 2008).

The travel agencies would hire a licensed Egyptian guide to accompany tourists on the tour and even give them a salary. But the guide was just for show, what we call a "silent guide", which is something, hated in the business today as foreign tour leaders and in other cases people obtained a translation permits do the mission of explaining to tourists in the historical or archeological sites. The "silent guide" was necessary because, the Egyptian law prohibits anyone from guiding unless they have a license from the ministry of tourism (Seddek, 2009).

According to Egyptologist Aladdin Khalifa "An executive member of the world federation of tourist guide associations " WFTGA" and its official representative for Africa, and a tour-guide for more than 15 years, that illegal guiding is at the top of the " WFTGA's agenda ", as numbers believe it brings down the overall standards of the profession)Ahmed, 2006(.

Tour-guiding has received relatively little attention in the tourism literature and there is a dearth of empirical research in this field. The authors found that the subject of illegal tour-guiding in Egypt was not at all treated by researchers. This Exploratory study aims to develop a scale for evaluating the performance of illegal foreign tour guides in Egypt perceived by foreign tourists.

OVERVIEW LITERATURE

The importance Of The Role Of The Tour Guide

According to WFTGA (the world federation tourist guides association), a tour-guide, is the person that passes a license issued or recognized by the appropriate authority in the country concerned, or, where the domestic legislation of the country concerned doesn't provide for such license, has received in-depth guide training leading to qualification and / or recognition by the relevant local, regional or national authority, is as well the one who guides visitors within that specific country or area of that country in order to provide special information and explanation on matters relating to the history, archeology, monuments and works of art, cultural development, nature beauty, places of interest and in general any matter which may promotes the country for the purpose of tourism (El Sharkawy, 2007).

According to article no. 1 of the Law 121 /1983, tour guide is the person who explains and guides tourists in the archeological sites, museums, exhibitions for a fee (El Sheikh&Abdel Fattah, 2002).

According to this article, the legislator Links between the license of the Ministry of Tourism and the registration in the tour guides Syndicate as it includes the inadmissibility of the practice of the profession

of tourist guides unless, the individual obtains a permit from the Ministry of Tourism and who is registered in the tour guides Syndicate (Salem, 1997).

We could deduce that there are two main conditions in order to practice the tour-guidance in general. First, a license issued or recognized by the appropriate authority in the country concerned; second, professional efficiency. The difference between the missions of the tour guide and tour leader is clear. So, the later doesn't have the right to explain to and guide tourists in the archeological sites, museums, exhibitions.

Ap and Wong, (2001, 551) clarified that tour guides are one of the key front-line players in the tourism industry. Through their knowledge and interpretation of a destination's attractions and cultural, and their communication and service skills, they have the ability to transform the tourists' visit from a tour into an experience.

Salazar (2006) indicated that the role of the tour-guide is evolving and shifting from the logistical aspect to the facilitation of experience, from the pathfinder to the mentor role, away from leadership towards mediating and away from outer towards the inner-directed sphere, with the communicative component becoming the centre of the professional role.

Tour-guides may be the most maligned people in the world of travel. They are called the shepherds of the industry, as they herd tourists around safety and try to ensure that they return with fond memories of their holiday (Mason, 2008).

Tour-guides act as "buffers" among tourists, arranging transportation, interpreting, handling problems, insulating travelers from difficulties, and making the environment safe for tourists because they act as intermediaries between tourists and unknown environment (Zhang and Chow, 2004).

Tour-guides have been described as information givers, sources of knowledge, mentors, surrogate parents, pathfinders, leaders, mediators, culture brokers and entertainers, tour guides help tourists to understand the place they visit (Reisinger, 2006).

Tour-guides, through their knowledge and understanding of a destination's attractions and culture and through their communication skills, transform tourists' visits from tours to experiences (Reisinger, Robert, 1994).

Service industries are highly dependent on contact employees who exert a strong influence on the service quality as perceived by the customers. Moreover, the function of the tour-guide within the group is considered to be indispensable by the tourists themselves, and the quality of the tour-guide can be crucial variable, his or her presentation can make or break a tour (Wang et al, 2000).

It has been suggested that a modern tour guide has five roles: leader capable of assuming responsibility, educator to help the guest understand, the places they visit;, public relations representative who extends hospitality and presents the destination in a way that makes visitors want to return, host who can create a comfortable environment for the guest, and conduit (Ap and Wong, 2001).

Pond indicates that these five roles may appear as separate roles, but they are in practice interwoven and synergetic (Christie and Mason, 2003).

According to Al Houry (2002, 134-135) there are three types of responsibility that tour guide has to do, the first one is the direct responsibility which could be personal, so that it could be related to his feelings towards his home country, as he has to convey a positive and real image about it, its values ,traditions and heritage. This is related to personal and direct contact with members of the tour-group and the information he provides to them. Regarding the second type of responsibility, it is considered as an indirect one, where the tour guide has to contribute to achieving the objectives of tourism development in the region or country.

Last, the technical responsibility, means the match between the real services provided and the anticipated ones according to the agreed program in the destination. This responsibility is related to the observance and the accuracy of the tour guide himself (Mokablah, 2000).

I see that the most important type of responsibility is the first one. One could say that the illegal foreign tour guide could not do it as he considers tour guidance as a business in itself. Besides, he doesn't have any good feeling towards the country as it is not as his homeland and in most cases; he could deliberately deform the image of the destination in which he works according to his political or religious background.

According to Article 15 of Law 121/1983, the tour guide has to take into account his professional conduct, the principles of honor, honesty and integrity and to do all his duties imposed on him by the law of tour guides and the regulation of professional ethics, its traditions and internal regulation of the Egyptian tour-guides syndicate (Kheir, 1991).

In fact, one could say that, the tour guide plays a crucial role not only for making a successful tour but also to compose a good image about the destination in general. So, a good and well-prepared tour guide is considered as a necessity in order to realize a competitive advantage to the destination. In fact, the person who does these difficult missions must hold the nationality of the country concerned.

El Batouty (2007) indicated that tour guidance in Egypt is a matter of national security. In order to maintain it, we have to select tour guides carefully and not to permit to anyone who would like to practice this profession, unless he has a permit from the ministry of tourism according the law which requires holding the Egyptian nationality.

Qualities Required In The Tour Guide

A guide, as a representative of his / her country, is obliged to be culturally literate meaning one who provides a skilled, knowledgeable presentation, informs, interprets and highlights the surroundings and maintains objectivity and enthusiasm in a courteous and polite manner (El Sharkawy, 2007).

The professional tour-guide association of San Antonio suggests that the secret of success of being a tour-guide is "... loving the subject and the people we present it to ". That is having a passion for your subject and taking an interest in each guest in essence, the work of a tour guide not only involves the transmission of information, but also presents it in an interesting and sincere manner (Ap and Wong, 2001).

Pond (1993) suggests that guides need the following qualities: broad based knowledge about the area they are guiding within, enthusiasm, commitment to life-long learning, empathy and sensitivity for people, flexibility, pride in serving others and the ability to interpret by painting mental pictures. She argues that some of these qualities could be developed through training (Christie and Mason, 2003).

Tour guides should have an out-going personality with well-preparation and lots of hard work, keeping open every possible way to improving his / her knowledge background (El Sharkawy, 2007).

Al Sheikh & Abdel Fattah, (2002, 33) added also that the tour guide must be medically fit and not suffering from any disabilities or handicaps.

Al Dary (2002, 159) mentioned that the tour guide must have a good Physical and psychological capacity to withstand hardships.

There are four dimensions of intercultural communication competence which must be required in the tour guide. Three dimensions comprise specific "micro" behaviors; nonverbal behaviors (e.g., careful listening, direct "eye" contact), topic/ content behaviors (e.g., sharing information about self, seeking topics of mutual interest) and conversational management behaviors (e.g., asking questions, speaking clearly, answering questions". The fourth, a communicative function dimension, comprises more macro" behaviors (e.g., showing interest, being friendly, being polite) (Leclerc, and Martin, 2004).

On assume that illegal foreign tour guide could not have the mentioned qualities. So his performance could be weak in comparison with the national tour guide who passes difficult exams in order to get the license of tour guidance. We could not imagine that travel agencies tend to employ these unqualified persons who could be a threat to their activity in the long term even they are proficient in foreign languages.

THE METHODOLOGY

This research investigates international tourists visiting Egypt during the period (February-Mai, 2009) and who used the illegal tour guides during their trips in the historical sites. direct interviews were conducted either by the researchers themselves or by tourism professionals (operation manager, Samer Al sharqawy , Grand tour travel agency, Egyptian tour guides, receptionists at Hurgada`s hotels) of a convenient sample of tourists belonging to three different nationalities: Russian, German at different regions en Egypt (Hurgada, Luxor, Cairo).

From 250 questionnaires which were distributed, only 107 were answered. Only 105 questionnaires were valid and complete. Data extracted have been tabulated and analyzed using SPSS 11.0 statistical package. Statistical tests of the package were applied.

Questions of study:

- 1) What are the main reasons for using the illegal tour guide in Egypt?
- 2) What is the image of the Egyptian tour guides in the eyes of foreign tourists?
- 3) What is the perception of international tourists regarding the technical skills and the personality traits of illegal tour guides?
- 4) Does the illegal tour guide deform deliberately the image of the Egyptian destination?_

Hypothesizes:

- 1) There is no significant difference between respondents` nationalities regarding the reasons of using illegal tour guides in Egypt.
- 2) There is no significant difference between respondents` nationalities regarding their perception of the technical skills and the personality traits of illegal tour guides.
- 3) There is no significant difference between respondents` nationalities regarding their perception about the familiarity of illegal tour guide to Egypt.
- 4) There is no significant difference between respondents` nationalities regarding their decision making process in the future trip.
- 5) There is a significant correlation between the fifth axis and the other axes.

RESULTS AND DISCUSSIONS

The results revealed that more Females (53.33%) than males (46.67%) have answered the questionnaire. Regarding age, about more than the third of the sample was between 18-35 years old (34.2964%) followed by those between 36- 45 years old with 26.67% whereas persons between 46- 55 years old represented about one fifth of the total sample.

Regarding marital status, the majority of respondents are married with 60.95%. Whereas single ones represent about one fourth followed by widow with about 9%. Regarding education, more than half of them have the bachelor degree, and about one fourth has secondary school education, PHD represents the least grade obtained with 4.08%.

About half of them are officers followed by liberal profession with about one fourth of them. Respondents who have the German nationality represent about 41%, followed by Russian with 30.48% and Polish with 28.57%.

About one fourth of respondents visited Egypt three times followed those visited it only once (23.53%) and twice (18.63%).

The Reliability Coefficient Of The Scale

In order to examine the consistency of the questions of the questionnaire we used the Cronbach's Alpha. It is revealed that the coefficient of consistency for all the variables of the five axes is 0,938. This result indicates that all variables of study are very consistent. The factor of reliability of them is 0,969. This explains that there is a high rate of reliability in answers of respondents.

In details, we found that the first section has a degree of consistence of „820 followed by the second section with „819, the third section with „879 , the fourth section with „494 and the fifth section with a degree of consistence of „609. It is revealed that all sections have a high degree of consistence except the fourth one which has an average degree of consistence.

Standard Deviation And Means Answers Of The Scale

It reveals that the tendency of respondents' answers on the sentences of the scale is the agreement except the sentence number two (The negative image of the Egyptian tour guide was the direct reason behind my preference of the foreign tour-leader), sentence number nineteen (I feel that the incorrect information provided by the foreign tour-leader is a deliberate manner) and sentence number thirty (I feel that the existence of the silent tour guide is important during the trip).

Table no.1: Means and standard deviation

	Means	Standard deviation	Tendence
Section one	1.751	„58	Agreement
Section two	1.927	„407	Agreement
Section three	1.943	„482	Agreement
Section four	1.756	„495	Agreement
Section five	1.874	„413	Agreement

The Main Reasons For Using The Illegal Foreign Tour Guides In Egypt

Regarding the first axis, which reflects the reasons for selecting the illegal tour guides. The table below shows its variables. It seems that the first variable (Language proficiency is considered as the main reason for my preference of the foreign tour-leader instead of the Egyptian tourist guide) has the least Coefficient of variance with 0.3 followed by the fourth variable (The cultural difference between me and the Egyptian tourist guide is considered as one of the reasons of my preference of the foreign tour-leader), the fifth variable (The choice of the foreign tour-leader was based on the program, prepared by the travel agency organizing the tourist trip in Egypt and not based on a special recommendation by members of the tourist group), the third variable (I feel in safety and confidence with the foreign tour-leader in comparison with the Egyptian tourist guide) and the second variable (The negative image of the Egyptian tour guide was the direct reason behind my preference of the foreign tour-leader).

In fact, one could say that the most important two reasons are the proficiency of foreign languages of the illegal tour guides, and the cultural difference between international tourists and the Egyptian tourist guide, whereas the negative image of the Egyptian tour guide represented the least important one.

Mr. Samer El Sharqawy (2008), operation manager of Grand Tour, Egypt stated that the level of Egyptian tour guides represents a big problem as the reports of tour groups come negative in many cases. So, travel agencies are obliged to employ the alternative (the illegal tour guide).

Table no.2: The main reasons for using the Illegal foreign tour guides in Egypt

Descriptive Statistics			
Coefficient of variance	Mean	N	
0.395885859	1.980952	105	S1
0.478683911	1.580952	105	S2
0.456366755	1.695238	105	S3
0.422542188	1.728155	103	S4
0.437672563	1.771429	105	S5
		103	Valid N (listwise)

The Correlation Between The Fifth Axis And The Other Axes

The table above shows that there is a significant correlation between the fifth axis (The perception of tourists of the illegal tour guide) and the reasons behind using an illegal tour guide (.401**), the perception of tourists of the technical skills of illegal tour guide (.411**), the personality traits perceived by them (.458**).

In fact, the most significant correlation registered is between it and the fourth axe (.520**). As mentioned before that the majority of cases' answers were the agreement, so one could deduce that the negative past impression composed by tourists about the illegal tour guide regarding lack of the experience with the Egyptian destination in addition to the lack of sufficient knowledge of the customs and traditions of Egyptian society, the intention of some illegal tour guides to deforms deliberately the image of the Egyptian destination, the silent tour guide's intervention to correct the information provided by the foreign tour-leader all these could be considered as real reasons behind the thought of using an Egyptian tour guide in the next trips, the believe that the Egyptian tour guide is better than the foreign tour-leader with regard to carrying out the task of guidance about his country and supporting the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt.

Table no. 3: The correlation between the fifth section and the other sections

		Reasons	skills	Personality	Illegal tour guide and the Egyptian destination
The perception of tourists of the illegal tour guide after living the experience	Pearson Correlation	.401**	.411**	.458**	.520**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	104	104	104	104

** Correlation is significant at the 0.01 level (2-tailed)

The Difference Between Nationalities Regarding The Fifth Axes

The tables below show the results of ANOVA one-way. It seems that there are significant differences between respondents' answers regarding their nationalities as follows:

- The first axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.
- The second Axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.

- The third axe: There are significant the Russian from the one hand and polish and German from the other hand, whereas, there was no significant difference between German and Polish.
- The fourth axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.
- The fifth axis: There are significant differences between polish and German from one part and between Russian and German from the other hand, whereas there was no significant difference between Polish and Russian.

In fact, the previous findings may be due to the cultural rapprochement between the Russians and Polish, which was significant from the results of the axis except the third one.

Tables no. 4: The difference between nationalities regarding the fifth axes

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Reason	Between Groups	4.589	2	2.294	7.703	.001
	Within Groups	30.381	102	.298		
	Total	34.970	104			
skills	Between Groups	1.294	2	.647	4.150	.019
	Within Groups	15.902	102	.156		
	Total	17.196	104			
Personality	Between Groups	6.916	2	3.458	20.550	.000
	Within Groups	16.996	101	.168		
	Total	23.912	103			
Culture	Between Groups	2.771	2	1.386	6.235	.003
	Within Groups	22.666	102	.222		
	Total	25.437	104			
Egyptian	Between Groups	2.433	2	1.216	8.132	.001
	Within Groups	15.107	101	.150		
	Total	17.540	103			

CONCLUSION

This exploratory study aims to develop a scale for evaluating the performance of illegal foreign tour guides in Egypt according to the perception of foreign tourists.

The results revealed that the most important two reasons for using illegal tour guides are the proficiency of foreign languages of the illegal tour guides, and the cultural difference between international tourists and the Egyptian tourist guide, whereas the negative image of the Egyptian tour guide represented the least important one.

There is a significant correlation between the fifth axe (The perception of tourists of the illegal tour guide after living the experience) and the reasons behind using an illegal tour guide, the perception of tourists of the technical skills of illegal tour guide, the personality traits perceived by them. In fact, the most significant correlation registered is between it and the fourth axe.

The negative past impression composed by tourists about the illegal tour guide could be considered as a real reason behind the thought of using an Egyptian tour guide in the next trips; the believe that the Egyptian tour guide is better than the foreign tour-leader with regard to carrying out the task of guidance

about his country and supporting the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt. In spite of the high level of skills of the illegal tour guides, tourists agree that the Egyptian tour guide is the most competent to explain the history of his country, besides they support the decisions which could be taken by the Egyptian authorities regarding the control of the work of foreigners in the field of translation and tour guidance in Egypt.

RECOMMENDATIONS

According to the results of the field study, we recommend the following:

- More coordination between the Ministry of Tourism and the Egyptian universities to take advantage of students in the foreign languages departments, who have the desire during periods of leave for training on the work of tourist guidance against lucrative financial incentives to motivate them to work in the field of tour guidance after the end of the study. Send the graduates of universities of the rare language sections in the Egyptian universities to study abroad to attend training courses to master the language.
- Teaching rare foreign languages in the faculties of tourism and hotels in order to fill the gap in foreign rare languages.
- Organizing advanced training courses to raise the efficiency of Egyptian Tour guide in dealing and to identify the cultural characteristics of the people of the tourism generating countries to Egypt in order to deepen the understanding between the Egyptian guide and foreign tourists and to minimize the negative effects of cultural difference.
- Encouraging the travel agencies and tour-operators to employ the Egyptian tour guides and persuade them with their good level of linguistic and technical skills through the continued development of the relationship between the Egyptian tour guide syndicate and these travel agencies.

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**THE ROLE OF VISION MEDIA IN DEVELOPING THE TOURISTIC AWARENESS AT THE
ARCHAEOLOGICAL SITES ON CANAL CITIES**

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Abstract

Egypt was known throughout its history as a destination for tourists and travelers since it was visited by »Herodotus« during the ancient time, when he got surprised because of the vast difference between Egypt and his homeland. Egypt maintained this image throughout the middle and modern history. However, the discovery of the Pharaonic antiquities long time ago has added a special charm to Egypt, besides its unique religious and cultural monuments. On the other hand, Egypt enjoys a geographical location, and a moderate climate all the year-round, along with its smooth vast coastlines, and beaches with its unique treasures of coral reefs, providing Egypt with advantages of a competitive edge.

Egypt enjoys various fields of tourism attraction, the most important are archeological or cultural tourism as one of the oldest types of tourism in Egypt, where the landmarks of the ancient civilizations are visible to the naked eye, an incarnation of the nations that constructed these civilizations since the dawn of history. Despite the multiple types of tourism, and Egypt's cultural tourism remains the unrepeated, unique and non-competitive component of tourism as Egypt possesses one third of the world's known monuments. Besides cultural and archaeological tourism, many tourism attraction types have come into existence and addressed broader segments of tourists across the world, including recreational tourism, beaches tourism, religious tourism, therapeutic tourism, eco-tourism, sports tourism, golf tourism, safari tourism, desert tourism, yacht tourism, and maritime tourism in addition to festivals tourism, and cultural events and finally conferences and exhibitions tourism.

Because of the significant role of tourism in the national economy, the Ministry of Tourism should develop a plan to increase the capacity of the Egyptian tourism to become globally competitive, increase its share in pushing forward the national economy and attract more tourists to the Egyptian market. The ministry also should diversify the tourist destinations to attract tourists from non-traditional markets as well as increasing the number of hotel rooms.

The modern technology in communication and media has a great effect on the process of attracting attention to cultural and archaeological features in Egypt. This research concentrates on the lack of cultural and archaeological awareness in Egypt, with special stress on the Suez Canal Zone. The objective of the research is to study the impact of visual media, represented by TV channel 4 in the Canal Zone, on developing citizens' awareness about cultural and archaeological sites in their surroundings.

The research covers the following :

- The importance of media in tourism industry, television.
- Depicting the cultural and archaeological distinctive of the Canal Zone.

The research will conclude with an empirical and analytical study and a presentation of the most important results and recommendations.

Key words: Archeology, Media, E-Marketing, Tourism, Awareness.

INTRODUCTION

Tourism plays a leading role in Egyptian economy since Egypt has one third of the world's monuments and it has a great geographic location. It is bordered by the Mediterranean sea in the north and the red sea in the south. these extended beaches could be used in increasing the number of tourists attractions .also water tours could be held to generate a revenue to Egypt .the Nile could be a great place through paying attention by beautifying it and promoting it nationally and internationally.

There is no doubt that tourism is a great industry if it is used properly since it coordinate with many other industries to develop. these industries are in all economical fields(agriculture ,industrial, transportation ,building, construction, banking, etc...).

The tourist activity is reflected in all sorts of other activities and if tourists arise all other industries would arise. There is a close connection between the development of the tourists activity and the flourish of the economy for the longer the tourists stay the more hard currency Egypt obtain to aid in the process of development.

The activity of media and advertisement plays a vital role in tourists promotion of Egypt. The tourist association should pay attention to this factor since it is one of the most important factors for no matter how good the tourists product , without the promotion it worth nothing.

Egypt suffers a great lack in using modern technological tools for tourists promotion that is why the tourists association should have its own site on the internet and should spread flyers all over airports and ports. These flyers should include data about the most important tourist features and how to access it with all the recreational activities available.

Egypt is the most diverse in terms of cultural heritage. It has been the birth place of all worlds' major religions. The interchange of cultures over thousands of years has resulted in some of the best historical monuments and cultural mix. Famed for archaeological rarities of immense beauty such as Egypt undoubtedly forms an extremely attractive and diversified tourism product which has something to offer to tourists from all walks of life.

But there is lack in technolonies and high-capacity storage media which growing market daynamics that raise information.

There are three characteristics that all effective tourism information systems have:

- Each channel in the system has its own function.Travellers use different channels to get different kinds of information,there is no doubt that technology has produced transformation in all aspects of daily life and tourism is no exception, especially tourism marketing.
- all the information channels used in the system relate to each other.A tourism informatin system is like a nouvel because it has many differnet parts tied together by the theme.Even thought the system's channels serve different functions is providing information,they are all tied together by the projected message.
- All channels used in the system are interdependent.the channels are used to communicate with tourists.

There is a new kind of technology like internet technologies which can also contribute to the improvement of current products on offer or development of new products and services that redefine the company's strategic position. The Internet also gives tourist attractions such as museums and galleries wider format options for electronic presentation and show web collections which are physically impossible to construct.

THE IMPORTANCE OF MEDIA IN TOURISM INDUSTRY, TELEVISION

The modern technology in communication and media has a great effect on the process of attracting attention to cultural and archaeological features in Egypt. This research concentrates on the lack of cultural and archaeological awareness in Egypt, with special stress on the Suez Canal Zone. The objective of the research is to study the impact of visual media, represented by TV channel 4 in the Canal Zone, on developing citizens' awareness about cultural and archaeological sites in their surroundings.

It is familiarly said that tourism can be 'media-induced'. It might also be argued that the tourist experience is multiply 'induced', if we must, with numerous contexts and dimensions of both culture in a wider, secondarily-produced fashion, including media, commerce, and so on; as well as the lives of individuals themselves as contexts that may 'induce' experience, decisions, and so on, across and individual's life. As tourism is a component of culture generally, it is with regard to this embrace, and the dynamism of individuals' own lives, that this paper seeks to contribute to our making sense of the tourist experience, and where, if at all, the media may fit.

There are a multitude of tourist practices and an extended range of available media. Tourism and media have numerous connections overlaps and disjunctions, and character of media studies and tourism/tourism studies has similar character. Not least, mobility, including global mobility [although tourism is familiarly more local], is similarly unevenly embedded across these activities and disciplines. The media are involved with promoting emotional disposition, imaginative and cognitive activity across a wide band of life. Tourism makes sense as an imaginative process, too, involving certain comprehension of the world, that may be narrowly drawn in relation to everyday desires, and/or more broadly felt and 'informed'. But how that is informed is of course problematic. How do contact with friends, the more prevailing experience of previous times of being a tourist, relate across possible media actions, subject and influences?

In terms of tourism, as the tourist is both audience and consumer in a wider sense, it is valuable to reflect on the increasingly critical debate on consumption in the production, communication and circulation of 'desire'. Baudrillard argued the importance of 'strategies of desire' through which consumers' – pace tourists' – needs are mobilized, provoked, their nascent interest captured in a process of consumption before consumption. These strategies, he argued, consist of the signs on which the value of products are conveyed in the process of what they have to inform or to contextualize in terms of tourism, or of being and tourist, or doing tourism, is interplayed and interwoven, across wider arenas of consumptions, as exemplified in advertisements.

Cars and mobility, lifestyles and life choices; fashion and different lifestyles and in diverse components of the world that may include holidays; films and television classics and characters; body upgrades and survival. Tourism of these are not explicitly, or even implicitly, about tourism. Similar components may be identified in popular magazines.

Table – Approaches to studying Tourism and the Media

Themselves and Perspectives	Key conceptual issues
<p>Marketing/Consumer Behavior Approaches</p> <p style="text-align: center;">↓</p> <p>Positivist/Media effects and Optimization</p>	<p>Traditional tourism marketing models have presented media as channels for getting information to the consumer. Pre-trip information creates images of the destination and so directs consumer choices. The image formation process is linked to consumer behavior and attempts to explain how image change can occur. The media is identified as a stimulus factor that can influence consumer images of the destination.(Baloglu & McCleary 1999; Crompton 1979; Gartner 1997; Gunn1972; 1999).</p> <p>The focus of such studies is on media effects on consumers, on determining the extent to which media messages shape images of destinations and on consumer expectation and satisfaction. The main emphasis of such enquiries is on the decoding stage and audience reception of the communication process. This research approach also includes studies on the impact of new information communication technology and the opening up of new channels for consumer marketing that offer new avenues of interactivity, feedback between consumers and marketers and the simulation of the vacation experience through virtual reality. The diffusion of media products is making it easier for people to experience events is integrating the media product as major feature of the actual tourism product (Acland 1998; Rojek 1998). The expansion of online 'bloggers' and the community of travelers who share their tourism experiences online has attracted the attention of mainly media researchers with respect to clarifying the used and gratification experienced by tourists in recording recalling and retaining their vacations.</p>
<p>Sociological/Cultural Studies Approaches</p> <p style="text-align: center;">↓</p> <p>Critical Cultural/Media Resistance</p>	<p>This perspective examines the social relations and cultural significance of image creation and production in tourism. The function and role of the media communications in tourism is reviewed to uncover the power relations embedded in their representations of society. Looks at post-modern critiques of the tourist gaze as a manifestation of consumer culture. Issues of tourism images as constructed and constructing phenomena that makes the industry a 'communicator and shaper of society's ideology'. The impact of the system representation that tends to subjugate individual and national identity, Cultural values and lifestyles (Cohen 1979; Dann 1995 ; Hollinshead 1999; MacCannell 1976; Morgan & Pritchard 1998). This strand of research that mainly utilizes postcolonial critiques of tourism representations has gained prominence with the publication of research in leading tourism journals.</p>

It can be inferred that the extent to which the media reinforce and sustain stereotypical representations of destinations and their peoples may impress prescribed perceptions of reality on their audience. Tourism representations are particularly important since the advertising messages may disclose more about 'social codes which act on tourism' than actual tourists behavior. Advertising texts utilizes the feedback and responses of various groups in society to create advertisements and then these are used for the 'stories which tourists will make up about their own experiences'.

DEPICTING THE CULTURAL AND ARCHAEOLOGICAL DISTINCTIVE OF THE CANAL ZONE

Historical Outline:

It is Historically recorded that Egypt was the first country to dig a man-made Canal across its lands to connect the Mediterranean Sea to the Red Sea Via the River Nile and its branches. The first canal was dug under the reign of Senausret III, pharaoh of Egypt (1874 B.C); the canal of Nechao II (610 B.C); the canal of Darius I (510 B.C); the canal of Ptolemy II (285 B.C); the canal of the Romans (Emperor Trajan 117 B.C) and the canal of Amir El-Moemeneen (642 A.D) following the Islamic conquest to Egypt.

It continued to exist for scores of years but later filled up with sand and debris. During the French campaign of 1798, Napoleon Bonaparte thought of linking the two seas directly by means of a navigational canal. He commissioned his chief engineer Le Pere to study the idea, but his engineers did not support; believing that

the Red Sea level was higher than that of the Mediterranean sea and accordingly the idea was cancelled. In 1854 the French diplomat Ferdinand De-Leseps managed to convince Khedive Said Pasha, governor of Egypt, to sign a concession with the Egyptian government to dig the Suez Canal. On April 24, 1859 the digging of the Canal began and continued for ten years. More than 1.5 million Egyptian workers took part, and more than 120,000 of them lost their lives due to the prevailing severe conditions of shortage of food, water and spread of epi-demic diseases among them.

STAGES OF DIGGING THE SUEZ CANAL

On March 19, 1862, the Mediterranean waters poured into Lake Tumsah. On 18 March 1869, Mediterranean waters reached the Bitter Lakes. On August 15, 1869, the Mediterranean waters and the Red Sea waters met together forming this vital waterway. Digging this gigantic project lasted for 10 years through which 74 million cubic meters of sand were excavated at a total cost of 369 million French francs (LE 14.2 million)

INAUGURATION OF THE SUEZ CANAL

On November 17th, 1869 the Suez Canal was opened for international navigation during the reign of the Khedive of Egypt, Ismail Pasha. The inauguration ceremony was attended by Kings and Royalties of Europe, upon head of them was the Empress Eugene of France. The celebration was also attended by the nobles of the world for whom banquets and means of accommodation and comfort were secured.

NATIONALIZATION OF THE SUEZ CANAL

On July 26th, 1956, late president Gamal Abdel Nasser announced the nationalization of the Suez Canal; an announcement that restored Egypt's sovereignty and bought back the Canal to its legitimate owners. This was followed by the tripartite aggression on Egypt in a move by the French company and its supporters to retake the Canal. Egypt kept defending its land and its canal as deemed approved and admitted by all laws, customs and international conventions. Egypt got victorious and the aggressive troops withdrew from the Canal Zone.

ESTABLISHING OF THE CANAL'S CITIES

The digging of the Suez Canal has effect of establishing three cities, i.e, Suez, Port said and Ismailia. They are considered among the most formidable places in Egypt, based on their distinctive geographical location that enables them to rank as high as possible among tourists sites. The state should give due care to these three cities through the media to occupy its due place on two touristic map.

Suez Canal is considered the most important navel route in the world that linked the contents easily. The need appeared to establish new cities on the canal to share in serving the navigation and construct civil building to accommodate the workers. These new cities enjoyed a great touristic location that made them sources of attractions to tourists from all over the world. These cities contains cultural heritage for example in Portsaid has an outstanding and Strategic Location coastal Island Linking the Mediterranean and the Red Sea at the Northern entrance of Suez Canal. Port said Enjoys A geographic Location individual. This Location Port said Key Role in international triad and middle East based triad in Particular. (Splendid Weather) Warm in Winter and nice hn Summer Sun shine all the year round

TOURISM ATTRACTION

Nice weather all the year around a beach with length of 30 km grade fine sands free Surrounds the city from the Northern boundaries on the side of the City El Manzala Lake extends alongside the city. It has nice natural scenes. fish and birds .The sweet water of Al Manzala Lake meets the salty water of Mediterranean at el Jamil bridge this point attracts those who wants to enjoy photos and fishing other tourism aspect is tennis Is land.Also Port said has great distinctive touristic features that allow it to occupy a great place on the touristic Map.

TOURISTIC FEATURES OF CANAL ZONE

KOBAN BUILDING:

The first important place is the port building which is known as Kobah building that has a distinctive artistic feature which is unique and could be used to promote the touristic activities through establishing touristic national project that narrate the story of the canal is exemplified in the statue of Delisips which constitute a great part of the canal history that the state should aim to propagating to all the world. The important of the canal is seen in the saving it achieves in distance and in vessels operating cost. Saving in time should be stressed as well. The Suez Canal contract was awarded to Delisps through his intimate relation awarded with the wali in Egypt. The fact that the canal has a European origin helps in promoting it, as well as, all the cities located on it, to the western people. The tree cities enjoy a great chance in being a source of tourist attraction and it should be used to generate work chances for the youth of the area.

De Lesseps STATUE:

The second place we can talk about is De Lesseps Statue it was made by Emmanuel Fremiet 17000kg 19.50m Height It has arrived to Port Said harbor Separated in 9 parts fixed in its Place in October 1899, Mr. Ferdinand Delisps, who was born in France on 19th November 1805 in a well known family with a heritage in diplomacy. He started his career in Lisbon, then in 1932 came to Alexandria and was appointed the Council General of France in Egypt. After retiring from French diplomacy, he devoted his wife to study the Suez Canal project. He read all about it and he had his chance in Saied reign to obtain the preualiage of digging the Suez Canal in 1854. He died in 1894.

THE LIGHTHOUSE

The main sites of ancient port saed: the Lighthouse, the old light house constructed after digging the canal with 20 meter height, it was constructed in 1868 with 5.6 heights. The building has pentagonal shape painted with two colures black & white for daylight pilotage.signaling a flash light every 30 seconds.

And Port said have many distinctive places as:

- General View for Port Said harbor
- Marine Club in Port Said
- Tourist Walkway on Port Said shore
- Tourist Walkway in Palestine Street
- General View for Port Fouad
- General View for Sues Canal Villas
- Village Places in Port Said
- Port Said has many Gardens
- Port Said has two Museum
- National Museum overlooking Suez Canal

Military Museum narrating heroic Patriotic action of Port Said
Latin Cathedral at Sharq ditrict founded in 1934
Italian Church at Shark district
Islamic complex at Port Fouad
Al Farouk Mosque
Al Tawfiky Mosque
Al Abbasy Mosque

TOURIST ATTRACTIONS IN ISMAILIA

Ismailia has so many distinctive features that qualifies it to be one of the main tourist sites in Egypt.

The most important features are; the climate which is moderate all year long, the location since it is located on the sides of Suez canal and it has a view on El-Morah lakes and El-Temsah lakes, and it is distinctive since it is located in contents; Asia and Africa. It has so many varied sorts of tourism, In Ismailia, one of the main locations that could be used to create a touristic attraction is the guidance building which is one of the greatest building. It was established by Delisps for his navigators. The building is rectangles in shape and it was built according to the Gothic style which was influenced by the designs of houses and places, in the Monalouki and Ottoman reign. The building is surrounded by a Fence with four facades. The main is the south-East façade that has a front of a wooden ceiling with wooden crowns that carries tyares of the gothic style that was copied by the French during the curosides. This style is found in all the facades around the building.

Around the building there is a garden built upon the Atomic type. The ceiling is decorated with the brown and yellow color which was known in the Islamic world from the age of El-Zaher bay pars in Damascus. The outer roof for this front is decorated with pink bricks that give a lonely connection in the Islamic building. The bricks are with edges that hold semi-circulars units of porch in and they are placed in lines and connected from above with a wooden drapzine full of semi-circular loops in the above part of these are triangle leaves. The same decoration existed in all the other three facades. Delisps Residence is now a museum that contains all his belongings and it is one of the major touristic attractions in Ismailia. It represents a distinctive Archture design for it was built according to Gothic style that appeared in France from 1000:1500 A.D. and it became one of the main features of European buildings

The mosque of Abbas Helmey The Second was built in 1898. The founder of the mosque ruled Egypt as the seventh amongst Mohamed Ali family, he ruled form 1892-1914 A.D. Due to the existence of the Suez Canal and the Ismailia stream, He built his mosque to encourage people to come to live in it. The mosque is built on the Islamic style.

Monument Museum:

It has many varied Pheronic, Roman, Coptic, and Islamic monuments.

Deliseps Museum:

It has the personal belongings of Delisps like his diaries and his car.

El-Shagarah heights:

It was the head quarter or Israeli forces in October was 1973.

Soldiers Monuments:

include the remains of the allied solider from first world war and it has a view on Suez Canal.

Catholic Church that was built in 1930:

It has rare treasures and it has a Byzantine Features.

El-Malah Gardens:

It has so many rare plants and palm trees and it is a great green landscape.

Common wealth symmetries:

It contains the remains of the allied soldiers from second world war.

Clubs, Beaches and Resorts:

Many of those tourist locations are viewing water sides of lakes in Ismailia, like El-Naurs, El-Gandoul, and El-Fayrouz. Ismailia social club, El-Montazah Club, El-Shagrah, Golf Club and Dafa Club exclusive for Suez Canal.

ARCOLOGICAL ATTRACTIONS

El-Maskhouta highs is actually Baratton city, i.e., the place to worship Atton.

It is one of the most important attractions in Ismailia, that goes back to the Middle Dynasty, Greco-Roman period.

El-Sahbah and El-Ezbah (16) heights:

It has traces of heksaus, Greco-Roman. It is one of the attractions in Ismailia.

El-naymah and El-gamalien heights:

they are located south of Ismailia - Suez road, south of Nefesha. They are located on the stream of Pheronic Canal "Nekaw".

ElKantarah Gharb district :

It is located on the Belosian branch of the Nile. It is the Castle of Basmatic the third in the 26th family.

Fayed District:

It has sepraium village that was a port on the Red Sea during the Greek period.

El-Heer heights:

that used to protect Egypt from the East boarders. It has three historic castles, the first is traced back to Pheronic period, the second is traced back to the Patlamic period, and the third is traced back to the Roman period.

The above mentioned are nothing but samples of the rich tourist sites that characterize Ismailia.

SHEDS LIGHT UPON THE PROBLEMS FACING MEDIA IN COVERING THE CULTURAL AND ARCHAEOLOGICAL SITES AND SUGGESTING WAYS TO SOLVE THEM.

The research will treat the problem of the lack of tourist and archeological awareness in canal zone and how to solve this problem through modern technological ways.

CONCLUSION:

Out of what has been discussed in this research, it is clear that Ismailia has a splendid texture of features that gives it a wide chance to be placed on the marketing map of tourism in Egypt. It has a wonderful combination between old and modern attraction features. It has the Suez Canal with all its historic significance, wars that left its marks on that land and the people. Yet, all these tourists' attractions need huge efforts from all responsible organs to form the driving force of tourist activities in Ismailia and Port Said.

The researcher recommends the following:

Choosing the sites of establishing any form of tourist facilities to be accessible to tourists.
Providing tourist agencies with all sorts of media productions to aid in promoting tourist activities.
Establishing, recreation and entertainment places to provide additional types of activities.
Establishing a committee responsible for promoting the activates through advertisement and all sorts of publications.
Constituting a network among all sorts of tourist attractions and placing these sites online.
Projecting all types of documentaries that have information about places of tourist significance all over media.
Organizing local and international competitions about types and features of tourist attractions.
Enabling civil institutions and arts lovers to contribute in promotion tourist activities.
learning tourist sites to daily life through publishing the important dates in history for the public.
At last its recommended that building of kobh should be turned into A national Museum that include all the belonging of the Suez Canal and tells the story of the Digging of the Canal, also it should contain some Local the exemplify the history of local Community in Port said and Ismaieleh and Suez to give the Tourist chance indulge in the local Culture.this Museum is Atouristic attraction that would generate a huge revenue to aid the economic and serve Employing the Youth.Local Community would benefit from this Project as well.
I address the Egyptian people ,especially people of port said to reinstate the statue of delicipes to its original place for it is a part of the Egyptian history since we can never change history and the project he created still aid in the Egyptian finance .also the great location of the statue on the canal could be used as a tours attraction.

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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE - Vol.1

THE CONTRADA SCALERI. AN EXAMPLE OF NATURALISTIC ITINERARY IN THE HEART OF SICILY

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Abstract

The consequences of globalization phenomena (like standardisation) carried to a reconfiguration of the territory and of *objects* that composed it, in the so called *network society*. Everything moves with constantly growing speed, leading to an increasing reduction of distances and to the encounter/crash of different places and cultures, to a storage of concepts like identity, tradition, human relationships, inland areas and local communities.

Today, as a reaction to these changes, the tourist seems to be interested in the old meaning of journey, in the rediscovery and revaluation of classical forms of tourism, searching the contact and the dialogue with nature, local cultures and inhabitants; besides, he's more interested in open spaces than in closed museum. Therefore, the *territory* becomes the first indispensable element of the *Integrated Relational Tourism*, because it encloses a priceless cultural and environmental heritage that needs to be known. The general strategy of the actors of local development should be built on the principles of growth, employment and sustainability, prosecuted through a balanced use and a greater valorisation of resources that aim to increase the attractiveness of rural, inland or marginal areas.

The purpose of this paper is to propose a revaluation of an internal area of Sicily, in the territory of the municipality of Santa Caterina Villarmosa (in the Province of Caltanissetta) through the creation of an *ecomuseum* in the Integral Natural Geological Reserve of "*Contrada Scaleri*" (actually under the protection of the Regional Province of Caltanissetta).

The territory of Santa Caterina Villarmosa has a strategic and very favourable geographical position. It's at the centre of the island and can become a strategic node in the communications and transfers between the city and the western and eastern localities. Consider, for example, what we witness the archaeological excavations of "*Cozzo Scavo*"; the natural source of water of "*Contrada Fiumara*" or the excavation of the "*Filo delle Rocche*" and his morphological particularity, etc.

The importance of the *Scaleri's* Reserve (actually, and since its creation, in degrade and almost inaccessible) originates from the geomorphologic studies of the erosion process of waters on the gypseous rocks, along with the chemical, physical and structural features of a huge series of stones, which are still almost unknown to science. The most common rock fragments inside the reserve are the "*scannellature*" (rills), between 2 and 20 mm large. Very rare are the deposits of stone fragments with a round surface and in gradual state of deterioration, representing *karst* phenomena in small scale.

Key words: Globalization, Identity, marginal areas, Ecomuseum, IRT

INTRODUCTION

Over the last few years, the world has realized that the phenomenon of globalization is not just about economics. On the contrary, it has affected every aspect of our daily lives. In fact, it is enough to think of the speed of the media, of the immediate impact of each event across the globe, of the so called "*network society*"; of the crisis of representations and of the "*time-space compression*" (refer to: Harvey 2002).

The consequences of globalization phenomena (like *standardisation*) carried to a reconfiguration of the territory and of *objects* that composed it, to a different perception of the importance of places, space and scale (refer to: Castree & Gregory 2006, p. 128) and to a possible change of the meanings of *spatialization* and spatial practices on aesthetic, political and social level.

In the *network* everything moves with constantly growing speed, leading to an increasing reduction of distances and to the encounter/crash of different places and cultures, to a storage of concepts like identity, tradition, human relationships, inland areas and local communities.

Inevitably, this leads to the loss of traditional points of reference, to the abandonment of rural areas, of buildings, monuments and symbols on which local identity was forged.

This discourse relates closely to the Mediterranean area, that all along has been the forge of new experiences, a cross-road for cultures, peoples and civilizations; but in recent years, it has had to cope with the increasingly progressive disappearance of the inland areas, of the ancient rural communities, of human relationships, giving way to the anonymity and the isolation of new global cities.

Today, as Zygmunt Bauman argued (2001), we need to focus on the collective dimension of these processes: on the current limitations and difficulties of realization which meets the requirement of a liveable community for everybody; a request to be considered, however, as a fundamental exigency and need.

Just due to the dissolution of the "real" communities (rural, crafts, traders, etc.), Bauman (2001) speaks of insecurity, of loss of the idea of community. At that point the same members of the communities are trying to invent new "artificial" communities and new "artificial" identities which exacerbate the sense of insecurity and lack of freedom.

As a reaction to these changes, the traveller seems to be interested in the old signification of journey, in the rediscovery and revaluation of classical forms of tourism, searching the contact and the dialogue with nature, local cultures and inhabitants; besides, he's more interested in human activities (as well as cultural activity), in open spaces than in a closed museum.

Therefore, the *territory* becomes the first indispensable element of the *Integrated Relational Tourism*, because it encloses, inside him, a priceless cultural and environmental heritage that needs to be known. The general strategy of the actors of local development should be built on the principles of growth, employment and sustainability, prosecuted through a balanced use and a greater valorisation of resources that aim to increase the attractiveness of rural, inland or marginal areas.

THE ECOMUSEUM: A NEW PERSPECTIVE FOR HERITAGE PRESERVATION

The concept of ecomuseum is closely linked to that of *Integrated Relational Tourism* as both have as their object the territory (not just in the physical sense, but also as a story of people who live there and of the signs of tangible and intangible assets left by those who lived there in the past), the heritage preservation (assets and activities), the sustainability, the direct relationship with local community (see: Gili 2007). And this is where it (being a project and not an institution) differs from the classical concepts of "museum" or "open-air museum" (concepts which the ecomuseum has been repeatedly associated to in the past).

So far by the widespread notion of "*antiquarium*", the museum becomes territorial resource and engine of development for local economies. In the ecomuseum there is a recovery of memory and of traditional culture proper of agricultural civilization from which we descend and now superseded by modern technologies. The memory which ecomuseum tries to recover is not just an element of the past, but a link between the past, present and future which prevents, against the background of our "fluid modernity", everything becoming instant, a moment, an isolated flash (refer to: Summary Document of "*Incontro Nazionale Ecomusei, Biella 2003*", www.ecomusei.net).

Today museums undergo a major change and their current role is increasingly distant from the original.

From the traditional idea, centred on the object and on a function primarily conservative and illustrative, the museum switches to a new approach with the public. The focus shifts to the subject who is the visitor with its experience and its memory. The museum's role is redefined to civil society and it becomes the place where compare the new subjectivities and build the identities of community (see: Carta 1999). Thus, in 1980, Georges-Henry Rivière processes the definition of ecomuseum (further developed by Hugues De Varine, director of the ICOM-International Council of Museums) and it is designed as "a mirror in which the population looks to recognize, where it looks for the explanation of the territory to which it is attached", "an expression of man and nature", "an expression of time and an interpretation of space", "a laboratory, insofar as they contribute to the study of history and the present of population and its environment". In this perspective "it is a place for storage, insofar as it helps to build and to give value to natural and cultural heritage of the population", "a school, insofar as the people involved in projects for study and preservation, urging them to hear and bear the problems of their own future" (Primi 2006, 3).

The ecomuseums, initially, were designed as tools to protect the traces of rural society in a time when urbanization, new advances in technology and the resulting social changes represented a real risk of complete oblivion of a millenary cultural heritage.

Since the late nineties, when in addition to economic reasons concerning the globalization we are witnessing at the levelling of local identity, this "planning", this "social process", as we consider the ecomuseum, seems the only possible way for the exploitation of identity and territorial development, in the spirit of cooperation and sustainability (Primi 2006, 4).

It is no longer enough to invest money in projects, establish a protected area, place in a museum photos or artefacts ripped from their original place, or closed within a limited area which, by its nature, needs to be outdoors, continue to evolve and perhaps ruin: this is part of nature's law.

In the case presented in this paper, regarding the proposal to create an ecomuseum in the rich territory of Santa Caterina Villarmosa, almost all of the elements taken into consideration have been objects of protection, European projects, natural reserves, etc. But, from the photos, is possible to see the present state of degradation.

The proposal then becomes a hope, so that this infinite variety, in a so limited area, can regain its original splendour, becoming also a resource for the population (which often ignores the goods in its possession). Indeed, in this case, the ecomuseum would include a path made of a particular geomorphological, archaeological, landscape viewpoint together with those concerning the most typical food and wine and local craft products (such as embroidery).

SANTA CATERINA VILLARMOSA

The territory of Santa Caterina Villarmosa (less than 6000 inhabitants), in the Regional Province of Caltanissetta (located about 18 kilometres Northwest from Caltanissetta, 115 kilometres Southeast from Palermo, 120 kilometres West from Catania), rises on an internal hilly area, located 606 meters above sea level (Fig.1). It has a strategic and very favourable geographical position, at the centre of the Island and can become a strategic node in the communications and transfers between the city and the western and eastern localities.

The Municipality of Santa Caterina (so called for the devotion to Santa Caterina of Alexandria) was founded with *licentia populandi* in 1572 (or in 1604) by Giulio Grimaldi, Baron of the Feud of "Risigallo". Under Spanish rule was added the appositive "Villarmosa" (> lat. *Villa Hermosa*), which means "beautiful country". The territory of the country has remained uninhabited until the early seventeenth century. The only building still exists, which is to go back to times preceding the foundation of the country (late fourteenth/early fifteenth century), is a building, in the historic centre, with a beautiful portal with lancet window.

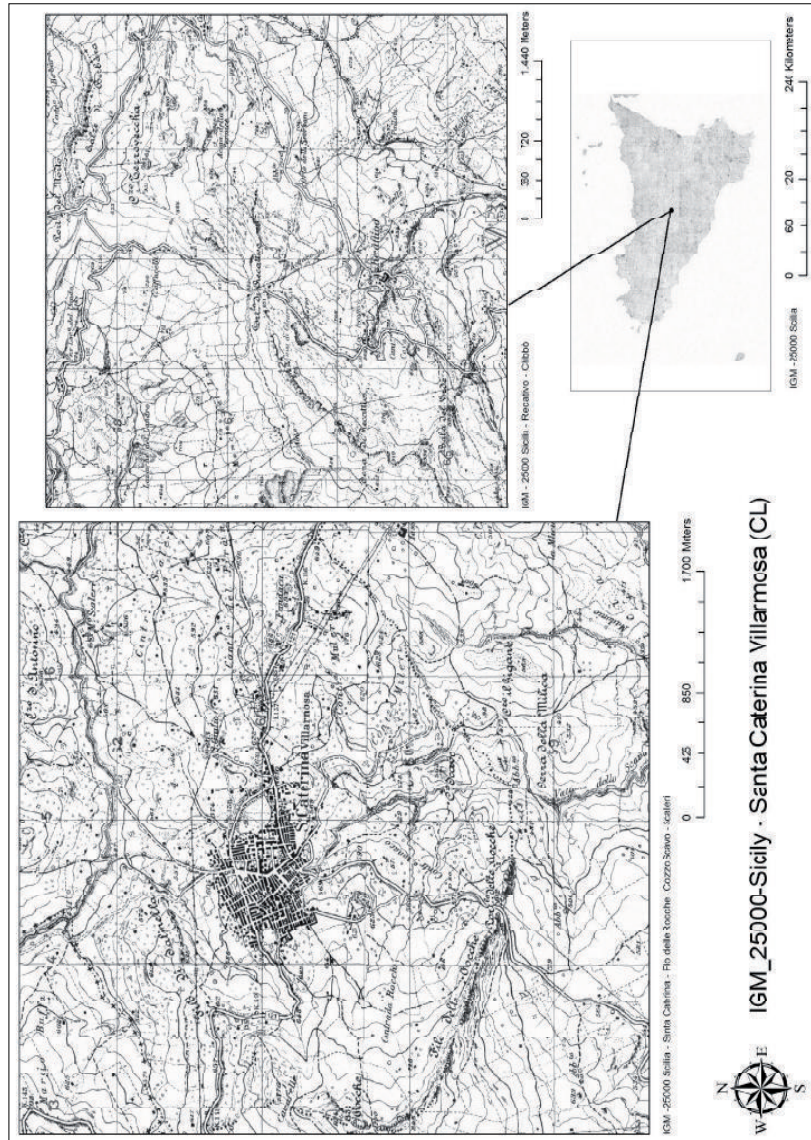


Fig.1: The territory of S. Caterina V. in the I.G.M. 1:25000 (© Ippolito Michele, 2009)



Fig.2: The Reserve
(© Ippolito Michele, 2009)

THE INTEGRAL NATURAL GEOLOGICAL RESERVE OF CONTRADA SCALERI

The Integral Natural Geological Reserve of "Contrada Scaleri" (Fig.2) falls within the territory of the Municipality of Santa Caterina Villamosa and it was established by the "Decreto Assessoriale n. 587 del 01/09/1997"; with the same decree it was consigned under the protection of the Regional Province of Caltanissetta. The Reserve is located about 2 kilometres East of Santa Caterina Villamosa and about 22 kilometres North from the Provincial Capital of Caltanissetta. Its configuration consists of a gentle slope that descends towards the valley traversed by the river "Vaccarizzo" (where there is also a *Site of Community Importance* of the "Rete Natura 2000"). The Reserve covers an area of 11.25 ha and includes two areas: the area "A" of 3.75 ha is only for scientific purposes; the area "B", of 7.5 ha, is considered as pre-reserve.

The importance of the area originates from the geomorphologic studies of the erosion process of waters on the gypseous rocks, along with the chemical, physical and structural features of a huge series of stones, which are still almost unknown to science. The most common rock fragments inside the Reserve are the "scannellature" (rills) in shape of meander, between 2 and 20 mm large (Fig.3, 4, 5); shapes of covered karst ("Rundkarren") and "mammellonature" (clay hills). Very rare are the deposits of stone fragments with a round surface and in gradual state of deterioration, representing karst phenomena in small scale.



Fig.3: C.da Scaleri - The rocks in the Reserve
(© Ippolito Michele, 2009)



Fig.4: C.da Scaleri - The rocks in the Reserve
(© Ippolito Michele, 2009)

The *karren* are complex sculptures that characterize the rock surfaces that are formed through the action of the processes of solution and secondly of degradation. They are small forms that are set on the surfaces of limestone and evaporite; they present a wide range of types and sizes, depending on the different lithological characteristics, the shape and slope of the rock surfaces, the presence or absence of soil and climatic conditions (Macaluso *et al.* 2001).

In Sicily the *karren* shows a wide distribution and variability of forms that can be considered unique in the whole Mediterranean basin. In the evaporite rocks of the areas of Sicily, and particularly in the plaster, there is a bewildering variety of types of forms of relief that seems to not have the same in other areas in evaporites of our planet.

Therefore these areas, which are still largely unknown to most researchers, can be regarded as extraordinary laboratories for geomorphological and environmental research and also as ideal gymnasiums for the naturalistic-environmental teaching, where walkers can experiment with photography and macro photography (Macaluso *et al.* 2001).

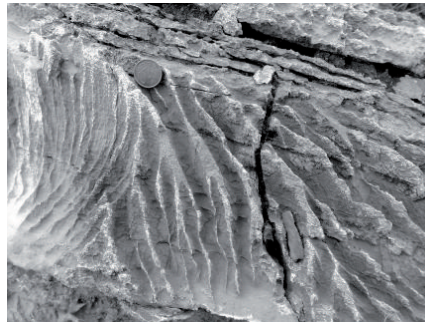


Fig.5: C.da Scaleri - Particular of the rills on the rock
(© Ippolito Michele, 2009)

While there is no doubt that many landscapes detect different forms of human impact, in particular those of deforestation and denudation of the rock to soil erosion caused by agriculture and pastoralism, secondly these landscapes continue to innovate to a series of natural phenomena that takes place in different spatial and temporal scales. It follows that this exceptional naturalistic and environmental heritage embodies an extraordinary scientific, cultural and educational potential. Actually the Reserve is in a condition of total degrade, destruction and almost inaccessible.

THE LAVATOI OF CONTRADA FIUMARA

The "*Lavatoi*" [> it. *lavare* = to wash (washbasins)], located on the edge of town in "*Contrada Fiumara*", represent a rare example of rural architecture dating from the mid-nineteenth century (Figg.6, 7). The "*Fiumara*" (> it. *fiume* = river) is among the oldest natural sources of water, with a high concentration of limestone. It was the principal source of drinking water for all inhabitants even until sixty years ago. The area in which it stands is rich in archaeological remains of considerable importance, which span from prehistoric times to the Byzantine and Arabic. For this reason, it is argued that in that place have been oldest pools on which, later, were built what can be observed today.



Fig.6: C.da Fiumara - The Lavatoi before the restore
(© Ippolito Michele, 1998)



Fig.7: C.da Fiumara - The Lavatoi today
(© Ippolito Michele, 2009)

The two pools, built in stone of Syracuse (finely carved by premises master stonemasons, maybe the same or the heirs of those who worked on the facade of the Cathedral of seventieth century), are distinguished by the shapes and the transverse grooves, more evident in that located in the Northwest of the pediment of the clearly neoclassical prospectus on which, in the past, had to rise to a sort of sink; this pool is rectangular and, in a edge, is still visible a layer of lava rock on which were rubbed the clothes. The other, situated southeast from the first has a square shape and still serves as a drinking trough for animals.

The cobbled, which covers the entire area containing the washing, seems fine squared, with some slight dips toward the centre, from which the water flowed into a kind of underground pipes today completely destroyed.

Of refined elegance seems the triangular pediment in the top of the boundary wall of the entire structure which, as the frontispiece of an Ionic temple, looks westward in the direction of the country.

The "Fiumara" has been restored (less than ten years ago) but now it is abandoned to the devastating fury of road tankers, trucks, bulldozers and vandals who are destroying the substantial architectural features.

THE ARCHAEOLOGICAL SITES

The area between Caltanissetta and Santa Caterina Villarmosa records a remarkable concentration of ancient human sites, which attest the frequentation of the area from the prehistoric age until the late imperial age (e.g.: *Cozzo Scavo*, *Filo delle Rocche*, *Contrada Monaco*, *Monte Fagaria*, *Monte Sarmo*). These are mostly settlements on high ground that controls the Salso River, the ancient Imera River, as in the case of Monte Fagaria, or the upper reaches of the Salito River, which is a tributary of the same Imera River. The two rivers, however, have always constituted important lines of commercial communication and political-military penetration into the inner area of the Island (Fig.1).



Fig.8: The Cozzo Scavo from the bridge of C.da Muleri
(© Ippolito Michele, 2009)



Fig.9: The site of Cozzo Scavo
(© Ippolito Michele, 2009)

The site of "Cozzo Scavo" (area on archaeological constraint since the 07/09/1996 with the "Decreto Assessoriale n. 7587 ai sensi della Legge 1089/39") is located, in the Southeast from the modern centre, over a hill that belongs to a topographical context in which a frequentation from prehistoric times to the middle Ages is documented. This is an important elevation of friable sandstone with pyramidal shape which, from 563 meters above sea level, overlooks the valley marked by the Salito River, on which has developed a terraced town that must have lived his period of greatest frequency during the fifth-fourth century BC (Figg.8, 9).

The excavations (that have unearthed three areas) have affected the eastern side of the summit of the high ground where, in the past, a series of clandestine excavations had partially revealed sections of walls attributable to possible buildings (Figg.10, 11).

Cozzo Scavo is resulted a Hellenized indigenous centre, perhaps also occupied by Punic mercenaries in the fourth century BC, given the large number of materials (coins and pottery) attributable to a Semitic environment. Today the site (which has always been known to the people for the legend that saw it as a quarry for a big treasure), fenced and closed to the public, is in a state of total neglect.



Fig.10: The site of Cozzo Scavo
(© Ippolito Michele, 2009)



Fig.11: The excavations on Cozzo Scavo
(© Ippolito Michele, 2009)

The "Filo delle Rocche" is a mountain range, in the West-Southwest of the country, which reaches 845 meters impeding the view beyond (Fig. 1, 12). The site is historically important for archaeological presences never enough documented and for its morphological particularity. In fact, it is a sort of boundary wall where, at the top, it is possible to find a little rural chapel near an ancient legendary cavern.

This mountain, and all the elements that belong to it, has always been an integral part of the identity of population.



*Fig.12: The Filo delle Rocche from Cozzo Scavo
(© Ippolito Michele, 2009)*



*Fig.13: The ancient farm of C.da Recattivo
(© Ippolito Michele, 2009)*

Another area of archaeological interest nearby Santa Caterina Villarmosa (about 10 kilometres North, but within the territory of Petralia Sottana in the Province of Palermo), winding along the ridge which forms the watershed between the basins of the Platani, Salso-Imera and Salito Rivers, is that of the ancient Feud of *Recattivo* (and of the nearby *Monte Chibbò*, *Cozzo Tutusino*, *Cozzo Terravecchia di Cuti*). This area is important for the presences of the Greeks (fifth and fourth centuries BC) and Romans (Vassallo 1990). The Feud of *Recattivo* (Fig.13) is still a true rural village that has maintained its characteristics: a large farm (below which it is still possible to see cave tombs of the Roman period), the entrance door in the township, the church, etc. (Fig.14). All these areas are largely unknown, apart from the Feud of *Recattivo*.



*Fig.14: C.da Recattivo - The cave tombs of the Roman period
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**THE RELATIONSHIP AS AN "ATOUT" IN BUILDING UP THE TERRITORIAL THEMATIC ITINERARY
OF DEVELOPMENT "THE KNIGHTS AND PILGRIMS PATH" IN SICILY¹**

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Abstract

"A real voyage of discovery is not looking for new lands but looking with new eyes".

Marcel Proust describes with extraordinary sensibility what today we could use as a precise definition for a tourism bearing strong relationship features. "Knowledge" and "Journey" have always been connected to the very deep nature of human being. The implementation of this connection can be and sometimes has been set up through what can be called the territorial thematic itinerary evaluation. This means a process aiming at integrating the building up of knowledge of the historical functional patterns of a territory that takes care of what has been known and unknown sites (at urban, regional or even over-regional level, built as a subsidiarity principle applied to the cultural territorial heritage); the activation of initiatives linked to the local economic background towards the different components of tourism industry; a communication/divulgate system able to link together the first two components in a synchronic osmotic exchange supporting the process through feedback cycles (fruition/management/development/evaluation/maintenance of the involved cultural heritage system).

Two are the main declared objects:

- offer a qualified tourism through a thematic itinerary able to overcome the barriers of globalization and mass tourism, and to establish an immediate synergy between the voyager and the place visited, which is full of different elements (the land, the inhabitants and local identity);
- promote the evaluation of inland territories abolishing the clear economical discrepancy between the coast and the inland areas (Gulotta 2004).

For a cultural association dealing with thematic itinerary, the Knights of the Holy Sepulchre and the Pilgrims are a "privileged" access key to put the above-mentioned strategies into effect.

The journey to the Holy Land goes from Northern to Southern lands and seas, whose "piece of landscape" goes from the extreme Northern Europe to the Holy Land and Jerusalem, the capital of Christianity. It's an itinerary involving cities (Palermo and Piazza Armerina in Sicily) as radiating and structured centres (*hospitalia*, welcoming places, devoted to the cult and representativeness) while the territory gives the sense of passing-by. Slow tourism and, as a consequence, contemplative (in opposition to the increase of

¹ *The paper has been developed with the contribution of the following members: Rosalia Ceruso (Graduate in Science and technology of art: theoretical approach and interpretation value), Stefania Mutoli (Expert in tourism marketing: Principle elements of the itinerary), Romina Sirchia (Graduate in Demoethnoantropolocal Heritages: principle elements of the itinerary and network to promote the territory), Maria Elvira Merlo and Laura Lo Mascolo (translation).*

today speed, as well analyzed by Harvey), where the itinerary becomes integrating part of the emotion at leaving time.

Having in mind these ideas, Itimed Association wants to suggest ancient parts of itinerary connected to those pilgrim's paths, trying to give value to the walking dimension, halting-places and the enjoyment of the thematic cultural heritage.

All this aims at focusing the attention towards Sicilian medieval time.

Key words: Thematic itinerary, sustainable tourism, local economies, relationality, hinterland's development

INTRODUCTION

In 2007 Itimed² starts meditating on the possibility of activating a thematic itinerary aiming at the development of new forms of cultural tourism.

The research and the experimental activities carried out in Sicily underline the existence of the Cultural Heritage and its territoriality due to its particular interpretative reading.

The "wide" thematic field in which this idea has been set is that of the journey seen as a "Pilgrimage", which is here used with its meaning of an *aiming walk*, far from everyday life, and, in this sense, the pilgrimage can be seen as a discovery or re-discovery Journey. In fact as Sorrentino (2006) said pilgrimage could be defined as a journey (real or metaphorical) that involves memory or spiritual research.

Furthermore, this meditation has its origin reading Marcel Proust (1998): "*A real voyage of discovery is not looking for new lands but looking with new eyes*". The author describes with extraordinary sensibility what today could be used as a precise definition for a tourism bearing strong relationship features.

The very old origins of routes and pilgrimages are essentially connected to a religious and spiritual meaning of the act of walking³.

What really here is important, is the relationship that this type of journey can establish with the places involved.

The "Path" and the intermediate stops are important elements of this aiming walk, linked together in a logical-functional way as a kind of map of the territory that gives a sort of *orientation* to the path itself.

So the places along the path are able to create in the visitor an "intuitive" ability to interpret, that leads to an intangible net.

Another feature of the aiming walk is its ritual meaning: myth builds reality, rite perpetuates it and presents several analogies that strengthen relationships among the visitors-pilgrims with the large heterogeneity of its final destinations.

With no doubt Pilgrimage is a rite to which each culture gives its own significance according to its symbology and its own concept of the world. It has taken up different forms and meanings according to the needs it had to face during the centuries, the economical structure, the environment and the social conditions. Nevertheless it is also "autonomous" from historical circumstances, that is to say, it was able to keep its main characteristic of continuity despite of various inner breakages.

Nowadays, the reduction of time, risks and travelling costs, as well as the loss of primitive spiritual value in different cultures induce pilgrimage to mingle with mass tourism.

Itimed promotes a thematic path called "The Holy Sepulchre Path" that ideally and physically goes from

² *The Cultural Association Mediterranean Itineraries was born from the meeting of different professional figures, having the same ambitious aims: to exploit, to defend and promote cultural itineraries in order to save the memories and territories of the Mediterranean communities and actually promoting a durable development. The dialogue between the oriental and western culture together with the Euro-Mediterranean co-operation, fundamental themes of the European Union, are the foundation of Itimed project.*

³ *You can historically distinguish two types of pilgrimage: devotional and penitential.*

Sicily to Jerusalem and would like to activate again, through an efficient communication system, the inner symbology of these places. The aim is to re-establish the ritual value of the journey, in connection with the holiness of places and historical buildings.

AIMS AND THEORETIC-METHODOLOGICAL APPROACH

The path project "The Holy Sepulchre Path" aims to connect Sicily to an important destination as Jerusalem through an invisible line symbolized by its own cultural heritage, re-establishing the stages of a complex, historical and architectural identity.

Compared (for example) to Santiago path, human resources play a strategic role within the territorial system under Itimed analysis. The welcoming system (that takes care of both technical and emotional aspects) supports the relationship and communication system (not less important) and leads to the "revelation"; who moves the operating lever of "acknowledgement" is the "messenger", the news bearer, that helps to discover and see with different eyes.

The material and immaterial symbology along the path produces a multi-sensorial harmony that leaves the real "Sign" in the visitor's mind and creates a strong connection with the territory and sites.

Mainly two are the declared aims of this approach:

1. offer a qualified tourism through a thematic itinerary able to overcome the barriers of globalization and mass tourism, and to establish an immediate synergy between the voyager and the place visited, full of different elements (the land, the inhabitants and local identity);
2. promote the evaluation of inland territories abolishing the clear economical discrepancy between the coast and the inland areas.

This paper (which coincide with the association activity) shows how these preliminary remarks have been applied to the fulfilment and the enjoyment of the complex cultural itinerary, not yet entirely accomplished, and tries to underline the theoretical-practical connections that generate the trinomial shown in the following scheme chart.

The scheme chart shows an analytical-operational outline that supports the whole project and links the interpretation of the historical-artistic character of the territory with specific development actions in order to improve the attractive power of the system itself.

A *territorial branding* strategy is conceived through a complex analysis of the Sicilian "cultural territory" features. *The Greater London Council* strategy is a fundamental basic reference for our approach.

Specific strategies have carefully been prepared and tested to create new cultural districts with opening out purposes but, mainly, aiming at bringing back to life abandoned urban areas or underused architectural heritage⁴.

A model intervention strategy that leads towards a strong integration between cultural and touristic industry was studied at the beginning of the '80s. In 1987 the first works were built with the private and public financial contribution. A mixed partnership was formed on the initiative of Glasgow District Council. The Glasgow Action, in carried out a strategy to improve the city and its industrial tourism image based on better environment conditions and on the cultural offer increase. A strong urban marketing campaign started, based on the heritage and the city cultural activity promotion. At the same time, a very important Congress and Exhibition Centre was set up, and was created a close network of relationships with the "artists associations" to give a cultural contribution to the city, especially during summertime, with international music festivals, street dance and theatres, on the basis of a three year planning.

⁴ Unlike the Anglo-Saxons case, Sicily is like a sponge full of cultural inheritance also in its inland areas; the Middle Ages are a determining period for the "territorialisation" of the Island; it is a period that requires special attention and it is considered a semantic "hinge" between the ancient world and the modern development of the island.

One of the major limits of the policies adopted depends from the separate interventions, which have prevented the harmoniously utilization of the whole resources of the territory. To sum up it would be useful to exploit all the other resources of the territory at our disposal (natural and gastronomic, etc) starting from the most "precious" one, which could become its "brand".

To increase the economical impact of this process, the exploitation of all the resources should be coordinated and coherent with research, training, accessibility and incoming services and, moreover, with the characteristics of the local socio-economical system.

THE HOLY SEPULCHRE PATH: DEVELOPMENT ITINERARY

In the research⁵ Itimed has undertaken to build up the development itinerary, the Holy Land is the ending point of the path and at the same time the starting point, the origin.

The interpretation that allows the making of the itinerary uses the theme of the pilgrimage/path to locate the subjects (Cultural Heritage, the territorial organism of connection of the urban itineraries) linked by human resources, history and cultural inheritance.

The holy places joint by this invisible line are all strictly (and still at the present time) connected to the Holy Land and to the Holy Sepulchre of Jerusalem. For instance, the Capitular church of S. Cataldo in Palermo, original and suggestive palatine chapel belonging to Majone of Bari, is the place where Knights were probably conferred knighthood on, and afterwards has become hospice of the Holy Sepulchre for several centuries. The little church of S. Cristina La Vetere which still nowadays stands along the ancient medieval road of the Pilgrims, who used to find here hospitality on their way to the Holy Land. Included in the itinerary, the Oratory of S. Caterina d'Alessandria at Olivella with decorations by Serpotta, which according to the legend, was the Sinibaldi's family house where S. Rosalia was born. Since 1946 the building became the head office of the Italian Sicilian Liutenancy of the Equestrian Order of the Holy Sepulchre and therefore the place where still today all the humanitarian activities in favour of the Holy Land are promoted and developed.

Going through the inner part of Sicily the path leads to the historical centre of Piazza Armerina, where the Church of S. Andrea Grant Priory of the Holy Sepulchre of Jerusalem is the *ónfalos*, the central point of the itinerary.

The drawing up of the interpretation plan for this site has met many difficulties in terms of attraction due to the prevalent presence of the near "Villa del Casale" which at the moment is the only brand on the territory. On the coast, cities involved are Trapani with the *Church of Immacolata Concezione* and Catania with the Capitular Church of S. *Giuliano*. Moreover, the Order of the S. Sepulchre is also present with other churches in different Sicilian towns, as Messina with the *Church of Santa Croce* (no longer existing).

Furthermore, there are many other churches which represent pilgrimage destinations as the Church of S. *Nicolò Regale in Mazara del Vallo* (TP), the Church of SS. *Pietro e Paolo a Casalvecchio Siculo* (ME).

As it clearly appears, in consideration of the extent and the complexity of the itinerary along the whole regional territory, the fulfilment and the development of the research cannot depend only on the cultural association, but it's necessary to establish each time a partnership with the local institutions and *intelligenzie* that show interest and are able to share the aims and the goals suggested by Itimed.

THE CENTRALITY OF THE INTERPRETATION VALUE

The need of a wide analysis of "resources", as much as possible adherent to the peculiar characteristic of the territory, makes the use of a "processor" of collected information fundamental in order to edit an interpretation plan of the cultural heritage (Carter 2001).

⁵ We should point out that the development process of the thematic itinerary is already active in Palermo and will soon be active in Piazza Armerina, after having been located territorial resources; the other stops of the itinerary (Catania, Trapani e Mazara del Vallo) are being carefully prepared through the building up of the interpretation plan.

The interpretation tends to build up again the "sense of the sites" (Carter 2001); once the theme has been established and the "subjects" located, the most delicate moment (that could determine the success or the failure of the strategy) is to give back *cultural value* to the entire itinerary.

Throsby (1999) ascribes cultural value to those elements which are part of the human experience, in which the entire community identifies itself. He also defines "the cultural capital" a *stock* of cultural value incorporated in a good which could be material or intangible. "Interpreting our Heritage" by Freeman Tilden (1957) gave birth to the main theory on the subject in the 50's in the United States; the author focuses his attention on the principles and motivations of the success on the basis of touristic attraction of American naturalistic parks. The theory tries to find out the motivation that induce a tourist to appreciate or not a site according to his or her expectations⁶. At the same time the author suggests practical principles on how to draw the interpretation plan:

- build up an offer made up of a set of recognizable network system;
- establish welcoming mechanism that create in the visitor a sort of "revelation" that could positively influence his previous idea about the site;
- organize a system that could favour the relational exchange between the site and the visitor (including local inhabitants and not only commercial trades) in order to let the visitor enjoy the local atmosphere;
- organize the information in such a way that the visitor could intuitively be oriented during the itinerary (posters, maps, leaflets, etc.).

The final goal of the realization of this process is the development of the sense of the site (Carter 2001), which implies two direct consequences:

- increase of the intrinsic ability of relational system;
- increase of the general attractiveness of the territory.

A NETWORK TO PROMOTE THE TERRITORY

The idea of a "network" as a representative model substitutes and develops the scheme of the "systems", (intended as an area) and characterized by an idealization of the space itself that, in this way, appears as homogeneous and stable. It involves the idea of discontinuity and increases with no limits the points of view, highlighting all the meanings presented at both micro and macro level.

These analytical entities have to communicate among themselves through analytical-conceptual organization, but also through rethinking the infrastructural systems. In this way it is important a study of Sicilian hinterland seen as a virgin territory on which make restoring and promotion. It could be useful to transform these micro-centralities in dynamical realities, in order to determine their "development" towards the coasts and in order to create a whole structure able to produce an organic structural fruition.

In this way the internal part of the region can show its own central role, not only representing a service area for the urban zones, but also creating a parallel and inverse flux that moves from micro-centralities to centralities.

The semiotic *carrè* shows the relation among four elements organized in three logical couples: contrary (centrality/micro-centrality, coast/hinterland); correlatives (centrality/coast, micro-centrality/hinterland); contradictions (centrality/hinterland, micro-centrality/coast). The couples of contradictions underline a two-way correspondence that determines a dialogic space of fruitful "ambiguity".

Itimed extends its activity exactly to this domain. The hinterland development is a direct consequence of the relation between micro-centralities and the coast.

⁶ It is important to underline that the interpretation process is purely subjective, so it cannot be considered scientifically univocal: in other words the same input can stir up in the tourist/visitor different reactions as far as emotion, consciousness, knowledge and acquired "revelation" are concerned (Carter 2001).

ELEMENTS OF A DEVELOPMENT ITINERARY

"Medieval Pilgrimages influence the meaning of territory. Pilgrimage, that in the *iter Hierosolymitanum* was armed and used an *Orden Militari* [...], is a Christian appropriation of space." (de Giovanni-Centelles 2008,80). Thus pilgrimage is a way of controlling territories; nevertheless, each form of control, in order to be efficient, needs a deep knowledge of territories and places. It's from this kind of knowledge that derives the possibility of making long and dangerous trips, that through Europe lead to Santiago of Compostela, Rome or Jerusalem. The presence in Sicily of the Equestrian Order of Holy Sepulchre, since the high Middle Ages allows the building of an ideological bridge. In this way it's possible to join Sicily to the Holy Land, passing over cultural and geographical differences to get to a deep and much more useful multicultural identity: the Mediterranean Area.

As the Path represents a strict and direct relation with the territory and its places, it could be defined with some analytical elements that show articulation and complexity. For each analysed element we will give a synthetic definition and show some significant example in order to highlight the processes from which the path was born. In the end, the deep interpretation of the path origins from the synergy of these elements.

Places and Territories

"It doesn't exist a more important place for the meeting of the biological man and the social one than the space, which is an eminently cultural object that varies according to societies, cultures and historical periods; it is oriented and full of ideology and values." (Le Goff 1990,50). A culturally connoted place is above all a *lieu*, in which the link with the territory is reinforced by human behaviour and by its memory or, in one word, by culture itself. In this sense, "the word culture is closely related to the words territory and landscape", being these last laboratories *en plein air* in which "...the sample of answers that [community] gave itself to cover its needs" (Cedrini 2007,15) materializes. In this regard, it is important the analysis of the *lieux de mémoire* carried out by Hartog. The scholar underlines that the place "is never simply determined: it is built and should be built again without break [...] in the end, the place of memory is defined by its being a crossroad in which all the path of memory crossed" (Hartog 2007,165). The idea that comes up is that of a relation between the space and who lives in it, intended both in synchronic and diachronic senses. This is the way with which we can define the term "territorialisation".

To fully understand this approach we can consider San Cataldo's church. Its history determines a space reading related to the presence of several cultures and also of meanings. It is located in a neuralgic point of the urban area, near *Quattro Canti*. Since 1937, the church has been entrusted by the Curia to the Equestrian Order of Holy Saint Sepulchre of Jerusalem. For this reason the chapel, as first step of the path, represents the crankshaft of promotion of other historical and important, but less known, sites as the church of S. Cristina La Vetere.

Material and intangible Cultural Heritages

All the representations of civilization pertinent to artistic or to ethnoantropological field are a significant part of the concept of cultural heritage in order to preserve and promote it. Generally we tend to give the status of cultural heritage to everything is tangible, concrete and prompt. But also the knowledge of songs, legends, working techniques is a significant part of the definition itself.

Recently UNESCO (2003) has attributed a certain importance to this subject approving the "Convention for the Safeguarding of the Intangible Cultural Heritage". With these basis the idea of developing Sicilian hinterland was born with a wide cultural and territorial meaning.

For example, Piazza Armerina represents a typical daily tourism area; despite of the rich Cultural Heritage, it is only the "*Villa del Casale*" that is really promoted and visited, instead of promoting also the other material and intangible heritages. The Grand Priory of Saint Andrew, a great example of Sicilian medieval building of 1100, represents the first priory that the church of the Holy Sepulchre of Jerusalem had in Sicily

and is still run by the Equestrian Order. It is really important the rite of indulgences during the Holy Friday, celebrated since 1144 in the same way every year; this ceremony attracts numerous visitors and believers. Really interesting is also the religious feast of *Piazza Vecchia*, on the 3rd of May (as in the Norman period), during which the Papal Vexillum, found by the citizens after the town had been destroyed by William II, is taken in procession.

Local economy and local human resources

The construction of a picture as much as possible aware of the (potential or expressed) economic “strengths” and planning that affect a particular territory is crucial to connect the thematism to the implementation of virtuous productive flywheels that would like to invest in cultural resources. Individual entrepreneurs, associations at various levels, government and the people entrusted with historical memory may form the connection between the strategy of interpretation and actions/policies for development.

Let’s take the case of Mazara del Vallo; this centre was born as a Phoenician commercial colony during the IV century; in the old part of the town traces of the Islamic culture are still visible, even though, during the Norman period, the city was deeply modified according to its shape and to its strategic position, Mazara is characterized by an important harbour, from which all the economic activities take place. The city has a high percentage of foreign citizens, above all Tunisians, employed in most part in the fish industry.

In this context, among the other churches, there is S. Nicolò Regale that has a structure similar to that of S. Cataldo’s in Palermo and of the Holy Trinity of Delia in Castelvetrano. It represents an important step related to pilgrimages and to the presence of the knights. Even if a peculiar promotion should be done for this building, it could be very useful the closeness to the museum of the Dancing Satire in S. Egidio’s desecrated church (in Sicilian– Norman style), which is about only 300 m away from it and also close to the cathedral.

Since the museum is a very well known tourist attraction it could be an opportunity to realize economic development projects aimed at upgrading the possessed cultural heritage.

THE ROLE OF RELATIONALITY AS ATOUT RESOURCE IN THE ITINERARY DEVELOPMENT

As seen, the components of the suggested interpretation plan are:

- identify sites that could become part of the itinerary;
- collect data about cultural heritage;
- identify local resources that could affect economic planning;
- assist with the implementation of the path itself.

The process of interpretation cannot be considered finished at this time.

A further elaboration is needed to select and direct our analysis towards the communication of acquired “interpretation”.

At this point the physiological activities and events promoted must synergistically lead to the strengthening of interpretation (the meaning of places) and to the development of the brand of the “ Holy Sepulchre Path.” Recalling the pattern of Figure 1 we see that the column that represents the analytical level of the relationship between interpretation and relationality is two-way, that is to say that there are some feedback that get information from the interpretation plan in order to express possible different relations, addressed to those people involved in the training and enjoyment of the path. In a sense you can think of different standards of *ciblée* relationality.

The standard or basic level of relationality can be represented by the welcoming service that takes place in the sites. The visitor is welcomed by appropriately trained people who have been provided with the necessary knowledge to be able to report the events and cultural contexts of the places, based on a logical-diachronic history, as a product of communicative-relational most modern methods of effective communication.

The welcoming activity provides also an important dialogical phase stimulated by different parallelisms and comparisons (when possible with the situation of the territory where the visitor comes from) used during exposition. This level of relationality is used by Itimed in the fruition of the Capitular Church of San Cataldo which pushes its reputation up to the representation of the brand in some events in Palermo promoted by the local government. For a so famous monument an interpretative-communication strategy, as above described, has been successful in terms of “revealing” action (Carter 2001) for the visitors⁷.

There is a second and more complex level that relates interpretative users and places; this has been experienced for the reopening of the church of Santa Cristina La Vetere to tourist use after twenty years of non usability⁸. In this case, the reopening involved an attempt to reconstitute a relationship between the cultural heritage and urban background: *via dei Pellegrini* (containing probably a part of the walls of the ancient Punic Palermo) which is already perceived as a “testimony” of the basic theme of the path. In this case the interpretative research gave as result an exhibition and a conference in the present lane (degraded and not properly used). The final aim is the experience of the first level of relationality, and the show of a new (potential) image not only of the monument itself but also of a part of the city connected to it. In this case the invitation of the local government and local enterprises aimed to build all resources available that could be involved, since the first programming phases.

A third application level relates to a particular mode of use urban itinerary, in this case⁹ the suggested model of interpretation puts together a successful urban path of the knights and pilgrims with a group sport activity based on intuitive orientation called Orienteering. Here visitors are encouraged to build their own “revelation” of places¹⁰, through the mechanism of the “game”.

Therefore relationality offers visitors something that goes far beyond the mere information: on one hand it offers the possibility to deeply understand the meaning of a place, on the other gives the opportunity for a total immersion in a space and to make a *quête* of main values inseparable from their identity. The step from information to a direct relationship with the space is enshrined in the freedom of being able to follow not the path but his own path, choosing to move on a road or through a maze of narrow streets, stopping to observe details, and recognizing himself in the surroundings. From a relational point of view the Path of the Holy Sepulchre or the Itinerary of the knights and pilgrims is a guideline, a goal to achieve in its totality, through the slow flowing of time.

7 As testified by some comments left by visitors, that return the value of relational experience. Some of these are published on the association itimed.blogspot.com.

8 The reopening of Santa Cristina is very complex and deserves a specific treatment, above all with regard to the relationship between the cultural heritage and today's city.

9 It was one-day event called “On the track of the Knights”.

10 Orienteering is a discipline born in the Nordic countries in the early twentieth century. At the beginning it was performed in natural contexts but after it also applied to urban settings; one of its features is to involve people of a wide age range (from teenagers to elderly).

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SEARCHING FOR A MODEL OF QUALITY OF THE WORLD HERITAGE PROPERTIES OF SICILY

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Abstract

^{1*}In the last decades a deep interest in the cultural and artistic heritage has modified their value, their role and their importance.

Although in the past, cultural heritage were only regarded as archaeological, artistic, monumental and historical testimonies to protect, today they also represent an active factor of development and socio-economic growth, as well as a "significant element generating values, memories and identifications" aimed at promoting the cultural tourism.

Actually, more and more often the expression "Heritage Tourism" indicates those forms of fruition that derive from the awareness of the value of the artistic heritage leading to know, to understand and to interact with the places by realizing their cultural value.

Therefore, the purpose of developing new trends of production and consumption of goods and services, has involved the valorization of such goods.

Several international documents confirm this interest in the artistic heritage, such as the "European Convention of the landscape", the "Convention of the European Council", the Cracovia's "Charter of the restoration" of 2000, the "Convention concerning the Protection of the World Cultural and Natural Heritage" adopted by UNESCO.

The last one is an international document signed, till now, by 186 States Parties supporting financially and intellectually the protection of the World Heritage.

Sicily, represents one of the principal regions of the South of Italy characterized by an high concentration of environmental and cultural heritage of great value.

Between them are the five sites recognized property of the humanity and registered in the World Heritage List promoted by UNESCO, this fact points out the great environmental and cultural importance of these places.

In order to valorize and to promote the great value assumed by the World Heritage Properties recognized in Sicily, it is necessary to focus the attention on the level of quality offered, as well as on the guardianship, maintenance and management of the cultural property.

According to the principles HERITY- l'International Organization for Quality Management of Cultural Heritage - a quality management of the cultural property, must respect material and immaterial values and all the shared rules for granting their best learning.

Therefore, a quality management of the cultural property (Quagliuolo, M. 2001) *must pursue its maintenance within a compatible and sustainable development, involving measures planned for knowledge, maintenance, and fruition of cultural goods for the community.*

This study, beside the necessary theoretical reflections, proposes an attempt to evaluate the quality of the Sicilian cultural sites registered in the World Heritage List adopted by UNESCO (*Valle dei Templi, Villa Romana del Casale, Siracusa e la Necropoli rupestre di Pantalica, Isole Eolie, le Città tardo barocche del Val di Noto*) and it is based on the

*1 * Thanks Doctor M. Quagliuolo, Secretary-General of HERITY International, for his availability and the suggestions provided. The authors of this study are the only responsible for its content.*

HERITY model. Two types of survey have been used: a questionnaire of self-assessment given to the managers and a questionnaire given to the visitors.

Its main aim is to provide information on visitors' satisfaction, to evaluate the points of strength and weakness of the structures taken in examination, to provide complete and reliable information on the services offered, the management and the quality of the Sicilian World Heritage Properties.

Key words: Management of quality, cultural heritage, HERITY, preservation, fruition

INTRODUCTION

Italy, and particularly the South, has a vast historical and artistic heritage which has a fundamental importance in the tourist sector, but the necessary services to make such resource enjoyable, are insufficient, since, up to the 90s, the politics directed to the sector of the cultural heritage, have been mainly aimed at their maintenance and guardianship.

Only if the territory offers valid attractions, the enterprises that lend their own products and services to the tourists can flourish, so they essentially depend on the ability of the "competent authorities" to preserve and to valorize such attractions.

Therefore, the necessity to reach a good management of the cultural heritage (Di Bello, R. 1998) has pointed out the urgency to adopt specific measures aimed at recovering and valorizing cultural heritage in order to sustain the socio-economic development of the territory.

Cultural heritage, and particularly the World Heritage, not only stimulates economic activities, but serves as an educational tool which contributes to the cultural and social growth.

(Augustoni, A. 2005) The binomial culture and development is represented by the Cultural District, that is the social and economic relationships existing among the circumscribed areas, in which the integration of the exploitation of the cultural heritage, of the production and of the infrastructures creates a process of inclusion of the social component inside the economic development.

According to Pietro Valentino (2001), the *Greater London Council*, in the 70s, underlined how the cultural sector could influence the economic development. The elaborate model introduced the concept of "integration", since it foresaw the connection between the cultural sector and the connected sectors.

On account of these considerations, this study develops in the following parts a model of measurement of the quality of the management of the cultural heritage.

In particular, this study deals with the Sicilian sites which have been included in the *World Heritage List* elaborated by UNESCO but which don't represent a cultural factor able to sustain the economic development of the territory yet.

This analysis is based on a revision of the data divided in four dimensions identified by HERITY: *value, communication, preservation and services offered* and obtained by carrying out a survey among the visitors and a questionnaire of self-assessment reserved to the managers of the cultural sites taken in examination.

The objectives are to provide information about the satisfaction of the visitors, to underline the different judgments of visitors and managers and to analyze the points of strength and weakness of every site.

All these aspects are necessary to improve and to define an »industry of the culture and of the cultural services«, as well as to guarantee the return and a turn over of the tourists and to find new markets demand.

THEORETICAL AND METHODOLOGICAL APPROACH

The Convention of the World Heritage, held in Paris in 1972, has introduced the definition of Cultural and Natural Heritage, and has granted the commitment of 145 countries to preserve their own sites, by

recognizing to those of particular value the title of »World Heritage«.

Every cultural or natural heritage included in the list, besides the criteria of *authenticity*, has to respond to the criteria of inscription adopted by the Committee ². In April 2009 the World Heritage Convention has been ratified by 186 States Parties and have been recognized 689 cultural properties, 176 natural properties and 25 mixed properties.

Italy, with 44 sites included in the list of UNESCO, is the country that boasts the greater number of World Heritage Properties with a value that overcomes of over nine times the world average equal to 4.8 (890 sites for 186 countries) and represents the principal country with the greater number of criteria which motivate the inscription of the World Heritage List.

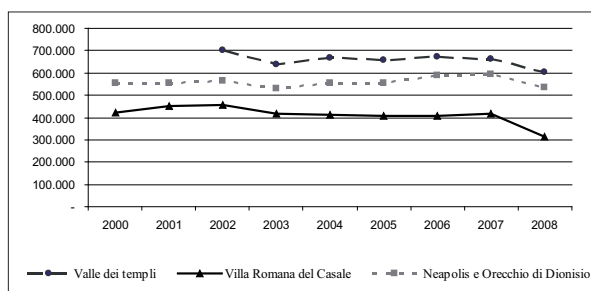
Regarding the distribution of the World Heritage in Italy, Sicily and Calabria, with 5 sites for regions are, after Tuscany, the regions that boast the greater number of sites in Italy. The Sicilian sites recognised World Heritage, as it results from the figure 1 that indicates their geographical position, are:

- *Area Archeologica Valle dei Templi*, Agrigento: archaeological site included in 1997 according to the criteria(i), (ii), (iii) and (iv);
- *Villa Romana del Casale*, Piazza Armerina: archaeological site included in 1997 according to the criteria (i), (ii) and (iii);
- *Isole Eolie*: natural site included in 2000 according to the criteria (i), archipelago of volcanic origin made up of the following islands: Alicudi, Filicudi, Lipari, Panarea, Salina, Stromboli and Vulcano;
- *Città tardo barocche del Val di Noto*: cultural site of historic buildings and ensembles and rural settlements included in 2002 according to the criteria (i), (iii), (iv) and (v) and constituted by eight cities: Caltagirone, Militello in Val in Catania, Catania, Modica, Noto, Palazzolo, Ragusa and Scicli;
- *Siracusa e la Necropoli rupestre di Pantalica*: rock art site included in 2005 according to the criteria (ii), (iii), (iv) and (vi). The site includes two different parts: the Necropolis of Pantalica and the ancient Siracusa, that includes Ortigia.

The figures 2 and 3 show, respectively, the distribution of the flows of visitors and the percentage of their variation from 2001 to 2008.

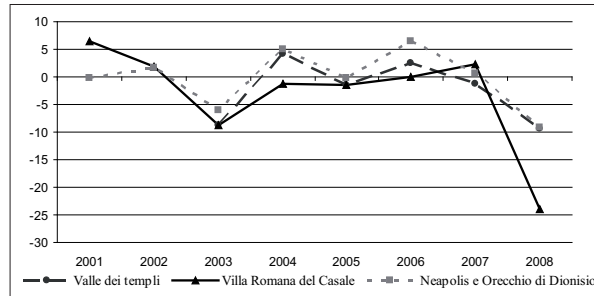
It has not been possible to obtain data regarding the *Isole Eolie* and the *Città tardo barocche del Val di Noto*, because of the lack of a checked access.

Figure 2- Flows of visitors - absolute values -period 2000 - 2008



² See whc.unesco.org

Figure. 3 Flows of visitors - percentage variation - period 2001 – 2008



Source: own elaboration based on data provided by Regione Sicilia – Assessorato Beni Culturali, Ambientali e Pubblica Istruzione

Data regarding the *Valle dei Templi* are reliable only beginning from 2002, since in precedence a part of the site was freely visitable.

In particular, the figures 2 and 3 show that in the considered period, the general number of the visitors of the Sicilian sites is decreased, recording an oscillating flow.

However, what mostly strikes, is the reduction recorded in 2008, above 9% in the *Valle dei Templi* and in the *Zona Archeologica della Neapolis e Orecchio di Dionisio*, reaching in the *Villa Romana del Casale* 24%.

The notable reduction of the tourist presences in the *Villa Romana del Casale* is mainly due to the works in progress that did not allow the complete visit of the site.

Therefore, it is necessary to improve the tourist offer in order to attract old and new flows of visitors. It is also necessary to focus on the competitiveness, by aiming at the quality of the services offered, at the quality of the management and at the exploitation of the cultural heritage.

There are different models of Quality Management that could be used for appraising the cultural heritage, such as the models of certification, the models TQM or of excellence, the system of evaluation HERITY. This models of «certification» allow to a third part to certify, for the benefit of the potential partners, that the »system of management« satisfies certain requirements defined by a norm (for instance ISO 9000).

Models TQM are similar to the precedents, but they use more advanced models, that allow to appraise not only the simple correspondence to basic requirements but the real level of quality of the organization. They are used for the assignment of prizes and international comparisons (for instance EFQM).

The system of evaluation HERITY is the system of certification of Quality of the Management of Cultural Heritage internationally approved and also adopted for the sites of the World Heritage. It is a model:

- *multidimensional*, since it describes the level reached by a place of visit in the four sectors of the value of the cultural heritage, of its state of preservation, of its communication and of the services offered;
- *multiscope*, since it is directed to the needs of the public, of managers of the site and of the other stakeholders;
- *multi-perspective*, since there is the contribution of different sources such as the managers's self-assessment, the public opinion and an international expertise

The score reached, for every sector, on a scale by one to five is affixed in the place and on Internet and it is represented through a target. Every cultural site taken in examination gets the HERITY certification if gets a score at least 4/20 and at least 1/20 for sector. The measurement of the performance reached in the management of the cultural heritage, through the use of the HERITY target, focuses in a more

effective way the attention on the point of view of the fruitor, that assumes a role of primary importance in the sector of the cultural heritage. Such methodology focuses also the attention on the maintenance, an element that defines the role and the purpose of the management of a cultural heritage.

In order to measure the performance reached in the management of the Sicilian World Heritage Properties, the model which has been applied adopts the division of the aspects to analyze in the four anticipated dimensions indicated in the model HERITY: *value, preservation, communication and services offered*, this model has provided specific information for every area fundamental to the analysis of the management of a cultural site. Moreover, the measurement of these four dimensions has been obtained both by the point of view of the fruitor and by that of the managers. In fact, the data have been got through two sources: a questionnaire to the visitors and a questionnaire of self-assessment destined to the managers of the sites taken in examination.

The general score assigned to every cultural site has been got by attributing an inclusive score ranging from 1 to 5 for every area. The assignment of the score to every dimension has been determined by admitting the relative variable that the authors believed that they ascribe to different areas and by assigning the same importance to every variable.

The cultural properties selected for the carrying out of the survey are three on five: *Valle dei Templi* (Agrigento), *Villa Romana del Casale* (Piazza Armerina) and *Siracusa e la Necropoli rupestre di Pantalica*, excluding the *Isole Eolie* and the *Città tardo barocche del Val di Noto*, not being, as already reported, places with a checked access.

With reference to the cultural site in Siracusa, the survey for logistic motives has been applied only to the *Zona Archeologica della Neapolis e Orecchio di Dionisio*, that contains more than the half of the cultural heritage with a access checked that represent the World Heritage Property in Siracusa.

First source: questionnaire for the visitors.

The questionnaires have been given only to the visitors at the conclusion of the visit of every site. The number of the questionnaires for every cultural heritage has been established according to the flow of the visitors recorded in the three years preceding to the survey. As a result, the distribution of the number of the visitors has been directly proportional to the flow of the public.

The general quantity of compiled questionnaires is inferior to the anticipated aim of the survey, but however it is sufficient to evaluate and to analyse statistically the data, both at the level of general sample, and at the level of the single cultural site.

The questionnaire, specially designed and made also available in english language, has been structured with questions with closed answers, to allow to people interviewed a very easy compilation.

The questionnaire achieves two fundamental objectives: the first one is to define the socio-demografic profile of the visitors (sex, age, title of study), to individualize if they belong to some cultural association and the motivation of their visit.

The second aim focuses on the four dimensions indicated in the HERITY model. So, 28 questions have been inserted regarding the judgment on the quality. In particular:

- 7 concerning the value: Beauty and importance of the cultural heritage in the site, originality, evocation of the past, guardianship and exploitation, concentration of cultural heritage in the same area, accessibility and facility of attainment of the cultural site;
- 5 concerning the preservation: state of maintenance and maintenance of the integrity, environmental control, system of videosurveillance, realization of inside runs compatible with the environment, maintenance of the initial characteristics;
- 5 concerning the transmitted communication: cultural enrichment provided by the visit, popularization of the artistic patrimony, informative panels and brochures, technological innovation of the offices of information, presence of direct and recorded testimonies;
- 11 concerning the services offered: Number of the days and visiting hours, availability to provide

information by phone, online and at the entry of the site, efficiency of the services of transport, access to the heritage online, wait for the purchase of the ticket in the centre, accessibility and inner indicative system of signs, facilitated access for disabled consumers, cleaning of the environment, service of audiovisual projections and of driven visits, level of reception, courtesy and competence of the personnel, spaces devoted to the bookshop.

Data required by the following questions are qualitative.

Second source: questionnaire of self-assessment destined to the managers.

The questionnaire of self-assessment destined to the managers too, achieves two objectives. The first one is to know the general data of the cultural heritage (typology, subject owner, type of management, manager of the site, formality of realization of the management of the site and the realization or less of projects destined to improve the site). The second objective is similar to that of the questionnaire given to the visitors but presents more questions:

- 19 concerning the value;
- 18 concerning the preservation;
- 9 concerning the communication;
- 33 concerning the services offered.

RESULTS OF THE SURVEY

Profile of the people interviewed

The distribution for sex, age and title of study (table 1) shows, with reference to the sex, a prevalence of males (60,73%) in comparison to the females (39,27%).

It is remarkable to notice the elevated percentage of interviewed men (70,71%) near the *Villa Romana del Casale* in comparison to that one in the two other cultural properties.

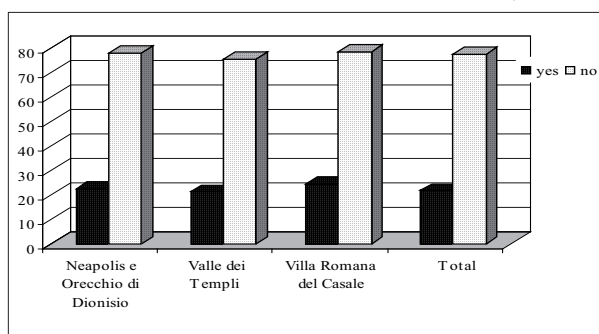
Table 1. Sex, Age and Qualification of respondents total and for every site – relative distribution

	Neapolis	Valle dei Templi	Villa Romana del Casale	TOTAL
SEX				
Male	58,70	48,65	70,71	60,73
Female	41,30	51,35	29,29	39,27
AGE				
1 ---25	21,74	2,70	21,21	15,07
26 -- 55	54,35	67,57	65,66	63,93
> 56	23,91	29,73	13,13	21,00
QUALIFICATION				
Middle School certificate	8,70	9,46	22,22	15,07
School leaving certificate	56,52	36,49	42,42	43,38
Degree Certificate	28,26	45,95	35,35	37,44
Other	6,52	8,11	0,00	4,11

The age of the majority of the people interviewed is inclusive between the twenty-six and the fifty-five years. Besides, the table 1 shows in the *Valle dei Templi* a low presence of young people interviewed with an age inferior to twenty-five years (2,70%) for visitors over 56 years. This could reveal a greater attraction for the site by more elderly people and the scarce interest by the young ones. Instead, in the *Villa Romana del*

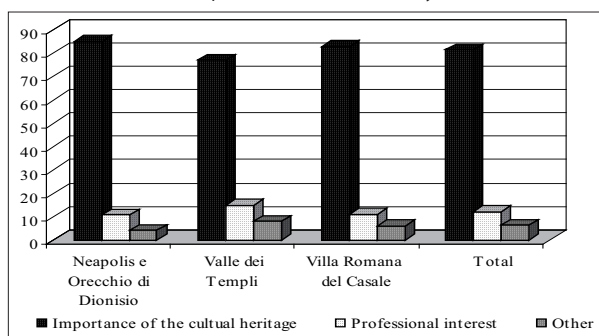
Casale and in the *Neapolis e Orecchio di Dionisio*, the young ones overcome 20% of the interviewed ones. The title of study mainly possessed is the school leaving certificate (43,38%) and the degree certificate (37,44%), recording a general incidence of graduates almost homogeneous in the three cultural sites. In order to understand in general the real interest of the visitors in the cultural and in the importance of the Cultural Heritage, two questions concerning the affiliation to some cultural association and the motive for the visit have been included in the questionnaire. Almost 80% of the people interviewed don't belong to any cultural association and this datum is homogeneous in the three cultural properties (figure 4). With reference to the motivation of the visit of the cultural sites, the figure 5 shows that the prevailing answer is the cultural importance of the site and therefore the interest connected to the cultural heritage.

Figure. 4 Affiliation to Cultural Association of the respondents total and for every site - relative distribution



The analysis for every cultural site reveals similar elements in the answers. In fact, the motivation "importance of the cultural heritage" varies between 77% in the case of the *Valle dei Templi* and 84,8% in the *Neapolis e Orecchio di Dionisio*.

Figure. 5 Motivation of the respondents total and for every site - relative distribution



General outline of the Cultural Sites

With reference to the data obtained through the first part of the questionnaire of self-assessment of the

managers and related to the structure of the Sicilian World Heritage Property taken in consideration, the *Villa Romana del Casale* is defined as an archaeological site and the *Valle dei Templi* and the *Neapolis e Orecchio di Dionisio* as archaeological and naturalistic sites. The three sites belong to the Sicilian Region and they are directly controlled. The cultural sites *Villa Romana del Casale* and the *Neapolis e Orecchio di Dionisio* are not endowed with any rule, while the *Valle dei Templi* has an inner rule.

On the basis of the data, in the *Villa Romana del Casale* and in the *Valle dei Templi* projects of improvement are in progress and respectively completed only for 35% and 50%. With reference to the *Neapolis e Orecchio di Dionisio*, some projects of improvement and others have been realised, up to today, they are in progress of completion, but the percentage of realization is not available. It is also remarkable to notice that the projects in progress of completion have caused serious problems near the *Villa Romana del Casale*, which have not allowed the complete visit of the site for quite a long time.

The evaluation of the cultural sites

The data concerning the second part of the questionnaire given to the visitors and of the questionnaire of self-assessment of the managers lead to the evaluation are destined to analyze, as already reported, the evaluation of the four different dimensions established by the model HERITY model, considered as fundamental in the management of the cultural heritage. The value attributed to the cultural site.

The preservation regarded as effectiveness to guarantee the enjoyment of the heritage to the future generations.

The communication, related to the effectiveness in to free the potentialities of the historical messages, artistic, cultural that good contains.

The services offered that make enjoyable the site.

This analysis doesn't aim to define unlikely classifications between cultural heritage, the objective is to furnish an immediate documentation leading to deepen, in other studies, the analysis in the cases in which elements of criticism are individualized for a certain area.

In general, the public has appeared less generous than the managers of the places. The table 2, reassumes the global scores assigned to the three cultural sites for every dimension by the visitors and managers that are able, therefore to express, at the most a value of 15 »points« for sector, since every sector ranges from 1 to 5 and a total of 60, with the indication of the variances among the judgment of the visitors and that of the managers and between the judgment of the visitors and the maximum attributable score.

A lower score is assigned by the visitors to the services offered (7) and the communication transmitted (7). These sectors have, got a higher score by the managers (table 2).

Table 2. Total score obtained in every sector by the three cultural heritage taken in examination

	Value	Preservation	Communication	Services
Visitors	12	8	7	7
Managers	12	11	10	10
Maximum value	15	15	15	15
Variance Visitors-Managers	0	3	3	3
Variance Visitors – Maximum value	3	7	8	8

It is remarkable to notice the opposite trend of the results achieved in the Sicilian cultural sites, where visitors express their dissatisfaction for the management of the cultural properties and a positive evaluation of the managers, in comparison to those recorded in the most part of Italian cultural sites that, up to today, they have achieved the

certification HERITY, such as the ecomuseums in Torino or some museums in Rome, and in which visitors have been more generous than the managers. Such difference could derive from the different applied methodology or from the different cultural and socio-economic realities of the territory in which the sites are situated. Finally, the table 3 shows the general score assigned by the visitors to the four sectors analyzed.

Table 3. Score assigned by visitor to every cultural site.

	Value	Preservation	Communication	Services
Neapolis e Orecchio di Dionisio	4	3	2	3
Valle dei Templi	4	3	3	3
Villa Romana del Casale	4	2	2	1

The worse result has been achieved from the *Villa Romana del Casale*, which has got the minimum score in the sector of the services.

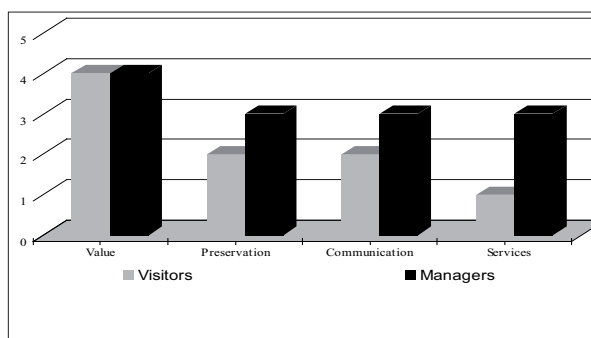
The *Valle dei Templi* and the *Neapolis*, have achieved a more elevated score, but also in this case the sector of the services and the communication have got the lowest scores

On basis of the acquired data it is interesting to notice the scarce use of the means of transport, in fact people interviewed have not expressed any judgment regarding the satisfaction of the means of transport, since they belonged to organized groups or they used their own means.

Villa Romana del Casale

The general evaluation of people interviewed near the *Villa Romana del Casale* has defined unsatisfactory and, therefore, inadequate some services essential for a cultural heritage. In particular, a negative judgment regarded the cleaning of the environment, the service of audiovisual projections and the illustrative brochures, the access facilitated for the disabled consumers, the level of reception, of courtesy and of competence of the personnel, the hygienic services.

Figure. 6 Evaluation visitors and managers - Villa Romana del Casale



The common opinion has been "... of an unique cultural heritage, of elevated beauty and importance, but abandoned to itself... ". The visitors' dissatisfaction can also be confirmed by the diminution of tourist presences in the year 2008. This feeling of abandonment is due to the incompleteness of the projects of restauration and improvement of the site.

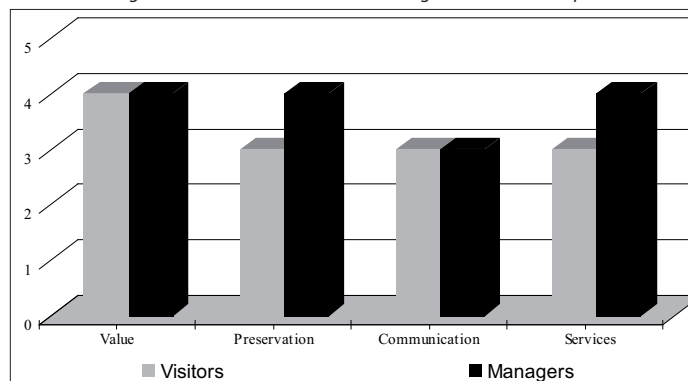
The preservation and the communication have also got a low score, 2 on 5, against an evaluation by the managers equal to 3.

Valle dei Templi

Valle dei Templi, in comparison to the other cultural sites, is the site that has reached the higher score by the visitors and a judgment more similar to that of the relative managers. In particular, both the visitors and the managers have assigned a vote equal to 4 to the value and equal 3 to the communication. The dimensions related to the services and to the preservation have reached a vote equal to 3 by the visitors, against a score equal to 4 by the managers.

The variables regarding the dimension of the services that have got a lower satisfaction by people interviewed are the inside indicative system of signs, the driven visits and informative brochures, the accessibility for the disabled consumers. The services that have recorded the higher satisfaction by the visitors are the courtesy and the competence of the personnel and the days and the visiting hours; in fact, the *Valle dei Templi* is the only site that allows evening visit. An elevated score has been assigned by the visitors to the cultural enrichment, to the popularization of the patrimony provided by the visit and to the state of preservation.

Figure. 7 Evaluation visitors and managers – Valle dei Templi

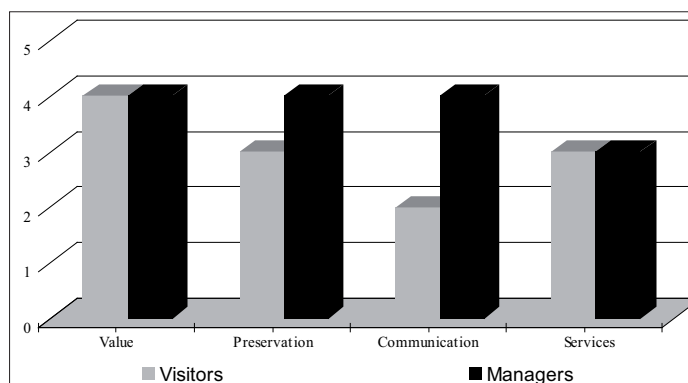


Zona Archeologica della Neapolis e Orecchio di Dionisio

The analysis of the quality by the visitors in the *Neapolis e Orecchio di Dionisio* shows the higher dissatisfaction for the area related to the communication, achieving a score equal to 2 on 5 by people interviewed, against a score equal to 4 on 5 assigned by the managers. In particular, the higher dissatisfaction has been recorded for the inadequate information on the cultural heritage provided by explanatory panels, illustrative brochures and for the scarce presence of direct and recorded testimonies.

The dimension related to the value has got, as for the other two observed sites, the higher score (4 on 5) in comparison to the other areas, both by the managers and by the visitors. The judgment of people interviewed and managers results similar regarding the services, that have achieved a discreet score, equal to 3 on 5. The higher dissatisfaction has been recorded by the visitors with reference to the access to the patrimony online and to the service of audiovisual projections and driven visits. Lastly, the visitors have also assigned a score equal to 3 to the preservation; dimension that has achieved, instead, a higher evaluation (4 on 5) by the managers.

Figure. 8 Evaluation visitors and managers - Neapolis e Orecchio di Dionisio



CONCLUSIONS AND PERSPECTIVES

The actual situation of the World Heritage Property in Sicily seems to show an elevated appreciation by the visitors and by the managers for their importance, oneness and beauty. In fact, the value is the sector with the higher score achieved by the three cultural heritage and assigned both by the visitors and by the managers.

Nevertheless, the awareness of the immense value present in Sicily does not encourage the Local Authorities to transmit the historical, artistic and cultural messages that these cultural properties possess. The communication results the sector with the lowest score from the public.

Except the *Valle dei Templi* that has got a score equal to 3 on 5 for the communication, the *Neapolis* and the *Villa Romana del Casale* have obtained only 2 points on 5.

Another aspect of fundamental importance for the management of the cultural heritage is the ability of preservation for the creation, the maintenance or the growth in the time of the cultural value and to guarantee the enjoyment of the heritage to the future generations. In the cultural properties taken analysed, the preservation is an aspect susceptible of improvements, getting a score of 2 on 5 by the visitors and 3 on 5 by the managers in the *Villa Romana del Casale*, against a score of 3 on 5 assigned both by the visitors that by the managers to the *Valle dei Templi* and the *Neapolis e Orecchio di Dionisio*. Finally, other critical sector for the *Villa Romana del Casale* and for which is necessary to plan some improvements is that of the services, that has obtained only a score equal to 1 on 5 by the visitors.

In the *Valle dei Templi* and in the *Neapolis e Orecchio di Dionisio*, despite the sector of the services has obtained a score of 3 on 5, it is the sector which has obtained the worse results by the visitors.

This study provides the first results of an ampler project of search and offers a methodological picture essential for the organization of future investigations. It will surely be necessary to conduct further studies to deepen the analysis in the cases in which there are more dissatisfaction and to extend the assessment to Sicilian cultural sites with access not checked, by modifying the model. Another important objective will be to appraise the management of sites of the World Heritage Property belonging to other Italian regions, with the purpose to understand if the possible differences between the results of the Sicilian sites and those of the other Italian regions are tightly tied to the socio-economic characteristics of the territory in which are situated.

Finally, this study points out the necessity of an activity of permanent formation addressed to the officials and managers of the sites.

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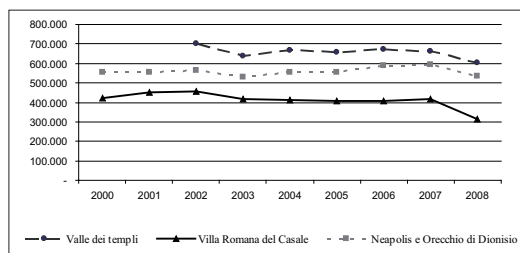
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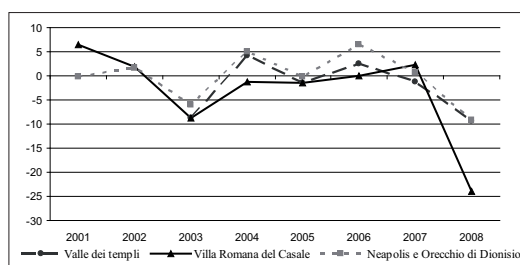
APPENDIX

Figure 2- Flows of visitors - absolute values -period 2000 - 2008



Source: own elaboration based on data provided by Regione Sicilia – Assessorato Beni Culturali, Ambientali e Pubblica Istruzione

Figure. 3 Flows of visitors - percentage variation - period 2001 – 2008



Source: own elaboration based on data provided by Regione Sicilia – Assessorato Beni Culturali, Ambientali e Pubblica Istruzione

Table 1. Sex, Age and Qualification of respondents total and for every site – relative distribution

	Neapolis	Valle dei Templi	Villa Romana del Casale	TOTAL
SEX				
Male	58,70	48,65	70,71	60,73
Female	41,30	51,35	29,29	39,27
AGE				
1 ---25	21,74	2,70	21,21	15,07
26 -- 55	54,35	67,57	65,66	63,93
> 56	23,91	29,73	13,13	21,00
QUALIFICATION				
Middle School certificate	8,70	9,46	22,22	15,07
School leaving certificate	56,52	36,49	42,42	43,38
Degree Certificate	28,26	45,95	35,35	37,44
Other	6,52	8,11	0,00	4,11

Figure. 4 Affiliation to Cultural Association of the respondents total and for every site - relative distribution

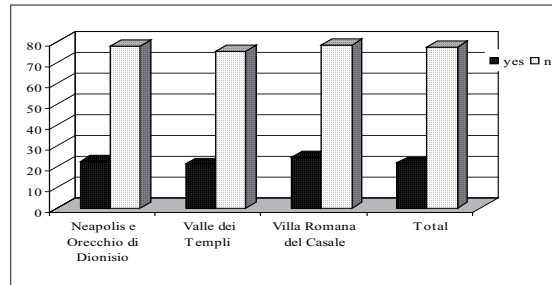


Figure. 5 Motivation of the respondents total and for every site - relative distribution

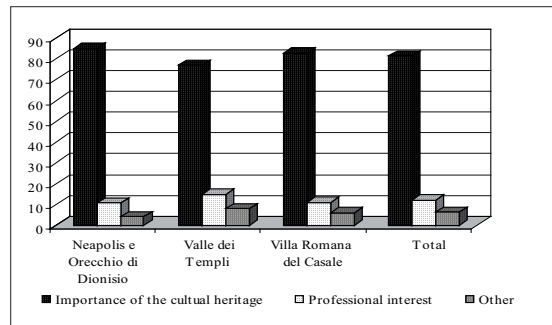


Table 2. Total score obtained in every sector by the three cultural heritage taken in examination

	Value	Preservation	Communication	Services
Visitors	12	8	7	7
Managers	12	11	10	10
Maximum value	15	15	15	15
Variance				
Visitors-Managers	0	3	3	3
Variance				
Visitors – Maximum value	3	7	8	8

Table 3. Score assigned by visitor to every cultural site.

	Value	Preservation	Communication	Services
Neapolis e Orecchio di Dionisio	4	3	2	3
Valle dei Templi	4	3	3	3
Villa Romana del Casale	4	2	2	1

Figure. 6 Evaluation visitors and managers - Villa Romana del Casale

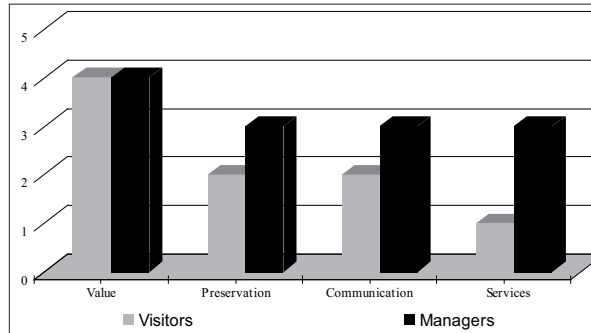


Figure. 7 Evaluation visitors and managers - Valle dei Templi

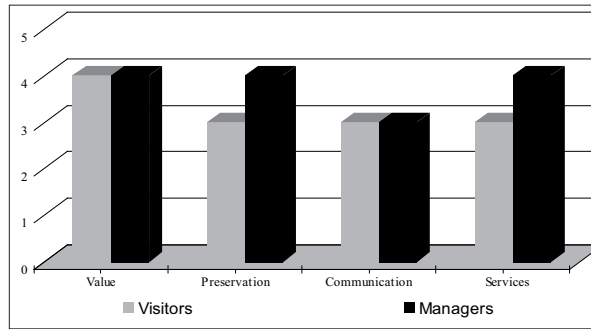
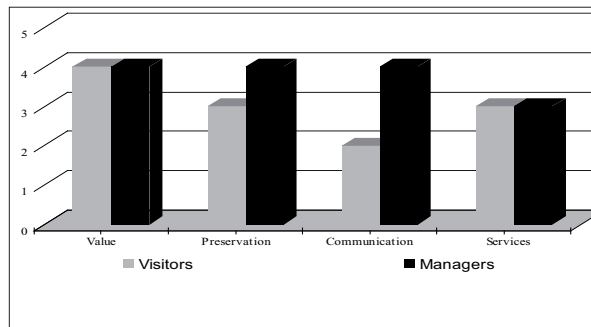


Figure. 8 Evaluation visitors and managers - Neapolis e Orecchio di Dionisio



WINE TOURISM FOR THE DEVELOPMENT OF THE AMALFI COAST

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Abstract

Tourism and leisure worldwide goes through changes: alternative and sustainable tourism stand out, contrasting the effects of mass tourism, and respectful of nature as well as ethnical, historical and anthropological distinctiveness of local population. Forces of change are: new consumer behaviour, the ability of the players in the demand segmentation, and the global competition of destinations.

Research in Italy shows a sudden increase in thematic tourism and its trend to specialize. This kind of tourism is characterized by different development processes and territorial dissemination often due to intangible resources as entrepreneurial capabilities rather than original tourism vocation of territories (ACI-CENSIS, 2008).

As niche tourism, wine tourism is nowadays a settled, but still increasing, phenomenon, also in Italy where it embodies local identity and its precious tangible and intangible resources. This is particularly true in Southern Italy as it boasts excellent grape growing and wine production and is endowed with valuable natural, cultural and historical resources.

This paper stems from a review of the international and national literature on wine tourism mainly aimed at describing the phenomenon and identifying the main *drivers* for its development. The second phase of this research work is aimed at probing the existence of such *drivers* for the development of wine tourism in the Amalfi Coast, an area of great physical beauty and natural diversity, in the Southern Italian region of Campania. The current state of wine tourism in the area is also investigated, in both quantitative and qualitative aspects. The case- study was undertaken through a desk analysis of official and secondary data sources and a empirical survey on the wineries of the area.

The case-study results offer guidelines, suggestions, and recommendations useful to local actors, in order to diversify the tourism product by enriching tourists' experience and their perception of the Amalfi Coast as a destination.

Key words: wine tourism, development drivers, Amalfi Coast

INTRODUCTION

Tourism has been widely considered and promoted as an integral element of rural development policy, aimed at reducing disparities between urban and rural areas, and achieving a more balanced, harmonic and sustainable development of the whole territory. Indeed, this sector can play a significant developmental/regenerative role for peripheral rural areas (Sharpley 2002; Sharpley & Vass, 2006). Specifically, a number of economic and social benefits may be obtained through the development of rural tourism: employment

¹ The research work was carried out jointly; A. Mancino wrote sections n. 1, 3, 5, 6.2, and F. Rapone wrote sections n. 2, 4, 6.1. The concluding section is attributed to both authors.

creation, income growth, creation of new markets for agricultural products, re-population of the rural area, maintenance and improvement of public services, revitalisation of cultural identity, local customs and traditions; protection and improvement of both the natural and built environment (Sharpley 2002). However, more recently, tourism in rural areas is also being promoted as a strategy for destinations to diversify their tourism products and markets. Especially in traditionally summer-sun destinations, tourism in rural areas can be a means of achieving a number of tourism development policy objectives, such as mitigating the problems of seasonality; promoting the cultural attractions of the destination, attracting more visitors and/or extending the length of their stay and spending (Sharpley, 2002).

Furthermore, the increase of tourism in rural areas also comes from the diversification in leisure interests, that gives rise to the demand for new forms of tourism. According to Opaschowski (cited in Trauer 2006) tourists are looking for emotional stimuli, they want to experience the destination's immaterial qualities, seeking ambiance, atmosphere and aesthetics, as well as looking for sharing the host community's culture and identity. Also searching for authentic flavours, local products tasting and rediscovering of their production areas are underlying trends that give rise to a demand for tourism based on the discovery of the culture and identity of a territory. In this framework, local agricultural production can be seen as being more than a source of food and/or beverage, for it may increase tourist satisfaction, through the landscapes and rural activities which they can appreciate and enjoy (Cox & Fox, 1991; Telfer & Wall, 1996). Thus, particularly in the regions where local economy is predominantly agricultural, creating connections between agriculture and tourism holds great importance not only for the host destinations (Torres, 2003), but also for agribusinesses who can profit from this situation by becoming more involved in agriculturally based leisure attractions (Cox & Fox, 1991).

As a new sub-field of tourism, wine tourism represents an increasingly significant component of rural tourism products (Bruwer, 2003) and can notably contribute to the development of destinations, by the enhancement of the local grape varieties, and the local culture and traditions related to grape growing and wine production. This is particularly true in Southern Italy as it boasts excellent traditions in grape growing and wine production, as well as being endowed with valuable natural, cultural and historical resources.

In this paper the case of the Amalfi Coast is presented, an area of great physical beauty and natural diversity. Highly attractive from the tourism point of view, it is located in the province of Salerno in the Southern Italian region of Campania. Wine tourism is believed to contribute to further promoting tourism in the area in the medium-long term. The aim of the paper is, therefore, to verify the current state of development of wine tourism in the Amalfi Coast and to explore the potential for further development.

The paper is structured as follows. First, a brief review of the literature on wine tourism is presented, in order to describe the phenomenon and identify the main *drivers* for its development. The aims of the following sections are, respectively, to describe the research methodology, and to discuss the main research results. In the final section some conclusive remarks are provided.

WINE TOURISM

It is not an easy objective to attempt to univocally define wine tourism, because different approaches can be adopted in studying this new sub-field of tourism.

At a very general level of discussion, three major perspectives on the subject can be identified: that of consumers, wine producers, and destinations. Most definitions of wine tourism are consumer-oriented and remark travellers' motivation and experience. For example, Hall and Macionis (1998: 267) define wine tourism as "visitation' vineyards, wineries, wine festival and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors". Likewise, Charters and Ali-Knight (2002) state that the wine tourism experience can be provided in a number of ways,

the most notable being events and festivals, cultural heritage, dining, hospitality, education, tasting and cellar door sales, and winery tours. A wider definition adopted in 2002 by the Winemakers' Federation of Australia (WFA, 2002) extended the concept of the experience by associating the enjoyment of wine at its source with the experience of the unique qualities of contemporary lifestyle.

From the wine producers perspective, wine tourism is mainly considered in terms of marketing, including building brand loyalty, and sale strategy (Dodd, 1995). Accordingly, Antonioli Corigliano (1999) describes wine tourism as a tourism product, essentially composed of service, and aimed at boosting the consumption of wine. However, the Author also embraces the consumer perspective when she maintains that, through the building of virtuous circles, wine tourism not only facilitates the knowledge and promotion of wine, but also offers visitors the opportunity to gain direct knowledge of the territories of production and experience distinctive atmospheres. In other words, wine tourism is a particular segment of cultural tourism, with the wine tourist being interested not only in the wine product and rural cultural environment, but also in the territory, its landscapes, and natural, historical and cultural resources (Antonioli Corigliano & Mottironi, 2004).

Finally, from the destination perspective, wine tourism is a destination development strategy through the increase and marketing of wine-related attractions.

However, it has been advocated that these three perspectives should be concurrently considered (Getz, Dowling, Carlsen, Anderson 1999; Getz 2000), concerning wine tourism simultaneously as "a form of consumer behavior, a strategy by which destinations develop and market wine-related attractions and imagery, and a marketing opportunity for wineries to educate, and to sell their products, directly to consumers" (Getz & Brown, 2006: 147).

The general aim of the IRAT-CNR working group's research was to identify the key factors affecting the competitive success of a wine producing area in the wine tourism market, in accordance with the dual perspective of the destination and of the wine producers. Indeed, the opening of wineries to visitors surely constitutes an opportunity for increasing their direct sales. However, the diversification of the winery's *core business*, by the provision of tourism services, is also, and above all, an opportunity for them to promote business innovation and growth, as well as an opportunity for the destination for its development by enriching the tourism offer.

METHODOLOGICAL APPROACH

Preliminary national and international literature review on wine tourism was conducted, with the aim to identify the main *drivers* for its development.

Subsequently, an empirical survey was carried out in the Amalfi Coast, a highly attractive area from the tourism point of view and believed to have high potential for wine tourism development. The case-study was undertaken through both a desk analysis of official and secondary sources, and an in-depth analysis of the wineries of the Amalfi Coast which have gone into the tourism sector, with the aim of probing the presence of wine tourism development *drivers* in the area.

More specifically, the empirical field research involved the seven wineries of the Amalfi Coast whose wines have earned an Italian certification of quality. Indeed, the production of premium quality wines plays a central role in order for a winery to successfully develop wine related activities.

The empirical survey was carried out in the Summer 2009. A semi-structured on-line questionnaire was submitted to the wineries, previously contacted by e-mail, in order to briefly explain the aims of the research, and provide the instructions for accessing and filling in the questionnaire. Four out of the seven wineries returned the questionnaire by the end of September.

The questionnaire submitted to the wineries was sub-divided into four sections.

The questions of the first three sections were respectively aimed at obtaining the following data:

- winery structure and business
- forms of wine tourism development (i.e. how firms provide the wine tourism experience)
- communication activities and tools.

The fourth section of the questionnaire was devoted to investigating the entrepreneurial aptitude of the winemakers. Specifically, questions were aimed at examining the following features:

- psychological traits and competences of the wine/ tourism entrepreneurs
- motivation and previous experiences
- perception of the external environment.

Furthermore, believing that more in-depth responses and further comments on certain issues could have been obtained by an informal interview with the winemakers, they were contacted by phone in order to make an appointment to visit their firms. It is worth noting that the three winemakers who did not return the questionnaire were neither willing to receive our visit.

The results from the desk analysis and the empirical survey enable us to determine the current state of wine tourism in the Amalfi Coast and identify some areas of intervention to promote and support further development in the medium-long term.

THE AMALFI COAST

The Amalfi Coast is an area located in the Province of Salerno in the Southern Italian Region of Campania. It consists of about 42 kilometres of coast between Vietri sul Mare and Positano and it includes some inland villages as well. The whole area covers 11,231 ha in 15 Municipalities: Amalfi, Atrani, Corbara, Cetara, Conca dei Marini, Furore, Maiori, Minori, Positano, Praiano, Ravello, Sant'Egidio del Monte Albino, Scala, Tramonti, Vietri sul Mare. None of the mentioned municipalities have more than 10,000 inhabitants and total resident population of the area is less than 60,000.

The Amalfi Coast is a coastline appreciated and enjoyed by tourists from around the world and has a consolidated tourism reputation: Amalfi, Positano, Ravello and Maiori recorded more than 800.000 stays in 2007 (Istat, 2007). Numerous features make the Amalfi Coast highly attractive from the tourism point of view: richness and heterogeneity of natural habitats, wonderful landscapes, historical, artistic and archaeological heritage, community traditions and habits, and also traditional skills linked to local productions - food and wine and handicraft. In 1997, the Amalfi Coast was included in the World Heritage List as "an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution" (UNESCO, 1997).

The accommodation supply is among the most developed and qualified of the Campania region. In 2007, it counted 151 hotels, and 150 other accommodation typologies (of which 80 rent houses and 47 B&B) with a total number of 8,999 beds; 31.57% of the 5 stars and 5 stars luxury hotels of the entire region were located in the Amalfi Coast².

Grape growing and wine production are among the main agricultural productions of the Amalfi Coast. The distinct feature of this production stems from the unique physical characteristics of the territory: vines grown on terrace hills sheering to the sea, an amazing sight which presents a dramatic and unique landscape to visitors. The adoption of specific and unusual agricultural practices is required in order to adjust to the characteristics of the territory. Furthermore, ancient traditions that have been jealously fostered and skilfully handed down are embedded in these practices, contributing to the distinctiveness of grape growing and wine production in the Amalfi Coast. The more tangible expression of such a distinctiveness is the distinction of the territorial brand of quality³.

² Our elaboration on data Istat, 2007.

³ Some wines of the Amalfi Coast, for example, achieved the Italian "Costa d'Amalfi DOC" (controlled origin denomina-

In light of the considerations above, the potential of wine tourism in the Amalfi Coast is believed to be high and its contribution for the development of the destination can be remarkable in the medium-long term.

MAIN DRIVERS FOR WINE TOURISM DEVELOPMENT

The literature review on wine tourism shows that there are a set of factors that contribute to encourage visits to wineries and wine regions. Indeed, production of local wines, even if a necessary condition, cannot by itself turn the producing area into a wine tourism destination (Savoja, 2008).

Of course, the quality of wines represents one factor of development. Wines of superior quality are strongly attractive and can significantly encourage visitors' access to wineries; in the same way, the established reputation of wine makers or wineries, the willingness to provide a friendly welcome in the winery and the quality of accommodation can play a central role (Antonioli Corigliano, 1999; Pastore, 2002; Cinelli Colombini, 2007).

A study conducted in Spain (Vincente Elias, 2008) also demonstrates the importance of the vineyard landscape as a complement to the winery visit, and as a resource to enhance the development of wine tourism. Moreover, the same author highlights that the acknowledgement by UNESCO of some vineyard landscapes as World Heritage constitutes a factor that generates tourism.

Proximity of destination to the area of origin is a factor that plays a part in pulling visitors to a specific destination (Charters, Ali-Knigh, 2002; Bruwer, 2003). This is particularly true in wine tourism, where often the majority of tourists are local and regional in origin (Getz, 2000). According to the author, many wine tourism destinations are heavily dependent on the demand generated by nearby urban populations, but proximity to cities or, more extensively, to areas where items of interests are already available to visitors, can also represent an opportunity for wineries to capitalize on this tourist traffic (Cinelli Colombini, 2007).

Also the importance of the existence of a Wine Route has been highlighted in literature (Antonioli Corigliano, 1999; Telfer, 2001; Cinelli Colombini, 2007) as "it is the 'roadway' to the wine tourism core attraction – the wines and the winery (Bruwer, 2003).

However, in the process aimed at turning a territory into a wine tourism destination, entrepreneurship is believed to be one of the most important factors - if not the most important one - in order for wineries to successfully develop wine related activities. Among the economists who have significantly contributed to the theory of entrepreneurship, Joseph Alois Schumpeter (1934) maintains the equation entrepreneurship-innovation, by defining entrepreneurial function as typically consisting in subtracting resources to their customary use in order to introduce new combinations. Antoncic and Hisrich (2003) also clarify that entering new, unfamiliar businesses in terms of product/markets can be considered intrapreneurial activities (i.e. entrepreneurship in existing firms) since they represent departures from the customary ways of doing business. Accordingly, the wine maker or wine grower's decision to include in their activity the provision of services that do not fall within the *core business* postulates an entrepreneurial aptitude (Antonioli Corigliano, 1999).

According to Lafuente and Salas (1989), personal characteristics of entrepreneurs influence entrepreneurial behaviours and activities. The entrepreneurial aptitude of the Amalfi Coast wine/tourism entrepreneurs has been explored by investigating their personal characteristics in terms of personality traits, competences, motivation, and work experience. Also the subjective perception of the external environment, mainly in terms of obstacles and opportunities, has been explored, in the belief that the attitude towards the environment is important in comprehending the behaviour of entrepreneurs and the network of relationships created by the firm.

tion) mark in 1995. It guarantees the quality of a wine and the origin of the grapes. These marks are controlled and tested by experts to certify the quality of the wines, and are reserved for wines that have the specific characteristics of the area of production.

EMPIRICAL RESULTS

Winery firms

The investigated wineries of the Amalfi Coast, on the basis of number of workers, are small or micro firms. The firms are family businesses since ownership and control of the business overlap with family membership (Birley, Ng & Godfrey, 1999).

They have a small scale production, just one winery produces more than 100,000 bottles per year, but of very high quality: 94% of the total production of the investigated wineries is certified (DOC, IGT). Three out of four sell directly at the cellar door making up over 7 % of total sales. Not even one has implemented direct sales through web sites.

A result that emerges from the survey is that wineries have been involved in wine tourism for less than 10 years except for a pioneer winery that has opened the cellar to visitors since 1983 and has an international recognition of its wines and whose total number of visitors is high above the average of others.

However, the wine tourism supply of the Amalfi Coast is characterized by great hospitality and authenticity: tourists are welcomed and attended to during their visit by the owner or by the owner's family. All wineries offer visits to the cellar, wine tasting and meeting winemaker and/or the oenologist; only 2 wineries offer overnight and local food, vineyard or wine cellar experiences. Wineries are open everyday all year round but they require a reservation for a visit.

The questionnaire also generated a classification, based on a winery perspective, and by origins of visitors to the wineries of the Amalfi Coast. It emerges that they are mainly international, and the main reason could be the vocation of this area to international tourism.

On the basis of discussions with winery owners, it also emerges that the visitor usually has a good or high knowledge of wine.

Traditional communication tools are used by the wineries of the Amalfi Coast: brochure and insertion in regional wine guides are the major communication actions used both for wine and tourism related activities.

All wineries participate in wine fairs. Hallmark events are assumed to have a key role in firm wine marketing and promotion strategy (Hall & Mitchell 2008). Moreover three wineries produce some events within the firm.

Overall, the wineries do not fully exploit the opportunity to gather market intelligence at the cellar door that would allow them to fine tune their advertising and promotional activities (Hall & Mitchell 2008). Indeed, none of the wineries collect information about the place of residence of their visitors, only one commonly inquires about how visitors heard about the winery, and their feelings about the winery's offers. This winery is also the only one to collect the address (postal and/or e-mail) of its visitors, demonstrating the perception that every visitor is a potential loyal customer (Getz 2000).

Even though wineries have their own web site, and three of four have an English version as well, the lack of an effective marketing strategy on the web has been noticed. Only one winery declared to produce ads on-line, while none make use of participatory communication tools such as a blog that is highly valuable in the wine industry in obtaining direct feedback from users, at the low cost of this technology permits (Resnick 2008).

Entrepreneurial Aptitude

The entrepreneurial personality traits that most frequently recur in the international literature are: creativity, need for achievement (*n-Ach*), internal locus of control (*LOC*), tolerance for ambiguity, and propensity to take risks (Entrialgo, Fernandez, & Vázquez 2000; Envick, & Langford 2000; Stewart, Watson, Carland, & Carland 1999; Alstete 2002). Accordingly, the presence of these five traits has been verified.

Schumpeter (1934) remarked that an individual behaves as an entrepreneur only when carrying out innovations. Thus, creativity is the prime factor in the entrepreneurial personality and function. *N-Ach* can be defined as the propensity to set challenging goals and improve their standard of excellence

(McClelland 1961). The conviction of an individual that he himself rather than external events is in control of his destiny constitutes his internal LOC (Rotter 1966). Budner (1962) defines intolerance for ambiguity as the tendency to perceive ambiguous situations as sources of threat. Conversely, tolerance for ambiguity implies a more neutral perception of uncertainty and can be defined as the willingness of an individual to cope with it. Risk taking is invariably a factor in entrepreneurial behaviour, even if research examining the risk propensity differences among entrepreneurs and managers, has produced conflicting findings (Ahmed 1985; Begley & Boyd 1987; Hull et al. 1980; Brockhaus 1980; Brugnoli 1990).

All four interviewees declare to be achievers. Only one winemaker claims to possess the other traits investigated as well. Of the remaining three respondents, no one declares to be in control of his destiny, nor to tolerate ambiguity, nevertheless, two recognize themselves as being creative. This evidence leads us to presume incoherence in the answers given by the interviewed⁴. It is also worth stressing that entrepreneurs do not desire other personality traits. This may disclose the unawareness of their deficiencies.

As for competences, the most remarkable negative result is the lack of marketing skills (possessed by only one interviewee) that have been found to be meaningful skills for successful entrepreneurs (Hood & Young 1993). Also, the capability to rely on heuristics to make decisions is possessed only by two winemakers, where the heuristic-based logic can help entrepreneurs in the pursuit of innovative activities (Alvarez & Busenitz 2007). Conversely, winemakers claim to possess managerial skills.

With regards to motivation, the Amalfi Coast winemakers are *opportunity entrepreneurs*⁵, as their decision to become entrepreneurs has been mainly influenced by passion and desire to exploit their own skills/ideas. In addition, they have gone into the tourism business in order to pursue a business opportunity. This is an encouraging result given that higher growth expectations are more frequently associated to opportunity entrepreneurship (Reynolds et al. 2002).

A number of authors have also argued that direct and indirect experiences are factors that may affect the decision to become an entrepreneur. To confirm such a theoretical assumption, winemakers state that entrepreneurial family background and their own previous work experience had an influence on their choice. Lerner and Haber (2001), more in particular, found that entrepreneurial family background is positively related to the tourism firm's performance.

Finally, the perception of the external environment was investigated. This is an important aspect to consider because entrepreneurs make decisions significantly influenced by the environment (Minniti, 2000). A perception emerges of the external environment as being inadequate for wine tourism activities development. Infrastructural weaknesses, lack of skilled labour and relations with Public Administration are indicated as the main obstacles in the sector of operations. In other words, entrepreneurs mainly perceive exogenous obstacles as unable to cope with. It is not surprising, given the admitted lack of internal control. Mistrust emerges in the possibility of collaborating with external parties (competitors, professional associations and Public Administration). This negative perception of external environment could discourage the propensity of local entrepreneurs to lead the firms towards further expansion.

In conclusion, the results lead us to assert that the Amalfi Coast wine/tourism entrepreneurs do not display high entrepreneurial aptitude. Specifically, the absence of those psychological traits and competences which could influence entrepreneurial behaviour and performance, as well as the subjective perception of the environment as being not conducive for development of wine tourism business support this statement.

⁴ In previous research, internal locus of control was found to be associated with the need for achievement (McClelland et al. 1953; Rotter 1966), with risk propensity and creativity (Entrialgo et al. 2000). Furthermore, Entrialgo et al (2000) reveal that a positive relation between creativity and tolerance for ambiguity also exist.

⁵ According to the Global Entrepreneurship Monitor (Gem) (Reynolds et al. 2002) opportunity entrepreneurship reflects a voluntary choice to start/run a business, based on the perception that an unexploited or under exploited business opportunity exists or can be created. On the contrary, necessity entrepreneurship represents a form of entrepreneurship in which necessity (lack of choice in work, poverty, or survival) is the prime motivation for starting/running a business, based on the individual's perception that no better option is available.

A limitation of our survey on the entrepreneurial aptitude of the Amalfi Coast wine/tourism entrepreneurs could be found in that it reflects their perception of their own abilities and skills. However, it has been maintained (Boyd & Vozikis, 1994; Bandura, 1997) that the perception of one's capabilities influences choices, aspirations, and commitment.

CONCLUSIVE REMARKS

The paper presents the case study of the Amalfi Coast on the hypothesis that wine tourism can remarkably contribute to diversification and integration of the tourism supply in the area, in the medium-long term.

According to Butler's model of the tourist area cycle of evolution (1980), the Amalfi Coast is currently in the exploration stage as a wine tourism destination. It is characterized by irregular and low visitation patterns, high percentage of non-local visitors (80% of the visitors come from out of the region), no specific or few facilities for wine tourists, no impact on physical fabric and social milieu of the area.

However, the wine tourism potential of the Amalfi Coast has emerged from the research. More specifically, the study has verified the presence of some of the key factors, which in specialised literature on the subject, have been found to significantly contribute in the development of a producing area into a wine tourism destination.

These factors include:

- exceptional cultural, historical, natural and landscape values;
- the high presence of tourists in the area, and its proximity to other attractive areas (e.g. Naples, Capri, Salerno...);
- the accommodation supply among the most qualified and developed of the whole territory of the Campania region;
- the uniqueness of vineyard landscapes and the peculiarity of the resulting agricultural practices;
- the ancient traditions embedded in these practices;
- the distinction of the Costa d'Amalfi DOC wines.

These are the factors that should be focused on in order for the area to reach the competitive success in the wine tourism market.

To realize the full benefits related to this emerging tourism form, to increase visitor numbers and achieve some regularity, wineries could improve services and facilities, providing a better experience for visitors and consequently increase their attractiveness and competitiveness.

Actually wineries are undertaking these issues and there is an expectation of growth. Despite this aspect, wine tourism is also facing a critical development issue: protection and management to ensure the conditions of integrity and/or authenticity is critical, as the area has recently been listed in the UNESCO World Heritage.

The wineries should undertake more systematic and effective market research at the cellar door: to recognise the visitor's motivation, needs, and expectations is essential to a successful marketing programme and direct sales. A simple, yet effective approach to market research could be the implementation of short and easy surveys to visitors.

Since the wineries of the Amalfi Coast are small firms, they have limited human resources and finances available, which inevitably reflect on the supply's variety. In this context, the quality of the supply stands on the creation of synergies and integration among all the actors of the area, going beyond the specific strategies of the single firm. For example, the development of the Wine Route is an auspicious solution and a valid instrument in order to match formal and informal collaboration among wine makers and other local businesses, whether touristic or not; this is also a unique opportunity for small firms, as they can develop and participate in various initiatives otherwise impossible for them to afford for their high organizational, and financial weight.

Moreover, wineries can improve their relations with tour operators. This type of relationship has become increasingly important in the development of wine tourism (Telfer, 2001).

Regarding the evidence on the entrepreneurial aptitude of the winemakers, on a general level of discussion, it can be pointed out that policies are required to support education in entrepreneurship topics, in order to foster a wider entrepreneurial culture that encourages the start-up, development and growth of *entrepreneurial firms*, instead of merely business ventures (Carland et al, 1984). In more specific terms, there is the necessity to provide entrepreneurs with tailored educational tools. Accordingly, in the light of the results of our survey on the Amalfi Coast wine/tourism entrepreneurs, in designing education programmes, greater emphasis should be put on the training dimension, i.e. skill acquisition and development of those psychological characteristics which are important for entrepreneurial activity. Indeed, the result of Hansemark's study (1998) clearly indicates that psychological characteristics could be stimulated in a fairly normal educational situation. Lastly, participants should be taught to perceive their external environment as something which they can influence rather than viewing themselves as helpless within their specific environments.

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Tourism Supply

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3rd IRT INTERNATIONAL
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TOURIST FORMS AND SOCIAL SUSTAINABILITY. AN EXAMPLE OF RELATIONAL TOURISM IN SARDINIA

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Abstract

The diachronic and synchronic analysis of the dynamics and the tourist typologies puts in evidence problems and elements of crisis of the contemporary tourist phenomena. The actual situation returns a picture particularly faceted both as it regards the choices of the tourist, both for the one who creates the offer and it manages the question, and for the local societies that entertain the tourist flows.

Tourism is increasingly seen as an industry that creates economies rather than a tool to regenerate urban and regional planning and indeed, often, the tourism policies are proving more oriented to the practices related to receptivity and so to the structures whether to consume the vacations, rather than to create occasions, real and not symbolic, of comparison between tourist and local society.

Besides, often the tourist forms that celebrate itself sustainable put in strong emphasis either the economic sustainability or that environmental, but is it enough to exclusively consider the economic and environmental processes to be able to affirm that a tourist form is sustainable? Can a sustainable tourism socially exist?

Sardinia offers an interesting field of research to study the evolution of the tourist politics, above all in comparison to the relationships between tourist and local society, because it has been, and it is still, one of the destinations of trip more aspired both in the set of the international tourism and for the one who seeks niche forms, however the tourist politics, that have driven the development of the different forms, have been driven in meaningful way, during the years, from what that can be defined the tourist ideology.

Tourist ideology is the whole politics and actions that conduct to superficial fruitions of the territories, to gentrification processes, to address only the tourists on some territories, to set attention only to the receptive practice.

There are however some small but significant changes in tourism context in recent years, also remaining in the set driven by the tourist ideology, with the search of new forms directed mostly to the relationship between local society and tourist, through a diffusion of the tourist flows not only along the coastal areas but also toward to the more interior territories.

The tourist knows that an authentic tourist experience doesn't exist, but there are only a series of games and scripts that can be interpreted, time for time, from who organizes and manages the tourist forms and even from the local societies.

There is a need to go beyond the ways traced by the tourist ideology with the purpose to track new forms down where find again the principles of the "relational tourism", new and unexpected forms which tourists and local society can enter in contact in a not programmed and not etero-organized way, in which the optimal conditions to the "mutual vulnerability" among guest and hosts are created.

Sardinia's tourist territory, in reason for its complexity and the contemporary necessity to identify new touristic forms that don't pursue the principles of the tourist ideology, as optimal place offers itself to reason on the possibility to identify appropriate fields and cases of study for new relational forms that can support a social dialogue and that, through this, can support the perception of a new sense of the place.

The case study presented is an example in this direction of sustainable integration between services and tourist forms, among tourists and local society.

Key words: Relational tourism, social sustainability, alternative forms of tourism, services to the territory, tourist spaces

INTRODUCTION

Contemporary tourist space is configured as a vast set of attracting places, of services, of demand and supply, of local or global actions, of symbols and elements of authenticity, with places that appear and disappear with increasing speed and the tourist market looks for new dimensions, also inside territories apparently already explored.

Tourist phenomenon becomes more and more complex, with a superficial fruition of the places, tourist forms are proposed with the goal to give an experience conducted as a ready-made product communicated by the media. Tourist prefigures before the trip an idea on what will be both the aspect of the place to visit.

This complexity sets problems of environmental, economic and social sustainability.

The sustainability of tourist structures is often declared as useful for reaching certain tourist segments more careful to environmental issues, but it is not always real, especially there is a need to understand what is meant by the term sustainability, whether the protection of places, the search for resilience of the territory or the comparison with local societies.

This last declination of the sustainability is, particularly, the central theme of this paper.

Indeed, if the tourism is often a ready-made experience, then it favours the surrender of the individual to an apparatus that receives, protects and guide, it is not possible to meet the others: the tourist doesn't have occasions of meeting with the host society or this meeting is, once more, externally directed. Relationships born when a traveller, from the meeting with a local society and without previously defined mental maps, builds an equal relationship with the others.

The construction of an equal relationship is not sufficient to ensure the social sustainability of tourism forms: something is needed more because the tourist will not be barely tolerated, often cheated or exploited. It is important that tourism becomes an opportunity to build urbanity in tourist areas, providing services not only to the tourist but also to the host population.

THE CONTEMPORARY TOURIST SPACE AND ITS FORMS

The exploration of contemporary tourist space is difficult and faceted; there are perhaps many "tourism" how many tourists travel to various destinations¹. It is clear the need to refer to models that can describe in some way the complexity of the tourism phenomenon and the processes connected to it.

Contemporary tourist models, to which this paper refers, show on the one hand the need to discover new territories² increasingly vast, on the other hand a real implosion of the tourist space, with the concentration within closed or semi-enclosed areas of a series of pure, stylized, tourist images and landscapes³.

In the tourist processes of last fifty years it is possible to define two different currents: *modern* tourism and *post-modern* tourism.

¹ Bernardi U., Filippi V. (2004), "Dal Turismo ai turismi: trasformazioni sociali e sfide culturali", in A. Savelli (a cura di) *Turismo, territorio, identità. Ricerche ed esperienze nell'area mediterranea*, Angeli, Milano.

² van der Duim R., Caalders J. (2002), "Biodiversity and tourism, Impacts and Interventions", *Annals of Tourism Research*, Vol. 29, n. 3, pagg. 743-761; Minca C. (1996), "Lo spazio turistico postmoderno", in (AA.VV.) *Il viaggio - dal grand tour al turismo post-industriale*, Atti del Convegno Internazionale - Roma 5-6 dicembre 1996. Edizioni Magma - FLM Napoli; Minca C. (1996), *Spazi effimeri*, Cedam, Padova; La Rocca R.A. (2005), "Mass Tourism and Urban System: Some Suggestions to Manage the Impacts on the City", *E-Review of Tourism Research (eRTR)*, Vol. 3, n. 1; pagg. 8-17.

³ Augè M. (1993), *Non luoghi: introduzione ad una antropologia della surmodernità*, Milano, Elèuthera; Minca C. (1996), *Spazi effimeri*, Cedam, Padova; Best S., Kellner D. (1991), *Postmodern Theory*, Guilford, New York; Harvey D. (1993), *La crisi della modernità, Il Saggiatore*, Milano; Nuryanti W. (1996), "Heritage and Postmodern Tourism", *Annals of Tourism Research*, n. 23, pagg. 249-260.

Modern tourism⁴ is directed to the exploitation of distant places, but at the same time it transforms them and distils the essence of identity often to transform into icons or images for tourist use and consumption. Tourism is conceived as a separate entity from normal social activities⁵.

Post-modern tourist space instead defines itself as exhaustive, an ideal world apart, in which to live a concentration of images and icons of tourism and for this reason separated from the context, even physically⁶.

The dichotomy among modern and post-modern permits to understand the actual general cultural mutation and the tourist space always assumes an increasing importance both for the planning of the territory and for the local and social development.

Tourism influences and, often, determines some spatial processes and the observation of the tourist territory is essential to understand the mutations generated by it, like those becoming from post-modern tourism forms, which are proposed also like social projects⁷ and as such, reflect and often anticipate changes in society itself.

It is interesting to observe as the tourism reflects the contemporaneity, on one hand it pursues tight spaces, true atopic territorial "enclaves"⁸, but on the other one it goes in search of deeper meanings, such as the need to know in a better way the places and to compare itself with local societies⁹.

The sustainability of tourism forms is largely linked to economic policies¹⁰ but is also expressed in terms of environmental compatibility dwelling too long on reductive visions not considered absolutely satisfactory like that of the tourism exclusively concerned with natural processes or it is just as often confused with the alternative tourism than the traditional one.

A case study of the reduction of tourism to an economic policy is represented by Sardinia: prevailing views in tourism policies are always directed exclusively to receptivity and to the establishment of new structures, focusing on "typicality" of the places and on forms of advertising, marketing, endorsed repeated models

4 Minca C. (1996), *Spazi effimeri*, Cedam, Padova

5 Mustonen P. (2006), *Postmodern Tourism – Alternative Approaches*, Publications of the Turku School of Economics and Business Administration, Series A- 2:2006.

6 Minca C. (1996), *Spazi effimeri*, Cedam, Padova; Ritzer G. (1997), *Il mondo alla McDonald's*, Il Mulino, Bologna; Ritzer, G., A. Liska. (1997), "McDonaldization" and "Post-Tourism": Complementary Perspectives on Contemporary Tourism", in *Touring Cultures: Transformations of Travel and Theory*. C. Rojek and J. Urry, eds., Routledge: London; Mustonen P. (2006), *Postmodern Tourism – Alternative Approaches*, Publications of the Turku School of Economics and Business Administration, Series A- 2:2006.

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9 Noy C. (2004), "This Trip Really Changed Me. Backpackers' Narratives of Self-Change", *Annals of Tourism Research*, Vol. 31, n. 1, pagg. 78–102.

10 Nijkamp P., Verdonkshot S. (1995), "Sustainable Tourism Development: a case study in Lesbos", in (a cura di) Cocossis H., Nijkamp P. *Sustainable Tourism Development*, pagg. 127-140, Avebury, London; Garrod B, Fyall A. (1998), "Beyond the rhetoric of sustainable tourism?" *Tourism Management* 19 (3), pagg. 199–212; Lew A.A., Hall C.M. (1998), "The geography of sustainable tourism: Lessons and prospects". In C.M. Hall e A.A. Lew (eds) *Sustainable Tourism. A Geographical Perspective* (pagg 99–203), Harlow: Addison Wesley Longman; World Tourism Organization (1999), *Codice mondiale di etica del turismo*; Mair H., Reid D., George W., Taylor J. (2001), "Planning for growth? Re-thinking the rural tourism opportunity", in *Canadian Society of Extension*; Pigliaru F. (2002), "Economia del turismo: crescita, qualità ambientale e sostenibilità", in (a cura di) R. Paci e S. Usai *L'ultima spiaggia*, Cuec, Cagliari; Briassoulis H. (2002), "Sustainable tourism and the question of the commons", *Annals of Tourism Research*, Vol 29, N. 4, pagg. 1065-1085; Liu Z. (2003), "Sustainable Tourism Development: A Critique" in *Journal of Sustainable Tourism* Vol. 11, n. 6; Ko T.G. (2005), "Development of a tourism sustainability assessment procedure: a conceptual approach", in *Tourism Management*, vol. 26, pagg. 431–445.

such as bed and breakfasts, hotels tout court, tourist residences, diffused hotels and so on. Example of this is that in the villages, both coastal resorts and more internal, the number of these structures is increasing more and more¹¹. Sardinian context therefore focus almost exclusively on the objects centre of tourism, what hotels, resort, B&B etcetera, without considering in any way impacts on the territory. What appears is a perseverant vision of the territory as object of tourist politics few farsighted, but above all directed to the creation of extraordinary spaces, without any relation and temporally limited. There is the creation of extraordinary and non-relational spaces in which the tourist recognize only in a superficial way local host societies, forming and undoing aleatory relationships.

The temporal factor deserves nevertheless a further reasoning. The places are seen immovable in the time, as if they were immune from the effects that the tourist flows produce on the territory. The politics fully respond to the characters of what could be considered an ideology that proposes the territory in symbolic form, reviving the archetypes and proposing them to the tourist flows, often with few elaborations.

The process of evolution of the tourist phenomenon during the years has set the accent on the characteristics of the receptive resource rather than on the places and on the territories. When the discourse has shifted, over time, also on the territories, it is tried to give prominence to the ethnocentrism, repeating the same shapes and models and not, and quite as it should be, for a complete planning system. This cultural path can be defined as a tourism ideology.

It is useful to try to represent the tourist path in Sardinia by a modeling tree.



Figure 1: The path of tourist ideology

The graph shows the continuous generation of new forms, including through the reinterpretation of existing ones, but what effects has had on the territory this continuous and faceted development?

Nevertheless it can be understood however an important factor: the concomitant development of the Costa Smeralda, of the tourist villages and of the coastal villages; the birth of the Consorzio Costa Smeralda has influenced the development of tourism politics so much that has inspired new forms in existing tourist resorts, as it has influenced the development of pre-existing coastal settlements¹², with a strong intervention of construction, almost exclusively along the coasts; with effects not too different among them.

In holiday villages, and especially on the Costa Smeralda, the construction of exotic and imaginary Sardinia is realized, destined to a national and international tourism, but however contained within of the spatial limits and with an eye of respect to the territorial context; vice versa in the coastal villages, grown up without a coherent urban planning, simulacra them same of the simulacra Costa Smeralda, the quality of the environment has not been observed and has been delegated to the sensitivities of individuals.

11 Facoltà di Architettura di Alghero (2008), Terzo rapporto sul turismo ad Alghero - Stagione 2007. Available from: <http://atoss.lampnet.org/article/articleview/18/1/2/> [accessed on: 1 september 2009] In Sardinia, the hotel industry has a significant number of 3 star hotels (371), but also an interesting number of 2 star (120) or 4 stars (174). There are few, overall 5 star hotels (18) and very few, considering especially the high number of second homes on the island, the residence hotels (84). Vice versa a continuous growth of the B&Bs is observed (in 2006 they were 1033), of campings and of tourist villages (98 totally). Overall, a clear predominance of B&Bs is observed on all on all the other tourist structures.

12 Serrelli S. (2004), Dimensioni plurali della città ambientale. Prospettive d'integrazione ambientale nel progetto del territorio, Franco Angeli, Milano.

However, tourist and coastal villages can not be said communities, as subject to seasonal flows. Sardinia's coastal landscape, in time, has seen the development of two almost antithetical processes, sometimes antagonist between them: on the one side there were receptive forms dedicated to tourists, with exclusive accommodation in costs and terms of acceptance, on the other one there was an increase of villages exclusively dedicated for local societies.

Exclusive residences against second houses, and for about thirty years, from the sixties to the nineties of last century, this was the prevailing tourism policy, also with episodes of gentrification.

Tourist ideology pervades the planning of the activities, promoting the degeneration in adopting general models and conforming accordingly the reality, investing in stylized local policies. It triggers a process of de-territorialization that gradually crystallizes the signs and the forms of the territory and the culture. The territory becomes touristic¹³, rethinking itself in its own image.

THE TOURIST ONTOLOGY: THE SOCIAL SUSTAINABILITY OF SPACES AND FORMS

The interaction between tourists and host societies is commonly founded on some mystifications.

Firstly that the tourists represent some homogeneous groups cohesive in "to be" tourists and in "to do" tourism. Secondly that host societies see the tourists like perfect strangers. Thirdly, visited places are homogeneous.

Tourists may, if it is possible, strictly interact with host societies to dissolve the myths and stereotypes generated by both parties.

The risk is that each one of the two actors of the tourism confines himself in his own "specialized" enclave.

It is possible to say that when the visitor confronts himself with a tourist territory, he has the same approach that he has with an object, i.e. he compares it with something else ever known or experienced so it is simple to better define it¹⁴. It is defined, then, a previously considered and evaluated subject. The territory and the host society are therefore treated as mere objects: in which cases they become subjects?

Now it is necessary to distinguish among a tourist "experience" and hospitality "relationship", piercing the surface of tourist ideology, based on non-relational spaces and temporally limited.

The relationship with an object is always based on something that has already been reduced to a scheme-type, while the relationship with another person comes from the comparison, the relationship is immediate, without the provision of concepts, images or fantasies. Each one is, for the others, pure presence as the action is done "now", in present time¹⁵.

But experience does not happens in a present time, draws strength from its past, as it is anticipated by preconceptions that are inherent in everyone. It is not possible to have a pure presence, but a previously judged and evaluated object.

Applying this reasoning to tourism it can be inferred that a truly sustainable tourism under the social profile favours the relationships between tourist and host societies by I-Thou type, then relationship between subjects.

Tourism forms careful to the subjects, to the people rather than to the individuals and oriented to the building of "relationships" between the 'I', the 'other' can be defined relational.

True sustainability comes from the interpretation of travel as knowledge, on experiential exchange

13 Minca C. (1996), "Lo spazio turistico postmoderno", in (AA.VV.) *Il viaggio – dal grand tour al turismo post-industriale*, Atti del Convegno Internazionale – Roma 5-6 dicembre 1996. Edizioni Magma – FLM Napoli. Minca C. (1996), *Spazi effimeri*, Cedam, Padova.

14 Martins Cipolla C. (2004), "Tourist or guest: designing tourism experiences or hospitality relations?", *Design philosophy papers*, n. 2.

15 Buber M. (1921), *I and Thou*, Heidelberg: Lambert Schneider, 1974.

based on the meeting with the otherness. In this case is essential the perception of authenticity and the possibility to share concrete experiences¹⁶. Socially sustainable tourism forms are restyled ones elaborated beginning from relationship, passing from the "ephemeral tourism" and the territories shown and treated as an aesthetic object of *immediate consumption*¹⁷ at the "concrete tourism", hospitable and re-creators of urbanity.

The re-generation of the tourist context can bear in the suburbs of the traditional tourist areas, in low density areas addressed not only to tourists but also to those who live there.

The place of tourism then can become the place of living.

This requires a change of cultural paradigm oriented to participatory processes that can play an important role in environmental politics, personal services and welfare¹⁸.

The problem is how to find tourist forms able to favour an equal relationship with the otherness; this means to understand what are the conditions under which a person is generally prepared by interaction with others.

Environmental and cognitive psychology studies show that these conditions are created when a person is vulnerable or is in particular conditions to feel mostly inclinable to the contact with the others.

The conditions are created when the two parties are each other "vulnerable", where for vulnerability it is intended the possibility to feel "touched" for something or someone, a possibility to feel common, as opposed to the invulnerability that the tourism generally creates, or indifference to the contexts and the local societies. The vulnerability between tourists and between tourists and local society born when it creates a bond due to a particular condition of necessity or need. To realize vulnerability conditions means then to identify what can be the requisite to generate a contact between the parts¹⁹. It is necessary to think what can be the way for which a tourist experience doesn't hinder the birth of unexpected relationships.

ALTERNATIVE FORMS OF SOCIAL SUSTAINABLE TOURISM: AN EXAMPLE OF RELATIONAL TOURISM IN SARDINIA

Sardinia offers an interesting field of research to study the evolution of tourism policies, particularly with respect to relations between tourists and local society.

What is at the base of this paper is the possibility to find a new *possible* tourism form, that can be defined relational: for this it is necessary to explore, between the tourism forms oriented to relationship, those that favour a social dialogue and through this encourage the perception of a new sense of place.

Then find forms of tourism "inclusive" that contrast the "exclusive" typical of the forms produced by the tourist ideology.

These forms are contemplated in what is generally considered "social tourism"²⁰, i.e. the set of tourism

16 Gatti F. e Puggelli F. R. (2006), *Nuove frontiere nel turismo. Postmodernismo, psicologia ambientale e nuove tecnologia*, Hoepli, Milano.

17 Assunto R. (1960), *Introduzione alla critica del paesaggio*, in "De Homine", 5-6, pagg. 252-279. Venturi Ferriolo M. (2002), *Etiche del paesaggio*, Editori Riuniti, Roma

18 Salomone M. (2005), *Strategie educative per la sostenibilità*, CELSB, Bergamo.

19 Martins Cipolla C. (2004), "Tourist or guest: designing tourism experiences or hospitality relations?", *Design philosophy papers*, n. 2.

20 Lanquar R. e Raynouard Y. (1986), *Le Tourisme Social*, Paris: Presses Universitaires de France ; Cohen E. (1989), "Alternative tourism – A Critique", in: Singh, T.V., Theuns, H.L. & Go, F.M. (eds). *Towards Appropriate Tourism: The Case of Developing Countries*. Frankfurt, Peter Lang, pp. 127-142. Romeril M. (1994), "Alternative tourism: the real tourism alternative?" in: Cooper C. e Lockwood A. (eds), *Progress in Tourism Recreation and Hospitality Management*. Vol 6, Chichester: Wiley, pp. 22-29. Chauvin J. (2002), *Le tourisme social et associatif en France*, Paris: l'Harmattan. McGehee N.G. (2002), «Alternative Tourism and Social Movement Participation.» *Annals of Tourism Research*, 29:1, 124-143. McGehee N.G.; Norman W.C. (2002), "Alternative Tourism as Impetus for Consciousness-Raising." *Tourism Analysis*, 6:3/4, 239-251. Minnaert L. (2007), "Social

activities that can respond to a request for relationality and is not directed only to specific social tourist categories of persons in situations of disadvantage.

The social tourism is essentially founded on a key word, that is service, intended both for tourists and local society; these are services useful for the tourist as they can make more shared their experiences in the visited places and more pleasant the permanence in places generally few known or less served; to the resident in which permit to enjoy of performances of quality without having to look elsewhere.

In order to represent a relationship between the two entities of the process is necessary to identify what form of service can be activated, in the way that the tourist lives experiences in the same places and in the same times of the local societies, living the everyday, and not assisting to representations.

An alternative form of ontological and relational tourism needs these requirements:

- it appears as a discontinuity with the usual forms of tourism;
- it shapes as a *not predestined and externally directed tourist form*, but it regenerates thanks to the constant possibility to create optimal conditions to the mutual vulnerability among guest and host;
- it allows to *overrun the typical individualisation* of tourist villages and resorts in general;
- it provides *functions and services related to housing* to improve the quality of life of the host territories and territorial equity.

A contest where the services and the functions can be declined in this way is tourism related to personal care. People's life takes place through sequences of actions, circumstances, places, that, for various reasons, they allow the daily meeting of different functions. The whole of these contexts and of these functions is everyday life, the forms of living that it develops and thus the practices of production, use and consumption on which it finds everyday life.

On the other hand, given their everyday character, these practices are often routine actions: they happen for habit beginning from motivations that almost appear unaware to those who stay in one place, while on the other hand, they may seem extraordinary, new, authentic, for those who visit.

One of the daily practices is the usual self-care, personal care and the tourism market also offers the eventuality of being able to take care of itself during the holidays, just think about SPA tourism, which represents a model case the area of the Dead Sea²¹, to the form of the "protected tourism"²² i.e. when the tourism is set to disabled or elderly, to the "dental tourism"²³ that pushes more and more tourists to countries like Croatia, Romania and the Netherlands in which the dental treatment are more economic than elsewhere.

However, there is a problem, i.e. this tourist forms, although new and alternative, do not consider in any way relationship with the local society.

The case study, however, is directed to the identification of a form in which personal care service is open to the context, and that implies then a systemic discontinuity in relation to forms listed above.

Anyone who has had the experience of a medical waiting room knows that can develop two attitudes: fear towards the others and personal choice to close in readings or thoughts, or curiosity about the others, desire for knowledge and sharing. The sharing of pain is an essential in the interiorization of an event that has caused suffering²⁴.

This is not to seek pain in tourism forms, but the decision to use health care, as a tool to undermine the principles of tourism ideology, arises precisely from the assumption that tourist relations, relations *tourism: a potential policy to reduce social exclusion? The effects of visitor-related social tourism for low income groups on personal and family development*, paper presented at the 39th Annual UTSG Conference, 03 - 05 Jan 2007, Harrogate.

21 http://it.visitjordan.com/visitjordan_it/Principaliattrazioni/MarMorto/tabid/67/Default.aspx

22 <http://www.animanziani.it/Turismo%20protetto.htm>; http://www.isoleverginiusa.it/info_servizi.htm

23 <http://www.pocacola.com/2007/10/02/la-nuova-frontiera-il-turismo-odontoiatrico/>;

<http://www.odontotecnici.net/news/2006/097articolo2006.htm>; <http://www.turismodontoiatrico.it/>

24 "If where there is pain there is humanity, then as greater is the ability to feel pain, as greater is the social capability... the attention to other people's suffering and to the common suffering measures the humanity or the inhumanity of the existence itself"; Riva F. (2003), *Dialogo e libertà. Etica, democrazia e socialità, Città Aperta, Enna.*

that are created during the sharing of medical experience are often very durable, as born in moments of particular need.

An example of a similar type of tourism is identified in the project proposal that has won the Landscape Award banished by the Autonomous Region of Sardinia in 2008, in category H: interventions for landscape planning of wide urban or extra urban areas²⁵.

The territory of Osilo (Sassari) has an interesting and unique example of industrial architecture, represented by the system of 36 water mills located in the valley of the San Lorenzo River. Within the valley, in addition to the system of mills, there is a settlement system (about 187 inhabitants) that consists in the village of San Lorenzo a Monte, compact nucleus where live most of the inhabitants, with houses scattered along the river, some of which are represented by the mills, and finally from the village of San Lorenzo a Valle and Pirastredu.

The project proposal intends to show that the landscape is a component of the identity and this remains so in spite it brings inside a tourist component.

The project is oriented towards a relational tourism, not only to recover part of the building stock, of which the greatest part has been turned in homes for residence or for irregular use in the weekend or in the summer, to the river setup and the regeneration of the rural historical landscape, creating the conditions for new tourist forms within a context of wider use.

The recognition of the valley as "deceleration space" directs the study to functions related to the welfare and to the mental and physical health through water, through the realization of public-private functions related to health tourism.

The element that can trigger the process can be represented by a spa built in an abandoned mill in the middle of the valley. Another mill, more isolated in the narrowest part of the valley, can accommodate a residence and treatment centre dedicated to people with disabilities, for whom the therapeutic qualities of water and related activities may be useful. The spa and the centre are served by a receptive structure, organized according to the typology of the diffused hotel or guesthouses with the construction of 16 residences where tourists can stay up to 50, with an adjoining structure destined to restoration which has a capacity of up to 60 seats, favouring, however the reception of the disabled who use services and the families or companions so as to provide rare service.

It is necessary to think in different ways, passing from private tourist areas in semi-public spaces, with small-scale initiatives that produce effects in large scale, thus providing service functions and services related to housing affordable to those who are not tourists, therefore enjoyable not only by the tourists, but also by who lives daily tourist space.

The tourist form is set as a *discontinuity respect the usual tourist forms*, the opening of the health-care centre to local societies, and not only to the tourists, can allow the meeting and the comparison, generally precluded in tourist areas, thanks even at small places.

The tourist structure is configured as a *not preordained tourist form*, but it regenerates itself thanks to the constant ability to create optimal conditions for mutual vulnerability between guest and host, allowing the generation of a cohesive social fabric, allowing *the overcoming of typical individualization* of tourist villages and resorts in general.

Tourism and welfare, tourism and personal care are more than valid reasons for a tourist to make a choice of travel.

To unite the search for self-care and the pursuit of happiness with the opportunity to make an experience of sociality in a different context permits to open very interesting scenarios.

First, the generation of new relationships. The relationship between people coming from different places and cultures allows the establishment of a new social contest. In a time of great fragmentation, national

²⁵ Project Team: Francesco Spanedda, Paola Pittaluga, Martino Marini, Giuseppe Onni, Vlatka Colic, Gianluca Melis, Antonio Serra, Paolo Vargiu, Roberto Serra

and international social tensions, of a severe economic crisis, contact and engage with the otherness, someone different from us, is highly desirable.

The relationship between tourists and local society is an important moment in tourism process, and we have seen that if it is mismanaged can cause extensive damage to both one and to others. It is for this that an alternative tourism form must seek to favour social contact. The territory and the tourist space are directly affected by this comparison, which must be direct, without intervention and not externally directed, to re-build the processes of urbanity.

San Lorenzo Valley is thus a singular case. To produce urban processes in spaces destined to tourist forms driven by the tourist ideology, changes the way to perceive and to live the tourist spaces, above all those with low population density.

Tourist form has again a real importance on low density contexts, generally marginal and with few services. The few presents don't guarantee the same conditions of urbanity of the most densely populated territories. Then it starts a vicious cycle that leads to depopulation, which in turn affect the quality and quantity of services offered. To reason only on the tourism as form of economy in this type of territories, like sardinian ones - the same reasoning is valid in areas most densely populated but very poor and underdeveloped - only requires always new hotels or resorts, while thinking about tourism as an opportunity to provide services for tourists and local society, means not only to intervene on the tourist but also generate positive effects on the host territory and improve their quality of life. Having a service in low density areas such as health and personal care means to allow to whom that live in those places to ensure easier access to goods which may be disposed only at considerable distances. It means, therefore, to build urbanity, to increase the opportunities and the quality of the life to reach a territorial equity.

It means also to produce a new sense of the place: on the one hand, thanks to the possibility of having a quality service, the local society is forced to look elsewhere for their own welfare and takes ownership of their sites, on the other the tourist finds that existential authenticity, base in travel motivations. It obtains simultaneously an appropriating and re-appropriation of places by the two subjects of tourism, on a shared space. It also produces a new place, and space tourism ceases to be regarded as deterritorialized. It is not therefore essential to pursue the tourist market, but rather choose to work on people as true stakeholders in tourism process, on the possibility that compares us in an equal way, on the possibility to share a sense of belonging to something that is not a limited time experience but a lasting trace in everyday life.

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CULTURE - BASED TOURISM CLUSTER. THE CASE OF THESSALONIKI

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Abstract

At the end of the XX century globalization gained more strength regarding to a fast development of the information technologies and the competition on the world market impressively scaled up. The issues of developing knowledge-based localization accordingly became the main point responding the needs of the open global market in order to avoid its threats and to use its opportunities substantially.

This paper evaluates the potential of the culturally reach urban territories like Thessaloniki to find niches in the global market and to promote their local economic development founded on the culture-based tourism cluster capabilities. The paper addresses three main issues: (1) the need of innovation, the social capital and the networking behavior as the tourism cluster key; (2) the need for the improvement of the inputs utilization in order to maximize the advantages of the place and for getting the highest value added in terms of income & other types of benefits, and (3) the importance of developing culture-based tourism products and the cluster strategy.

The paper will present the case study of Thessaloniki culture-based tourist clusters. We'll try to outline briefly the Porter's diamond model of competition, discussing the advantage of the cultural heritage, the networking behavior of the tourism cluster's main stakeholders, the attitude of Industry and Academia towards government competences, the needs of the support tools, the infrastructure and the service condition in order to develop the tourist friendly environment of the place.

Our research will be mainly based on the results of the fieldwork and the interviews taken from the cluster stakeholders (industry – tour and travel agencies, other tourism companies; local government – Prefecture and regional development authorities in charge of tourism affair and academia – the universities, institutes and other educational institutions), conducted specially for this paper. Besides the interviews we will refer to the official statistics of Greece, promotional materials of the city of Thessaloniki and the region as well as the tourism development policies general scientific research.

The paper will discuss some factors of Thessaloniki tourism-based cluster competitiveness. We'll use here SWOT analyses presented in the Descartes coordinate system that gives better visualization of the competitiveness and networking factors weight.

The conclusion will try to summarize main findings of the research: (1) the needs of the Thessaloniki culture-based tourism cluster development (2) the problems that require solving in time to promote networking process among the main stakeholders of the cluster, (3) the need of the leader identification and the common vision to develop culture-based tourism strategy.

Key words: Culture- based clusters; tourism; networking; competitiveness of the place.

INTRODUCTION

At the end of the twentieth century terms of globalization and localization became very popular in the world economic development discussion. New information technologies, developed transportation systems, open national borders and other new drives of the world economy have changed a lot in the arena

of a worldwide competition. Step by step the weight of competition moved from a national to a regional level and the localization got more importance. It is the common point of view that the global economy at the moment is led by the regions which have very strong competitive cluster-based economies.

All the smart local economies try to find their niche based on their competitive advantages in the global market. Developing cluster they try to identify the field of economy in which they have competitive and sustainable growing potential. For a number of countries with outstanding history and culture it could be the tourism sector. But the regional tourism development potential should be carefully considered. The unique cultural and historical attractions' characteristics need right consideration to build a place competitiveness promoting strategy on.

In this paper we mainly evaluate the case of Thessaloniki, briefly presenting its tourism potential and some gaps that lag behind the sector development.

The chapter of methodology presents the diamond competition model developed by Michel Porter and the short review of the interviews as a research tool for Thessaloniki competitiveness SWOT analysis.

The next chapter discusses the case of Thessaloniki culture-based tourism cluster according to the Porter's diamond model and SWOT analyses based on the fieldwork results.

The conclusion, ending chapter will bring a short review of the research results, brief recommendations supporting the cluster development and the improvement of the place networking culture.

THEORETICAL AND METHODOLOGICAL APPROACH

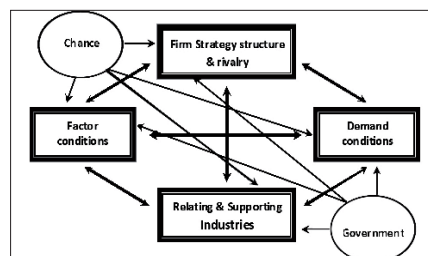
Fast growing globalization process and new economy fields have actualized more sophisticated competition rules of the modern world market. The notion of comparative advantages implemented a new term of competitive advantages and the cluster theory became the top issue of the research agenda, bringing a new understanding dimension of the local economic development and its role in an added value chain and a social capital creation (Porter 1995, 1998, 2000).

A cluster, "geographic concentration of interconnected companies and institutions in particular field" (Porter 1998, 78), brings competitive advantages concentrated more in the local knowledge, motivation and relations, hard to be reaches or copied by other competitors. According to Porter it promotes the improvement of productivity through a continual innovation.

Developing sectors characterized by the various and unlocked clusters are depended on the local resources and the potential local stakeholders owe.

In his Diamond model Porter clearly presents the angles of competition (see chart 1). The paper doesn't discuss the model as a tool, but uses it on the culture-based tourism cluster in Thessaloniki, considering that this issue can be found in lots of scientific reviews (Martin and Sunlay 2003; Nair, Ahlstrom, and Filer 2007).

Chart 1. Diamond model of Competition



Cultural and International Tourism

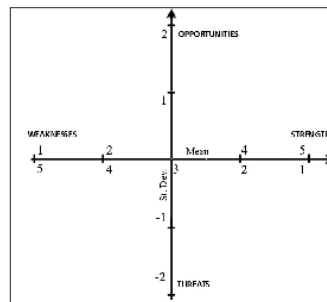
Despite a number of studies dedicated to the tourism development issues in Greece and official statistical data, there is lack of information concerning networking behavior in the field. Studying the Thessaloniki case we came to the conclusion that interviewing the field representatives was the only method to draw the appropriate picture of our concern.

We identified three main stakeholders Private-Academia-Government¹ (Etzkowitz 2002) and studied their attitude towards tourism development in Thessaloniki.

Interviews with educational and private sectors capture three main directions: (1) The attitudes of the companies towards some internal factors of competitiveness; (2) stakeholders informal/formal networking; (3) The attitudes of Industry and the education sector towards competences of the government. The questionnaires of the interviews were mainly based on Jackson's and Murphy's Australian regions tourism clusters research (2006).

The mean and the standard deviation of each question was calculated due to the interview results and were presented in the format of the SWOT analyses on the Cartesian coordinate system, putting on the horizontal axis weakness and strength and on the vertical axis threats and opportunities (see chart 2).

Chart 2. SWOT analysis of competitiveness



Besides the strong points the interviews also clarify some limitations: the populations of the target groups were not vast enough to avoid little influence of some answers, caused in several cases due to the careless answers of the respondents. I consider that the method of presenting the interview results in the format SWOT analyses founded on the Cartesian coordinate system² is also new and needs further development.

CULTURE-BASED TOURISM CLUSTER OF THESSALONIKI

The competitiveness of Thessaloniki Culture-based tourism cluster is well depicted on the Porters' diamond model presented below (see chart 3).

¹ Interview covers: Local government (Prefectural committee for the promotion of tourism; Region of Central Macedonia managing authority –Operational Programme for Central Macedonia), educational institutions (Alexander Technological Educational Institute /ATEI/ of Thessaloniki, Department of Tourism Management; Organization of Tourism Education and Training /O.T.E.K./) and private tourism companies (Travel agencies, Tour operators, airline company, convention and event organizer).

² This method was initiated by Polish expert, Janusz Szewczuk in the policy paper - "Local Economic Development Plan for Tbilisi Municipality, 2007".

Factor condition

Thessaloniki is one of the best locations in Europe holding the huge natural and built in resources for culture-based tourism cluster development. The place's cultural heritage of the millennia, the environment and the people turn to be very interesting attractions to explore.

The memory of the city dates back to 315 BC, since its foundation by the king Cassander, but before it was populated as late as 6 thousand BC (Zafiris 1997). Thessaloniki, built at very strategic location in the thermal gulf of Mediterranean sea, was playing an important historical role as the region's capital city as well as the main social-economic and political hub connecting Europe and Asia. The region is proud of its cultural and historical ownership:

- 1) Alexander the great and his influence on the globe clearly represent the scale of the Hellenic culture dominance. The City of Pella and its Museum are really wonderful cultural attractions to explore the ancient Greece ruled by the great governors.
- 2) The Philosophy school born in the region is one of the world's biggest treasures. Aristotle and his school developed a new dimension of thinking and gave birth to numerous bases of the science.
- 3) Greek mythology very clearly captures ancient Hellenic life pace, beliefs and memory of many other nations.
- 4) The place is also very important with its old Christian roots, Byzantine culture and history. Mount Athos - "The Garden of the Virgin Mary", Holy Mount located on the most beautiful eastern peninsula of Chalkidiki, is entirely dedicated to prayers and the worship of God in Greece, is one of the most holy places for orthodox Christians to pray. Mt Athos is divided into twelve self-governing territories with cardinal monasteries on each and is populated only by monks; and Meteora - a complex of monasteries Built on rock mountains, creating a magnificent spirit of the Greek Monastic church as well; many other single Orthodox Christian monasteries and churches built all over the place create very pleasant feeling of a spiritual life of the place grown since the first bases of Christianity.
- 5) The city has a considerable heritage of Ottoman culture as well; number of cultural monuments clearly reflects Ottoman rulers' time in the city.

Having one of the best geographic positions, Thessaloniki has counted lots of wars and hard times under invaders rule, but survived and now the whole city is a large open museum ready to explore. The old and the change are well depicted through plenty of historical sites and monuments of the city: Romans Forum; Triumphal Arch of Galerius, Rotunda, St. Demetrius Church, city wall, White Tower, many open archeological sites and cultural places. Therefore, a number of museums, cinemas, theatres and other cultural-entertainment establishments (festivals, Open Air concerts, Religious and other city celebrations) reflect high taste of the local art.

In a few hours distance from the city center of Thessaloniki one can really get unforgettable memories of the places of Greek pride and spirit. Mount Athos, Meteora, Pella, Mount Olympus, cave located school of Aristotle and fascinating beaches of Chalkidiki are the places that can boast of about its beauty, ancient history, culture, religion and philosophy. Everyone who explores these gorgeous dots of Greek culture and many other attractions according to the particular taste and interest gets satisfaction.

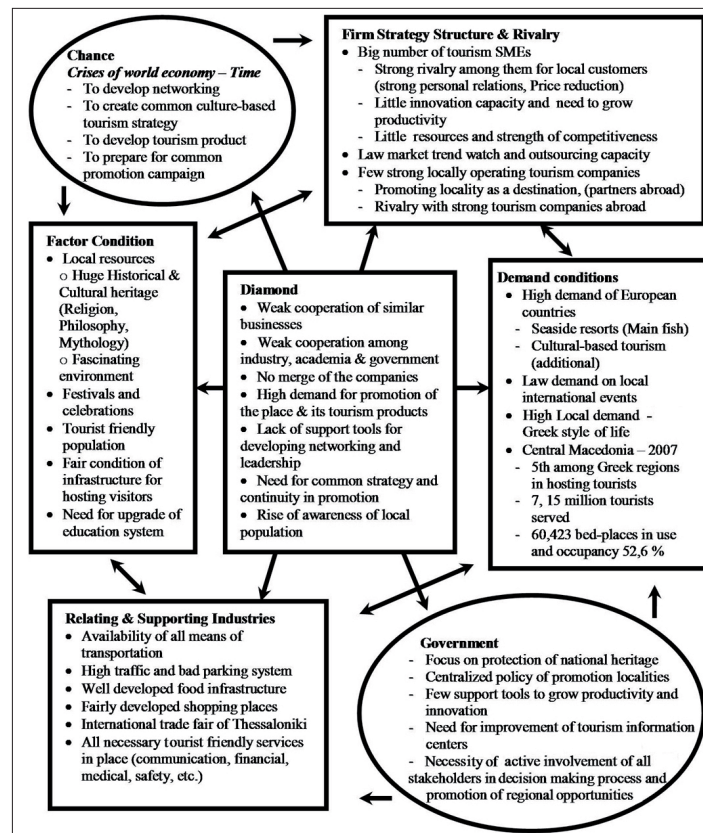
The Population of Thessaloniki is quite friendly with tourists. Most of the young population speak English and are glad to support tourists to satisfy their curiosity. Middle aged and the older population are less speaking English, but understand basic of it and are supportive as well.

According to the representatives of tourism industry most of the labor force in is not trained well enough to meet the standards of services properly and there is the tendency to employ nonresidents as the source of cheap labor, which are mostly not appropriately aware of Greek traditions and culture. Standard of the service is generally not high enough. Most of tourist companies represent small and medium firms.

There are only two Tourism Education institutions in the place: ATEI of Thessaloniki - the main tourism educator in the region of Central Macedonia with undergraduate studies, the only institution having

potential to carry research concerning local tourism affairs; and OTEK with school of guides, carrier office and training course for practitioners. The rest of educational institutions are not specialized in providing tourism studies.

Chart 3. Diamond model of competition of culture-based tourism cluster in Thessaloniki



The city owns great variety of Accommodations: hostels and other furnished apartments providing different qualities of services. There is directory of hotels made by Thessaloniki Hotel Association. It presents a review of the services the hotel offers, their star rating and contact information. Out of 76 hotels listed in the directory ten are given five stars (LUX Cat.), sixteen - four stars (A' Cat.), twenty-five - three stars (B' Cat.), twenty-five - two (D' Cat.) and single stars (C' Cat.). In total all the hotels present 5662 rooms, out of which 2899 - "LUX" & "A" category (see table 1). Some international brands are recognized among high rating hotels as well: "Holliday Inn", "Hyatt", "Kampinski", "Ambassador" & other. These hotels own all the facilities for hosting conventions and different types of events, creating wonderful opportunities making Thessaloniki an attractive destination for business visitors.

Table 1. Number of hotels and rooms provided by rating in Thessaloniki

RATING (Category)	NUMBER OF HOTELS	NUMBER OF ROOMS
**** (LUX)	10	1509
**** (A')	16	1390
*** (B')	25	1781
** (C')	11	584
* (D')	14	398
TOTAL	76	5662

Source: Thessaloniki Hotel Directory

Lack of high standard tourist information centers is really disadvantageous for the tourism development of the city. There are only two of them: One at the airport which unfortunately provides almost no information for tourists, providing only brochures how to get to the city by bus and some maps. But it is not open at any time. The other is in the city center. This is a bit better tourist information center, but again, they only provide general information and maps about the city and have much more promotional materials of other places of the country rather than Thessaloniki. They have no quality guidebooks or the information about services and offers of private tour operators or travel agencies of Thessaloniki. By their guidance one can get only some specific information of accommodation by the hotel directory we've mentioned above. There is no multimedia presentation, or other means to search for specific tourist opportunities. This tourism information center has very little again general information on its web page, no specific details of Thessaloniki culture-based attractions about the city and its surrounding.

Really significant is the fact that the city infrastructure, touristic signs, city maps, names of the streets have English definitions. But there is lack of improved tourism publications and it is difficult to find good tourism guidebook of Thessaloniki.

The web provides very poor information concerning Thessaloniki and the existing portals or the websites don't offer all pooled together tourist opportunities, including special packages for Culture-based products.

To find proper information of tourist offer one should search it through the web-pages of some private companies (travel agencies or tour operators), but here he will face difficulties as most of the sites are under construction, mainly in Greek language and few in English offering general information and no special price offers. Online booking of services is almost unavailable. Though some strong companies have this opportunity most of them have started to obtain it just at the moment. The local stakeholders use very little of the internet or other new IT to develop and promote local tourism opportunities, when one of the main instruments of selling touristic offers is the source of World Wide Web.

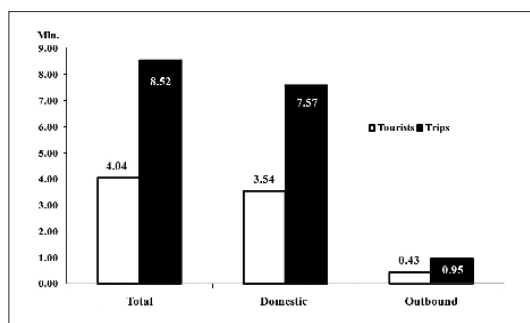
Demand condition

Local demand on tourist products is an important seed to develop sophisticated tourist offers. Greek population really appreciates luxury of rest and entertainment. Short working days and plenty of holidays around a year create wonderful opportunities to develop more sophisticated tourism demand in the local population.

In 2007 4.04 million Greek resident tourists made more than 8.52 million 4 days' and even longer visits, 430 thousand of which traveled abroad for almost a million visits (see chart 4).

Cultural and International Tourism

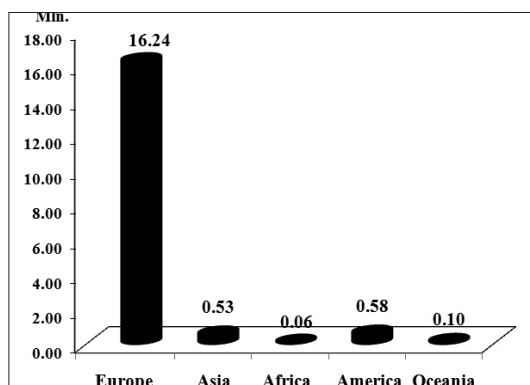
Chart 4. Number of Greek resident tourists and their trips on holidays in 2007 (4 plus nights)



Source: National statistical service of Greece

Foreign visitors demand concerns mainly the seaside resorts and culture-based products are only touristic offers' additional attractions. In 2007 approximately 17,5 million tourists visited Greece, most of whom were from Europe 92,7 % - 16,24 mln. (see chart 5).

Chart 5. Foreigners arriving in Greece classified by citizenship

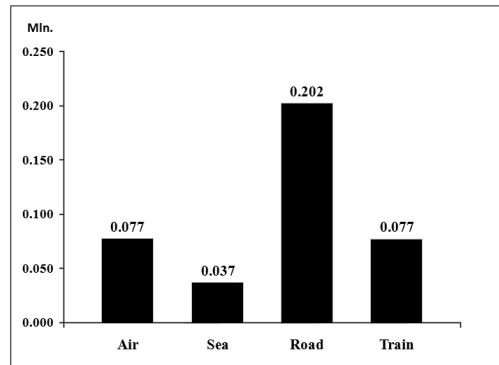


Source: National statistical service of Greece

The region of Central Macedonia³ holds the fifth position in the number of tourists, comparing to the other regions of Greece. In 2007 393 thousands of foreigners visited the region and spent more than 4.15 million nights. In Total the region hosted 7.15 million tourists, 3,59 million of whom were Greek residents. The same year Central Macedonia had 60,423 bed-places in use and their occupation was only 52,6%, that showed the capacity of the place to host almost twice more visitors by its accommodation facilities (see chart 6;7;8).

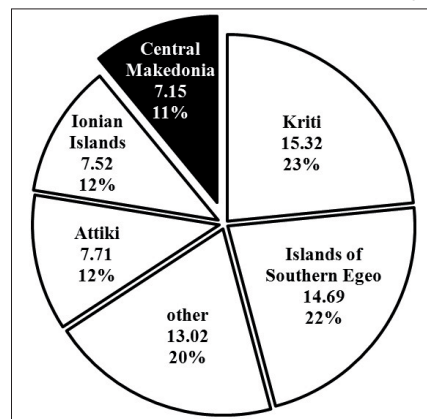
³ The most touristic indices were calculated for Greece in total or by the regions, so in the statistical analysis we will often refer to the region of Central Macedonia Instead of Thessaloniki.

Chart 6. Foreigners first arriving in Central Macedonia classified by means of transport in 2007



Source: National statistical service of Greece

Chart 7. Nights spent at hotels, similar establishments and camping by region in 2007

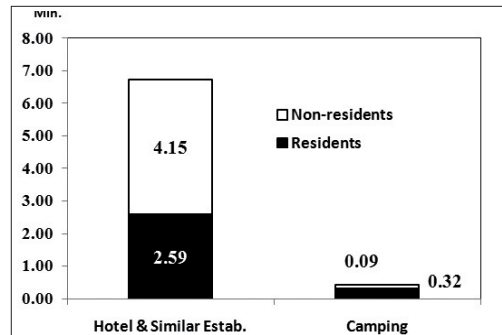


Source: National statistical service of Greece

The biggest touristic attraction in the region is a seasonal seaside resort at Chalkidiki, active only for summer period. Other cultural products are not so intensively used and present additional attractions of tour offers, though they have a capacity to attract much more visitors for other periods of a year. Mt. Athos –“The Garden of the Virgin Mary”; Meteora, City of Pella- the residence of Alexander the great, Aristotle and its school of philosophy are the right enough cultural attractions to build the regional tourist products on and to increase the demand on tours in the other seasons of the year. Besides, the region holds a great potential for winter resorts touristic offers development or other city cultural attractions popularization (International film festivals, International Jazz festival, Demetria festival or etc.) as well as national celebrations and the religious holidays.

Cultural and International Tourism

Chart 8. Nights spent at hotels, similar establishments and camping Central Macedonia in 2007



Source: National statistical service of Greece

Relating & Supporting Industries

At a glance Thessaloniki transportation system is quite representative and useful to meet tourists' needs. All the main transportation means are available: international Airport of Macedonia; international Railway; Sea Port of Thessaloniki; city, intercity and international bus services; taxi and car rental services. The metro construction project is underway as well. Some weaknesses of the transportation should still be addressed: the need of better regulated city traffic and parking system. These two interconnected issues represent the main concern of the city. Poorly organized motor bike and car parking system all over the city creates an unpleasant view and a heavy traffic.

The city is characterized with a highly arranged food service infrastructure. There are lots of cafes, bars, restaurants, fast foods and local cuisine here. There is very well developed net of streets full with restaurants in the city center. Cafes and bars are very conveniently concentrated along the seaside, with a wonderful view of the gulf and a far site of the Mt. Olympus on clear days. The gulf is almost always crowded with local and foreign residents for having fun and rest. Local cuisine is a really delicious one and offers a great variety of food for all kinds of taste.

There is also a quite well developed shopping street in the city center with interesting offers of the local as well as transnational brands and big shopping centers in the suburbs of Thessaloniki.

One of the main aspect of the city infrastructure attracting business visitors is also the International trade fair of Thessaloniki, an official exhibition organization of Greece, presenting a quite huge exhibition space, 17 pavilions and 2 modern convention centers on 180 thousand square meters of territory in the city center. Annually it holds plenty of fairs and events in different spheres of economic activities. Every autumn it hosts an international tourism fair, which offers sophisticated tourism development opportunities to bring all main tourism stakeholders to meet, share and link ideas for the future cooperation. This year the city hosted the 25th Tourism exhibition.

Almost all basic essential services for tourists are available in the region including telecommunication, financial, medical, safety or other services developed enough to feel tourist friendly environment.

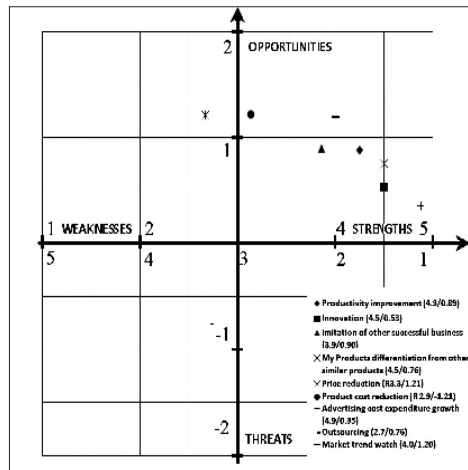
Firm Strategy structure & rivalry

The fieldwork we conducted draws the current picture of Thessaloniki based stakeholders' attitude towards their competitive behavior and development of tourism sector in the region.

The importance of productivity improvement (4.3) and innovation (4.5) growth is very well understood by the local stakeholders. It is felt that their innovation potential is not strong, but they see the necessity to develop their capacity towards more innovation and to deploy new technologies advancing their

productivity and performance. So, accounting these we consider their attitude strong and see the opportunity rather than the threat. Differentiation of their products (4.5) from other companies' offers rather than imitation of others' success (3.9) can also be considered as their advantage. The strength is shown in their attitude towards the need of having more market trend watch (4.0). Due to lack of resources, they conduct insufficient market research and most of the connected development findings are filed from the "agents' feeling" through the contacts with customers. Advertising, promotion campaigns (4.9) are commonly graded as the needed most important pillar. The weak point of their attitude towards the problem was the need of price reduction (3.3) in general, but there was no agreed vision on it, as some stakeholders graded it much lower (St. Dev. - 1.21). Lack of companies' capacity is felt also through their outsourcing activities (see chart 9).

Chart 9. Companies attitude to some internal factors of competitiveness



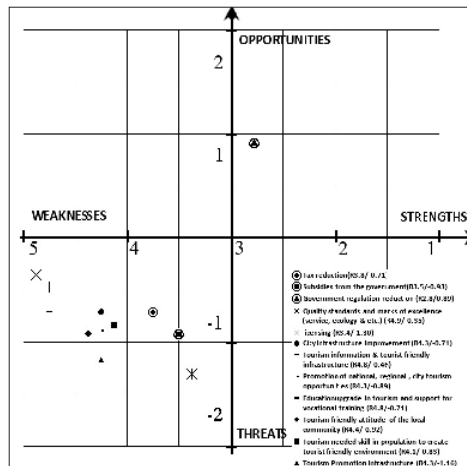
Government

The Government generally focuses on national heritage protection and tourism promotion centralized policy. During the research we came to a number of findings were other stakeholders feel a room for necessary improvement (see chart 10).

The attitude of Academia and Industry towards the government competencies gets into weaknesses and threats on the chart. Industry is a bit in favor of reducing taxes (3.8) and asks for subsidies from the government (3.5) to develop their capacity for its activities promotion. Strict supervision of the quality standards and marks of excellence (4.9); improvement of the tourism friendly infrastructure (4.8), especially promotional one (4.3) and general hard infrastructure; providences of tourism information are also very important pillars addressed by the respondents.

They pointed out that the government regulation reduction (2.8) is less important as it is already in place, and more attention should be paid to the promotion of the regional opportunities by the local authorities.

Chart 10. Private sector attitudes towards competences of the government

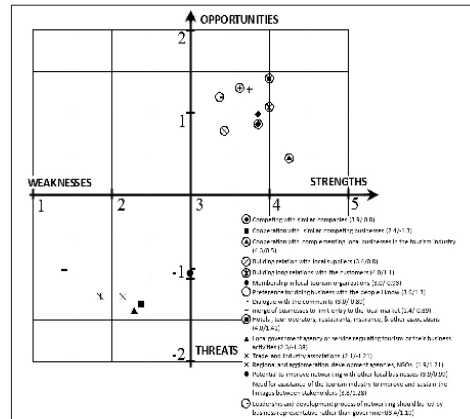


What they see as weaknesses is not continuity the tourism support or promotion policy. The efforts towards strengthening regional tourism education system should be expanded. The interviewers of the Education sector think the government has to encourage tourism friendly attitude and develop skills of the community, tightly cooperating with them and the private sector. It must support participation of all the stakeholders in the tourism development decision making process.

Diamond

Thessaloniki region networking behavior can be classed as extremely weak. The tourism stakeholders report that they strongly compete to the similar businesses (3.9) but weakly cooperate (2.4). They collaborate only with the local suppliers (3.4) and the companies which provide their complementing products (4.3). They have strong relations to the customers (4.0) through personal contacts and give big references to those they've experienced. The stakeholders don't try to merge with other companies to grow their potential of competition if applicable. There is no clear dialogue among government, academia and industry. They try to fulfill their responsibilities separately without cooperation, while the development means joint effort, leaded by commonly agreed vision, especially for the culture-based products development. (see chart 11). The interviewers believe that the potential for improvement the cooperation between stakeholders really exists (3.9) and the support policy (3.8) is a necessary tool to avoid conflict of interests and start networking activities. They slightly consider that the private sector should take the responsibility of leadership (3.4). Some of them even argue that it is definitely the role of the government.

Chart 11. Networking behavior of tourism stakeholders in Thessaloniki



Most of the stakeholders are the members of associations but get very little benefits of them and are not involved in their activities at all. They use their membership as a promotion tool and can't see other benefits that might be channeled through it. Local associations are quite weak and the members see it clearly, so their leadership is not viable at the moment. One of the weak points of the interviewed stakeholders' attitudes is also their poor effort to involve the community in the development process. All of them except the university see that this role should be carried by other participants of the process, while the community plays an important role in the sustaining development process, especially culture-based clusters approach to the needs and attitudes of the local population (Canaan and Hennessy 1989; Carter and Darlow 1997; Curry 2001; Byrd 2007).

CONCLUSION

Due to the Porter's Diamond model brief study of Thessaloniki culture-based tourism cluster we found out a few important characteristics of the region tourism sector competition and networking behavior. The research showed that the development of culture-based tourism cluster in Thessaloniki has a great potential, but nowadays it carries very spontaneous character. Its huge resources of culture and history really strive to host tourist. The infrastructure and the services capacity available at the place have enough strength to serve more visitors. There is possibility to develop strong culture-based products that can attract visitors all around the year, rather than for the summer season, as at the moment. Low innovation capacity, little market research and poor use of new information technologies, insufficient community involvement, few support development tools, low cooperation ties and different attitudes towards the market needs don't give the sector an opportunity to deploy its inputs maximally. All these aspects result loses in rivalry with other neighboring regions in Greece as well as with those outside the country. A weak leadership of the process tends the stakeholders to act separately and there is no common effort of developing competitive culture-based tourism strategy. Education, industry, government institutions and community have to develop and promote culture-based product through tight cooperation with each other. They have to identify a real leader of the networking process and build a common strategy to boost the growth of the place competitiveness in the worldwide market of the tourism industry.

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A CO-OPERATION BASED MODEL FOR MEDITERRANEAN TOURISM DESTINATIONS

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Abstract

Increasing attractiveness of tourism industry leads new destinations to emerge and established destinations to maximize their efforts in order to defend and increase their competitive positions. Besides, high level of vulnerability because of the economic crisis, regional conflicts, natural disasters etc. increases the competition among the destinations also in the same regions. Mediterranean region is no exemption from this situation. To be competitive, the Mediterranean countries should cooperate while competing to each other. This region with its different but unique culture, natural beauties and attractiveness can gain more from the international tourist movements if co-operation based competition model is developed and carried out by the countries in the region. The model suggested in this paper mainly aims to regulate the tourism industry on the foundation of creating and marketing the Mediterranean tourism products via sustainability perspective. An organization like Association of Mediterranean Tourism Destinations (AMTOD) to be founded by the legal authorities of the countries of the region can provide the basis of co-operation in the region when competing with other regions especially Asia and non Mediterranean European countries. The main objective of this co-operation based system is to establish an effective marketing and sales system using Information Technologies (IT). The focal point of the system is referral system. Such a system will work not only to get more first time tourists from the source countries like U.S, Europe, China and Japan but also to increase the percentage of repeat guests within the region through the active marketing efforts of member countries for the other member destinations of the region. The association within the suggested model can act as an organization to provide standardization of the tourism products of member countries and to increase the competitiveness of the region especially through establishing marketing based co-operation among the members. Today's world is facing tough issues like the global economic crisis, pandemic flu, natural disasters like earthquakes. Tourism industry is heavily affected from these issues. To overcome such factors the Mediterranean destinations ought to avoid the intense competition, which can be deadly for short and medium time period, and should look for the ways to cooperate. In this paper, suggested model shows that such co-operation can be developed and sustained if the parties to be involved take necessary initiatives. This type of constitution can also play an affective role for the countries, which have different politic and economic views, to communicate and improve their relationships.

Key words: Co-operation, Mediterranean tourism, Sustainability.

INTRODUCTION

The need for co-operation in Mediterranean region for the tourism industry has been realized by various groups and some associations like EMTA (Eastern Mediterranean Tourism Association), META (Mediterranean Travel Association), and INTERMEDIT (Tourism Intermediterranean Association) were established with different co-operation understanding and structure. Although these associations trying to provide some kind of co-operation platform for their members, they seem to be so far away to be an affective organization to increase the competitive advantage of the region. Some writers argue that main

reasons that obstruct these organizations to be more affective, especially for co-operative marketing, are lack of support and insufficient funding (Apostolopoulos et al., 2001). This diagnosis is true but not sufficient.

Marketing is one of the main areas to consider while constituting a co-operation based competition model. Marketing starts before the product is launched and goes on after the consumption of the product. Hence it includes the activities of designing, delivering, pricing and promoting the product which are very important for an organization to be efficient and affective. One can not deny the role of marketing for gaining competitive advantage either for short term or long term. The marketing effectiveness of the region is vital issue when building a cooperative system which has the aim of getting both resistant tourism structure against the crisis and sustainable tourism development for the long term competitiveness. However, marketing should be handled in a broader, holistic, perspective to analyze the whole picture properly. It is therefore needed a systematic approach to co-operation based competition model which includes financial, legal and other aspects. Here, suggested is forming an institution which supposed to be constituted by the legal authorities of Mediterranean countries' tourism industry whose main aim will be marketing and managing the Mediterranean as a destination. The details of such an organization take part after examining the need of co-operation in tourism industry at the next section.

COMPETITION, CO-OPERATION OR BOTH

Destinations are amalgams of tourism products, offering an integrated experience to consumers. Destinations are some of the most difficult entities to manage and market, due to the complexity of the relationships of local stakeholders (Sautter & Leisen, 1999). They are also artificially divided by geographical and political barriers, which fail to take into consideration consumer preferences or tourism industry functions. An example of that is the Alps shared by France, Austria, Switzerland, Italy by often perceived and consumed as part of the same product by skiers (Buhalis, 2000).

Marketing and management of the destinations, in the literature, has been examined mostly within the national borders. To some writers a substantial degree of coordination and collaboration among the variety of different players in destination marketing is required due to the fragmented nature of tourism industry (Hall, 2000; Roberts & Simpson, 1999; Wang and Fesenmaier, 2007). They argue that tourism suppliers at destinations need to understand that they should not compete with each other at the destination level. Instead they should join forces and pool resources to develop and implement comprehensive marketing strategies which enable them to compete with other destinations.

Co-operation, as a dynamic process-oriented strategy, may be a suitable means for managing turbulent planning domains at the local as well as the regional, national and international level. Marketing should be used as a strategic mechanism in co-ordination with planning and management rather than a sales tool. Cooperative marketing refers to the involvement of two or more individuals, groups, companies, institutions or organizations to establish a relationship to maximize mutual benefits and increase the effectiveness and efficiency of the parties involved (Tosun *et.al*, 2005). Cooperative marketing can take place in various ways and at different levels (Smith, Carol, & Ashford, 1995). It may increase strengths, decrease weaknesses, increase the bargaining power of countries against tour operators, and open new windows of opportunity for increased co-operation.

Elbe *et.al* (2009) identify the integrative destination marketing process by using Alter and Hage's (1993) typology that they use the term *complexity* to indicate the level of co-operation. They suggest that, because of the degree of complexity, co-operation can be classified in three categories: limited, moderate and broad co-operation. These categories are defined as:

1. *Limited co-operation* requires a limited degree of resource commitment (e.g. in terms of time and money). Organizing meetings between potential actors to exchange information is an example of limited co-operation.
2. *Moderate co-operation* refers to co-operation in a few limited areas where the participating actors have to commit more resources but moderate adaptations are required to their normal operational procedures. Organizing for joint marketing, purchasing and lobbying are examples of such co-operation.
3. *Broad co-operation* refers to co-operation requiring substantial commitment of resources. The scope of this co-operation is wider such as the development of joint products, production systems and distribution systems and routines for managing such systems.

Co-operation can start on any level but typically develops gradually from limited forms into more complex ones (Wang and Xiang, 2007; Elbe *et.al* (2009). It is imperative to provide some kind of coordination in order to make the co-operation functional. Destination Management Offices (DMO) usually take this responsibility.

The legitimacy problem can occur when initiating the activities for the destination. The term legitimacy comes from legitimate and summarizes activities that lead organization being perceived as legitimate by their key stakeholders (Pesamaa, 2007). A DMO can be perceived as legitimate within an area just by being appointed and funded by appropriate public bodies, but this does not mean that the destination's business actors find it meaningful to cooperate with the DMO also for other than political reasons, e.g. obtaining access to some public means (Elbe *et.al*, 2009). This means that legitimacy can be built up gradually and that continuity is an important ingredient in building legitimacy.

Assessing an institution's legitimacy is not easy. Key stakeholders typically expect that an institution can prove they have political support, essential resources and financial stability. It is something that must be earned in relation to specific counterparts. Therefore, firms develop logos, brand names and partners through which they claim they have the necessary credibility. From the interorganizational network firms gain access to a shared logo, brand names and other partnering based legitimacies (Haahti & Yavas, 2004). These symbols indicate the firm is part of a larger group of firms involved in interorganizational networks (Pesamaa, 2007).

Strategies and actions should take into account the wishes of all stakeholders, namely businesses and investors, tourists, tour operators and intermediaries, and interest groups (Buhalis, 2000). It is also vital for destinations to have sufficient precautions for environment to provide sustainable tourism development. In order to ensure that the benefits of tourism activity are shared fairly between all stakeholders and the sustainability objective is reached, DMOs use legislative and management tools during planning and management of destinations.

Partnerships between the public and private sector plays important role to increase the share of tourism revenue from the world tourism movements. This can be attained through close co-operation between all local in the destination. This does not mean that organizations should always engage in cooperative or competitive relationships with each other. The term co-competition introduced by Brandenburger and Nalebuff (1996) is used to explain simultaneous co-operation and competition. In competition, the focus is on value appropriation strategies whereas in co-operation, the focus is on collective strategies for value generation (Gnyawali and Madhavan, 2001; Wang and Krakover, 2008).

In the process of globalization, co-operation and collaboration between countries are essential in achieving sustainable development in tourism (Tosun *et.al*, 2005). Joint marketing is one way to perform these activities more efficiently. For example, shared websites make communication and promotion with buyers more efficient and effective. Obtaining financing is a critical element for such collaborations. Most of the firms in tourism industry is small scale firm and they have problems especially for effective marketing. Such collaborative co-operation is helpful for funding the resources necessary.

Tosun et.al (2005) with their research used the Ansoff's product-market expansion grid to apply cooperative marketing strategies between Turkey and Greece. They identified the possible ways of making cross border marketing strategies in terms of market penetration, market development, product development and diversification. Research show that such an co-operation model can be developed and sustained.

SUGGESTED MODEL

An organization like Association of Mediterranean Tourism Destinations (AMTOD) to be founded by the legal authorities of the countries of the region can provide the basis of co-operation in the region when competing with other regions especially Asia and non Mediterranean European countries. This organization should be responsible for managing and marketing the region as a whole in tourist generating countries.

Objectives of the Project: The suggested model aims to establish a collaborative structure for the Mediterranean tourism so as to increase the share of region from the world tourism movements. This will lead the members of the project gain more especially via increasing the percentage of the long haul travels from US, Continental Europe and Asia to the region.

The focal point of this project is marketing which is mainly based on defining the Mediterranean tourism products and facilitating the integration of such tourism products that are different in their nature. It also aims to coordinate the marketing efforts of the destinations in the region and searching the new ways of establishing the transportation systems that will serve this aim.

The main objectives of this co-operation based model are;

- To establish an effective marketing and sales system using Information Technologies (IT).
- To develop quality Mediterranean tourism products with a sustainability approach
- To ensure the standardization of goods and services (e.g. through Mediterranean Tourism Certifications)
- To provide training and education for especially developing Mediterranean countries tourism staff

Table 1 illustrates some of the objectives and initiatives of the suggested model

Table 1. Objectives and initiatives of model

SUBJECT	OBJECTIVES	INITIATIVES
A. Marketing	To ensure marketing effectiveness of Mediterranean region.	Co-marketing efforts; Internet/Intranet – CRS Product design & standardization Transportation network Cooperative pricing strategies Promotion effectiveness
B. Education and Training	To provide high value of Mediterranean tourism product	Training to tourism staff On the job training Seminars and conferences Support to tourism education
C. Sustainability	To ensure sustainable tourism industry and environment	Standards and certificates for encouraging the environmental protection
D. Finance	To fund the organization for working properly	Member countries' governmental bodies support Commissions from member companies Fees of training, conferences etc. Sponsorships, etc.

Elements: AMTOD is supposed to be consisting of at least; training and education, marketing, finance, Amtod offices and IT functions as shown in Figure 1. AMTOD headquarter determines the overall strategy to pursue and provides the coordination of the activities so that they are in line with the strategy. Marketing plays the main role for the effectiveness of the system. It involves defining and establishing the tourism products of Mediterranean region, their main features and variety of product mix that can be marketed together. Hence this function deals with marketing mix of product, place, promotion and pricing or the equivalences developed for the tourism industry. Especially, creating a Mediterranean Brand will be challenging task to do. It includes various decisions like advertising campaigns, development of unified image, the name and logo of the marketing activities, nature of cooperative marketing efforts and also the appropriate positioning in the world tourism market. A representative name and symbolic logo would be required for the Mediterranean region to convey one image and one message (Apostolopoulos et al., 2001).

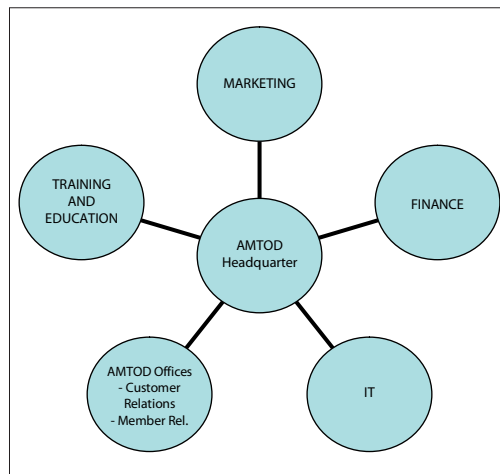


Fig.1. The structure of suggested model –AMTOD

Financing is vital for the association to be founded and work properly. Funding is among the most important part of such an collaborative regional tourism model. Therefore participation of national private and public authorities is important to have sufficient financial structure. Customer relation and relations with member institutions are two functions that are supposed to deal with the needs and wants also complaints of the customers – tourists and the member establishments. AMTOD Offices in the member destinations are to be founded to facilitate these two functions. Information Technologies (IT) to be served as the medium for the system to function conveniently. Within this regard internet and intranet should be used for both communicating with tourists and member institutions. Especially the web sites of the organization should allow tourist to organize their all trip easily. Training and Education is another function like IT and Marketing to help getting the high quality of tourism management and services. Giving priority to the training of tourism personnel should be one of the main tasks of this organization to ensure service quality of Mediterranean tourism product.

How to Work: First step in founding the system is establishing the counsel of AMTOD. This body can consist of representatives of Mediterranean countries' national AMTOD offices. The counsel determines the responsibilities and the authorities of the other functions and the strategies of the association. The main aim of the project is to attract more tourists with a sustainability understanding. Therefore the counsel will act to reach this objective. It is necessary to establish a system which has many facets. To reach the final objectives like increasing tourist numbers, revenues and the sustainable tourism development high level of customer satisfaction and increase rate of repeat and first time visitors to the region. To provide this, it is required an effective marketing system using the Information Technology affectively and giving the training and education of tourism staff and management priority (Figure 2).

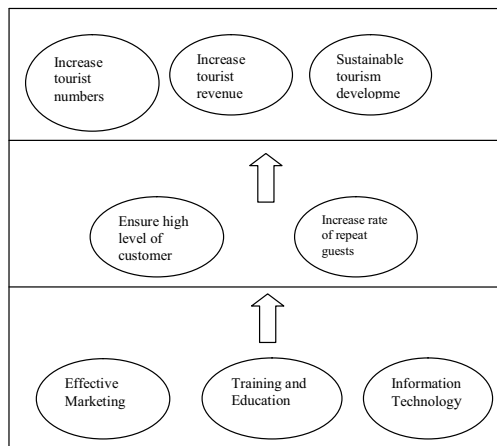


Fig.2 Hierarchical objective attainment of suggested model

The focal point of the system is referral system. Such a system will work not only to get more first time tourists from the source countries like U.S, Europe, China and Japan but also to increase the percentage of repeat guests within the region through the active marketing efforts of member countries for the other member destinations of the region. The association within the suggested model can act as an organization to provide standardization of the tourism products of member countries and to increase the competitiveness of the region especially through establishing marketing based co-operation among the members.

Co-marketing activities can create synergy. An example would be "Mediterranean Tourist Card". This card can be used by the tourist when visiting a member destination. It can offer many advantages to the card holder like discounts when shopping a member company or extra points for next travel to the region, etc. A scenario; John was impressed when he saw a commercial on TV and decided to be a "MED Tourist". He arranges all trip from internet. Meanwhile, he applies to Mediterranean Tourist Card which offers him many advantages and it is delivered in one week. He travels with a AMTOD member travel agency and airlines. He also stays in a AMTOD member hotel. He knows that AMTOD member hotels have quality assurance certification of AMTOD. John does not want to spend all his holiday in one Mediterranean city so he attends a golf tournament in another AMTOD member city and he gets extra bonuses because he uses MED Tourist Card. He buys souvenirs for his friends free of charge because he uses the bonuses he collects. John happily comes back to his home after a one week dream holiday and he decides to become a

MED Tourist next year. Why not? If he spends his holiday at one or more Mediterranean countries (AMTOD member) for the next year his bonuses will be twice and he will get more by paying less. He also knows that there will be also surprises waiting for him. He may win a free holiday or a big prize.

CONCLUSION

Today's world is facing tough issues like the global economic crisis, pandemic flu, natural disasters like earthquakes. Tourism industry is heavily affected from these issues. To overcome such factors the Mediterranean destinations ought to avoid the intense competition, which can be deadly for short and medium time period, and should look for the ways to cooperate. In this paper, suggested model shows that such co-operation can be developed and sustained if the parties to be involved take necessary initiatives. This type of constitution can also play an affective role for the countries, which have different politic and economic views, to communicate and improve their relationships.

Mediterranean is one of the most popular tourism destinations of the world and it deserves more from the world tourism pie. In this paper the possibility of collaboration among the destinations in the Mediterranean region was discussed and a model is suggested to make it realized. Sure, it is not an easy task to establish an organization like the one suggested here. It needs firstly a consensus among the countries' legal authorities in the region. After all, the private and public organizations should willingly join it.

One must also bear in mind the difficulties of such co-operation. For instance the collaborative marketing relationships can be further complicated by the fact that local tourism-related organizations and businesses in a destination may conduct marketing activities with others at different levels and in various dimensions. Risk is another factor that can inhibit this collaboration. Risk comes with the fact relationships take time to develop. For instance, a firm may invest and commit resources to a long term relationship that is expected to be beneficial later but fails before the benefits emerge (Pesamaa, 2007). Although there would be some difficulties and drawbacks, the possible benefits will be higher than those. Mediterranean is not only a sea but shared history, culture and land. To strengthen the relationship between the countries that share the same sea and history tourism can play central role and if we do it with a collective way we can make this happen.

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THE IMPACT OF INTANGIBLE CULTURAL HERITAGE ON THE EVOLUTION OF TOURISM IN EGYPT

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Abstract

Intangible cultural heritage is globally credited as a mainspring of cultural diversity which has become a driving force of sustainable development not only in terms of economic growth, but also as a means of leading a more fulfilling intellectual, emotional, moral and spiritual life. Such living heritage is passed on from a generation to another and constantly recreated by world communities and indigenous people in response to their surrounding environment, their interaction with nature and their historical background. Hence, it provides them with a sense of identity and continuity that promotes respect for cultural diversity and human creativity which are perceived by modern tourists as integral constituents of any travel experience.

For several years however, the world community has been mainly concerned with safeguarding tangible cultural heritage assets through the identification and preservation of World Heritage Sites. It is only recently that international agreement has been approached to initiate collaborative efforts for the protection and promotion of the world's intangible cultural heritage which includes the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artifacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.

Nevertheless, due to the shortage in safeguarding resources - particularly in developing territories - the processes of globalization and social transformation along with the consequences of mass tourism practices, have strongly threatened the world's assets of living heritage leading in some tourism destinations to the deterioration, disappearance and destruction of authentic human traits, genuine artifacts and local identities upon which the global tourism industry has evolved and flourished over the time.

Egypt, like other tourism destinations worldwide is experiencing a shift in the needs and wants of modern tourists from the traditional tangible sites of mass tourism to the less known sites and inland areas where external influences of globalization and social change have had little influence on the culture, dignity and identity of inhabitants and local people. Such change in the perceptions of modern tourists regarding the competence of tourism destinations and the quality of travel experiences has consequently lead to a remarkable change in the parameters of tourist demand on the Egyptian tourism product.

This implies the establishment of satisfactory demand-supply relationships between the key players of local development and the tourism stakeholders under the notion of alternative tourism which is characterized by its consistency with the natural, social and community values to the extent that allows the existence of positive relationship between the indigenous people and the tourists, initiates links with other sectors of the local economy, permits retention of earnings for the welfare of local communities and guarantees the sustainability of the Egyptian assets of both tangible and intangible cultural heritage.

Based on an interdisciplinary methodological approach between the domains of tourism studies and tourist guidance, the current paper demonstrates the extent to which folklore has contributed to the

evolution of the Egyptian tourism industry with particular focus on dancing, music, food and clothing. The paper concludes with a number of suggestions for the innovation of the Egyptian tourism product in accordance with the needs and wants of modern tourists on one hand and the requirements of sustainable tourism development on the other hand.

Key words: Intangible heritage - Cultural diversity - sustainable development - Folklore - Food - Clothing.

INTRODUCTION

The Egyptian civilization inspired the world's respect over the time. However, it was not until the discovery of the Rosetta stone in 1799, by the French expedition that our knowledge of the Egyptian writing system has developed for the first time since the collapse of Ancient Egypt.

Since then, interpreting the inscriptions took the efforts of many scholars. However, it was not until 1822 that Champollion successfully deciphered the puzzling enigma of the Ancient Egyptian Language which facilitated reading the hieroglyphics on many Egyptian monuments and contributed to the understanding of the ancient Egyptian civilization upon which Egypt was acknowledged as a remarkable competitive destination for historical tourism over the past decades.

Here, it is crucial to emphasize on the role of intangible cultural heritage as a portal to the interpretation of the Egyptian civilization. However, despite the abundance of various intangible expressions upon which the Egyptian tourism product may be diversified, little emphasis is put on the role of such living expressions in boosting the Egyptian tourism product.

Furthermore, it is important to notify that within the Egyptian context, a conceptual overlap between the notions of cultural¹ and historical² tourism does exist. In cultural tourism³, which is the focal point in the current paper, the picturesque setting or local colour in the destination area is the main attraction and meals in rustic restaurants, costume festivals, folk dance performances, arts and crafts demonstrations in old-style fashion are the main activities to be accomplished.

This has consequently resulted in the acknowledgment of particular areas in Egypt as major international destinations for historical tourism while other urban areas have lost their value and economic worth despite their potentiality to cater for new types of tourism such as cultural tourism and ethnic tourism⁴ that are more sustainable in nature and less influenced by the cultural drawbacks of globalization (Goeldner & Brent Ritchie, 2006).

Even when the Egyptian tourism product was diversified to encompass leisure and recreation activities, the promotion of both historical and recreational tourism remained the sole concern of tourism decision-makers while the promotion of the cultural aspects and expressions of the Egyptian tourism product were partially neglected from the country's tourism development agenda⁵.

Based on the fact that intangible cultural heritage is an important component of the cultural identity of communities, groups and individuals, as well as of social cohesion, the current paper aims to investigate the competence of the Egyptian assets of intangible cultural heritage in relevance with the development

1 Cultural tourism comprises travel to experience and, in some cases, participate in a vanishing lifestyle that lies within human memory.

2 Historical tourism involves visiting museums, monuments and historical sites that stress the glories of the past.

3 For more information on the concept of cultural tourism, see Goeldner and Brent Ritchie (2006) p.p 272-275. Also see Smith (2003) p.p. 29-44 and Wall and Mathieson (2006) p.p. 259-287.

4 Ethnic tourism is travel for the purpose of observing the cultural expressions and lifestyles of truly exotic peoples.

5 Examples of less developed tourism destinations are Nubia and The New Valley. For information on Nubia visit the following URL: <http://en.wikipedia.org/wiki/Nubia>. For information on the New Valley, visit the following URL: http://en.wikipedia.org/wiki/New_Valley_Governorate.

of our knowledge, understanding and interpretation of the Ancient Egyptian civilization with particular focus on dancing, music, food and clothing as examples of living cultural expressions that are expected to create positive relationships between people, places, objects and memories.

In fact, these four cultural expressions were particularly addressed as focal points in the current investigation because they are believed to be the most recognizing aspects of any ceremonial gathering from ancient to contemporary Egypt. The paper further aims to explore the role of intangible cultural heritage as a tool for promoting cultural tourism in Egypt within its proper conceptual definition.

METHODOLOGICAL APPROACH

As a contribution to the existing literature on intangible cultural heritage, the current paper challenges a deep-rooted scholarly distinction between the domains of tourism studies and tourist guidance through a basic⁶ inductive⁷ interdisciplinary methodology that brings up the epistemological⁸ views of both domains in one piece of academic work.

Therefore, the research design for the current study was intended to be - to some extent - different in structure and content from the commonly-adopted designs in any of the two objected domains so as to accommodate the vision and prospects of each of the two branches of knowledge.

Apart from the collection of secondary data, the research involved two phases of primary data collection. The first phase aimed at interpreting the scenes and texts inscribed on the ancient Egyptian monuments in relevance with the researchers' observations of the daily-life manners and customs in contemporary Egypt. The second phase aimed at questioning the extent to which the term "cultural heritage" is adequately acknowledged within the Egyptian context as referring to both tangible and intangible assets of tourism. In that respect a focus group⁹ was conducted comprising twenty participants¹⁰ who were asked to give their opinions regarding the elements of the Egyptian cultural heritage and whether they see any difference between the notions and activities of historical and cultural tourism.

THEORETICAL BACKGROUND

Heritage in perspective

The term "**Heritage**" refers to a nation's or a community's collective inheritance including what nature bequeathed it and what has been left over by earlier generations not only in the form of dwellings and public buildings and monuments, but also in the form of language, paintings and music, beliefs and symbols, and ways of doing things (Richardson and Fluker, 2004). In other words, heritage may be described as something that is - or may be - inherited from one's ancestors especially when regarded as worthy of preservation (The Pocket Oxford Dictionary, 1994) and hence, it is our legacy from the past, what we live with today, and what we pass on to future generations (WHC, 2009).

Over the past few decades, the international community has been much concerned with the assets of

⁶ The term "basic" refers to any research that is designed to gain knowledge that will increase our understanding of tourism-related phenomena *per se* and is not intended to address specific short-term problems or to achieve specific short term outcomes. For further information on basic research see Weaver and Oppermann (2000) p. 390.

⁷ The term "inductive" refers to a methodological approach to the study of tourism where the repeated observations and analysis of data lead to the formulation of theories and models that link these observations in a meaningful way. For further information on induction see Weaver and Oppermann (2000) p. 390.

⁸ The term "epistemology" refers to the philosophy of knowledge. For further information, see Phillimore and Goodson (2004) *From ontology, epistemology and methodology to the field*; in Phillimore and Goodson (2004) Ed., P.P.184-194.

⁹ For information on focus groups see Finn, et al. (2000) p.p 78-79.

¹⁰ The participants comprised twenty tourism undergraduate students in the Faculty of Tourism and Hotel Management, Helwan University, Egypt.

world heritage and the different ways of preserving and conserving them. Such remarkable concern for heritage was interpreted from various standpoints: the social¹¹, economic¹² and academic¹³ standpoints. According to Mc Arther (2000), heritage may be represented in four common forms: places, artifacts, people and practice. In that respect, heritage may be thought of as either cultural or natural in character. However, occasionally, some sites and/or geographical areas may be significant in terms of both characters (Richardson and Fluker, 2004). As for the purpose of the current study, consideration will be given solely to the intangible elements of the Egyptian cultural heritage and the extent to which these elements may contribute to promoting cultural tourism in Egypt.

Cultural heritage from an international standpoint

The development of conservation principles in the second half of the 20th century has been internationally regarded as the most significant achievement of conservation activities. Such principles and/or guidelines that promulgated either as charters, recommendations, resolutions, declarations or statements, were drafted and adopted mainly by international organizations like the United Nations Educational, Scientific and Cultural Organization¹⁴ (UNESCO) and the International Council on Monuments and Sites¹⁵ (ICOMOS) with the objective of protecting cultural property, that includes historical monuments, buildings, groups of buildings, sites and towns around the globe, against various threats (Ahmad, 2006).

In that respect a series of world heritage safeguarding initiatives¹⁶ were successively supported by the UNESCO starting with tangible cultural heritage, both immovable and movable, and expanding to natural heritage and most recently to intangible¹⁷ heritage which is defined as "*all forms of traditional and popular or folk culture that are transmitted orally or by gesture, and are modified to include oral traditions, customs, languages, rituals, festivities **music, dance, costumes, the culinary**¹⁸arts and all kinds of special skills connected with the material aspects of culture, such as tools and the habitat*" (Kirshenblatt-Gimblett, 2004:54).

Intangible heritage and the Egyptian local identity

A glimpse in the old world teaches us that the Ancient Egyptians would resemble the modern ones if they had the same surroundings. The language, religion, and government in Ancient Egypt developed in a similar way to those of later nations. Besides, both ancient and modern Egyptian societies resembled each other in terms of the eternal laws that ruled them, the progress of civilization, the inventions of mankind - that have slightly changed - and the ancient art that flourished or declined under the same circumstances which influence the art of today.

However, despite the successive changes that occurred to the language, religion, and nationality of the ruling palace, the conditions of life remained steadfast. In fact, it seems quite amazing that those people were able to maintain their old ideas and customs in spite of all the surrounding changes. Doubtless the ancient Egyptians had more influence on their neighbors. Besides, the ruder nations learned much from them, among which are the Greeks who borrowed the first principles of their art from the Egyptian people (Erman, 1971)¹⁹.

11 According to Richardson and Fluker (2004) heritage is a means by which groups and communities can assert their identities within broader national cultures.

12 According to Edson, (2004), heritage has become an important economic attraction that draws hundreds of thousands of visitors and billions of dollars into communities around the world

13 According to Levine, et al. (2005), heritage is a mediated and constructed concept that expresses particular histories to support specific agendas, ranging from scholarly archaeological research to urban renewal and redevelopment.

14 For more details about the UNESCO, visit its official website at [URL_ID=29008&URL_DO=DO_TOPIC&URL_SECTION=201.html](http://www.unesco.org).

15 For more information about ICOMOS visit the ICOMOS homepage at <http://www.international.icomos.org/home.htm>

16 For detailed information about the UNESCO World Heritage initiatives visit <http://whc.unesco.org/>.

17 For further information on intangible cultural heritage see Kurin (2004) pages 66-77. Also see The Convention for the Safeguarding of the Intangible Cultural Heritage at: <http://www.unesco.org/culture/ich/index.php?pg=00006>.

18 Of or for cooking. [Latin / Culina: Kitchen].

19 See *Life in Ancient Egypt*, pp. 3-6.

Although the ancient Egyptian world handed down to us an abundance of archaeological evidence greater than that left by any other ancient civilization, Egyptologists - in their attempts to understand and interpret the civilization and culture of ancient Egypt depended not only on monuments and other tangible elements of the Egyptian cultural heritage, but also on the available assets of the intangible cultural heritage²⁰.

Surviving cultural expressions from ancient to contemporary Egypt

Everyday life in ancient Egypt is one of the most important sources of our cultural heritage. However, despite the various inscribed scenes and texts that narrate and describe the daily societal customs and habits of ancient Egypt, the interpretation of such cultural expressions may seem to date incomprehensive in terms of how these customs and habits were actually practiced.

Generally speaking, apart from the language spoken and the religion, the manners and customs of ancient Egypt have been transferred from a generation to another until it reached us almost the same or at least with slight differences. This may be regarded to the fact that the style and conditions of life in a particular nation stamps its inhabitants with particular identifying characteristics that are passed over from the ancestors to the offspring. This could be explained when recognizing that the Egyptian fellah in the contemporary Egyptian villages of Lower Egypt resembles his forefather of four thousand years ago. Similarly, the inhabitants of Upper Egypt resembled their ancestors and kept many of their customs and traditions to date (Allam, 1990). The following paragraphs shed light on dancing, music, clothing and food as examples of intangible cultural elements that have survived to date and have consequently contributed to our understanding of the Egyptian cultural heritage.

• Dancing as a living cultural expression

Dancing was one of the most important customs that evoked moments of joy and leisure in ancient Egypt. Besides, it was a time marker that evidenced the moments of radical change, when things end and others begin.²¹ According to the Ancient Egyptian mythology, dancing was believed to protect from the dangers of what was dying and on the other hand celebrate what was to be born.

Originally speaking, dancing may be defined as a simple outburst of superfluous energy accumulated in a reposing person who was not accustomed to inactivity. In that respect, both the dancer and the casual- on- looker derived joy from the movement as well as the rhythm that served the purpose of putting off the fatigue and the prolonging of movement (Lexova, 1935).²²

A comparison between the surviving historical scenes of dancing in ancient Egypt and the temporary Egyptian art of dancing indicates that Egyptian dancers have managed to maintain and develop the spiritual taste that recognizes the Egyptian dancing to date. For instance, the angular movements in bending of limbs has been developed across the ages to the jerky movements of the modern Egyptian women dancers.

The comparison further indicates that dancing in both ancient and modern Egypt was and continues to be a natural expression of joy in most festivals and celebrations. Here, it is worth noting that the Egyptian people were not only capable for preserving the tangible assets of their cultural heritage, but also capable for the conservation of their customs and manners across the ages. In addition, they managed to influence other nations by their manners, traditions and cultural aspects of life.

Central to the significance of dancing as a natural expression of joy and happiness in ancient and modern times, is its role as an element of the Egyptian folkloric component which is - in turn - an important constituent of the country's cultural tourism product on one hand, and contributor to the to

²⁰ For example: the books that narrated the stories of Moses, Josef and their relation to Egyptian life, as well as the accounts given by the Greek travelers.

²¹ According to Redford the oldest dances known from ancient Egypt are those related to different phases in funerals.

²² See *Ancient Egyptian Dances*, p. 21.

the understanding and interpretation of the Egyptian cultural heritage on the other hand. However, to date, folkloric dancing within the Egyptian tourism context is considered no more than an element of entertainment for tourists - most probably- during meal times despite the fact that the authenticity and uniqueness of the Egyptian folkloric dancing attracts much of the attention of people from other nations to the extent that makes them aspiring and willing to learn it.²³

Accordingly, tourism planners and decision-makers should consider the integration of folkloric dancing among the other constituents of the country's tourism product provided that traditional dancing in Egypt varies from an area to another within the Egyptian territory. For example, the Nubian folk dancing is different from that of Siwa. Similarly, the Alexandrian folk dancing is different from that of Sinai, etc.²⁴

- **Music as a living cultural expression**

The musical expression and resources of Egypt are other appealing and enjoyable aspects of the Egyptian cultural heritage. As a matter of fact, music is a major source of enjoyment and satisfaction not only for native residents but also for tourists.

Although the origin and nature of music remains obscure to date, the surviving texts, representations, and instruments shed light on the circumstances and artifacts of music in ancient Egypt. They further indicated that music not only had an extensive secular role, but it also had a religious one. Moreover several deities were associated with music among which was goddess Hathor who held the title of "Mistress of Music". Music also belonged to tomb rituals as it intended to bring back the deceased from the hereafter and during his brief return the tomb owner was known as "the deified one" and was enabled to join the musicians by the sheer power of their music and Hathor songs (Redford, 2001, II).²⁵

Evidence depicted on the walls of the ancient monuments reveals that the ancient Egyptians were fond of music. This is abundantly proved by the surviving paintings that introduced figures performing on the favorite instruments of the country. Such evidence emphasizes that our ancient ancestors paid much attention for studying music to the extent that they became capable of using the musical instruments in an amazing skillful manner.

Music also gained the attention of the ancient Egyptian priests but from a perspective other than that of providing pleasure and entertainment. It had a spiritual religious nature and function which is something that still exists nowadays in the Coptic churches as a proof of the continuity of the Egyptian customs throughout the history. Meanwhile singing songs in praising secular or sacred feasts was an ancient habit that still exists in modern Egypt.

- **Clothing as a living cultural expression**

It is not possible to talk about the Egyptian intangible heritage without mentioning clothes of our predecessors and their relation to ours nowadays. In that respect, it is false to describe the ancient Egyptian costumes as expressing one dress code and style, for it was ruled by fashion as those of other nations. Evidence derived from the scenes inscribed on the monuments indicated that the garments worn by servants and the lesser officials generally reflected the status they acquired in the society which in turn gave a reasonable indication of what was worn by those categories. On the other hand the depicted garments of nobles were treated with more caution reflecting their important position in the country. Moreover the royal costume differed from that of courtiers and household officials of the great lord (Eastwood, 1993).²⁶

The inscribed scenes further referred to dress code distinctions that were based on variables other than status and position within society. For example, old men wore longer warmer clothing than the young

²³ Many foreign nations became fond of the Egyptian folkloric dancing to the extent that urged some of them to establish certain centers for teaching it.

²⁴ For further information on the Egyptian folk dancing, see Lexova, M. (1935) *Ancient Egyptian Dances*.

²⁵ See *The Oxford Encyclopedia of Ancient Egypt*, II, pp. (450-454.)

²⁶ See *Pharaonic Egyptian clothing*, p. 177.

men. Similarly, those who worked in the royal palace were better and fashionably dressed in the presence of the king than at home or during hunting trips. However, despite the simplicity of the ancient Egyptian clothing, it is obviously clear that the ancient Egyptian dress code was subject to comparatively frequent changes along the history (Erman, 1971)²⁷.

In spite of all the above-mentioned information, we are still faced by a gap in our knowledge and understanding of clothing traditions in ancient Egypt. One of the main problems in that respect is that the artistic evidence in Egyptian sculpture, painting and relief are entirely different from the actual garments found in tombs. For example women's dresses in paintings or sculpting always appeared to be of a narrow fitting style that reveals the line of hip, while the surviving ancient dresses tend to be loose.

This may be rendered to the fact that in the Egyptian art, people were usually represented in their finest clothing - even when it is not suitable for the task at hand - in order to indicate the person's status and wealth on one hand and to create the artistic treatment of clothing that was often influenced to show the harmonious patterns of regular curving or straight lines - on the other hand. Though the surviving ancient dresses express the ordinary clothes worn by those people and that are not so far from any other nation or even from ours with the exception of the times fashion (Redford, 2001, I)²⁸

By this both the ancient and the modern Egyptians applied the Arab proverb which says "Eat what you like and dress to please others", which indicates that it is not so important what you eat, but your clothes show others who you are (Rugh, 1986).

• Food as a living cultural expression

As the Egyptians believe that it is very important to eat what they like, so it is clear that food played an important role in ancient Egyptian culture. This is obvious from its repeated appearance and the mentioning of food on offering tables, offering lists, in prayers for the dead, and as funerary offerings. It is thought that the carnal preoccupation and concern for food monopolized the forethought of the Egyptians (Salima, 1995).²⁹

Limited evidence is available about meal times probably they would have eaten twice or thrice a day. Bread and beer were consumed by all levels of society as basis for all meals, while wine was drunk by the wealthy or in special occasions. Meat of some type would have been available to most of the population at least once or twice a week. As beef was expensive therefore consumed only by the royal family, the nobility the wealthy, the resident priests in temples where animals were sacrificed, and by butchers. Beef would have been available for the poor only on feasts, when the meat of the sacrificed animals was distributed to them. Poultry and fish would have been affordable for all but the poorest, since birds and fish were easily available by hunting and fishing. Therefore the major protein sources for the lower levels of society came from legumes, eggs, and cheese, as well as bread and beer. Everyone's diet was augmented by vegetables and fruits and the finest desert of bread, cakes and wine were prepared only for the wealthy (Redford, 2001, I)³⁰.

All the previous habits of food of the ancestors are inherited nowadays by their grandsons with few exceptions as for the beer which has been replaced by water. The way of affording the poultry and fish, has changed an indication that the Egyptians are stronger than time and any changes through the days.

FINDINGS AND CONCLUSION

Evidence derived from the current investigation revealed that despite the abundance of intangible expressions upon which the Egyptian cultural tourism product may be diversified to cater for the needs and wants of modern tourists, little emphasis is put on the role of such expressions in promoting the Egyptian destination and intensifying its touristic image.

Moreover, the outcome of the focus groups indicated that within the Egyptian context, there is a conceptual

²⁷ See *Life in Ancient Egypt*, p. 230

²⁸ See *The Oxford Encyclopedia of Ancient Egypt*, I, pp. 356-359.

²⁹ See *Meat Production in Ancient Egypt*, p.1

³⁰ See *The Oxford Encyclopedia of Ancient Egypt*, I, pp. 450-454.

overlapping between the notions of cultural, historical and ethnic tourism which in turn leads to the inconclusive interpretation of the country's assets of cultural heritage both tangible and intangible and hence, the underestimation of the value of such assets as a tool for promoting cultural tourism in Egypt.

The current investigation further concludes that despite the diversity of the inscribed scenes and texts that narrate and describe the daily societal customs and habits of ancient Egypt, the interpretation of such cultural expressions seem - to date- inconclusive in terms of how these expressions were actually practiced in daily life venues.

This draws our attention to the fact that achieving a comprehensive understanding and acknowledgement of how our ancestors acted and interacted with one another as well as with the surrounding circumstances in their day-to-day aspects of life requires considering that the style and conditions of life in a particular nation and/or community stamps its inhabitants with remarkable identifying characteristics which are passed on from the ancestors to the offspring formulating a sense of identity, authenticity and continuity that are nowadays perceived by modern tourists as integral constituents of any travel experience. Evidence derived from the current investigation also revealed that:

1. Everyday life in ancient Egypt is an important source of the Egyptian cultural identity.
2. Ancient Egyptians weren't only pioneers in building pyramids, tombs and temples, but in their folkloric aspects as well, they had the power to influence other nations even if they were their invaders.
3. Our predecessors were key players in the process of cultural exchange as they were highly capable of influencing the cultural and conceptual backgrounds of their conquerors who in turn transferred contributed to transferring various aspects of the Egyptian civilization to their homelands.
4. Apart from the language spoken and the religion, the manners and customs of ancient Egypt have been transferred from a generation to another until it reached us almost the same or at least with slight differences. This may be rendered to the fact that - to date - the Egyptian society still experiences certain occasions and/or ceremonies in the same ways and tradition of their ancestors.
5. Dancing, music, clothing and food are four living cultural expressions that are to date recognizable aspects the Egyptian civilization.

RECOMMENDATIONS

Based on the research findings, the following recommendations must be considered:

1. Initiating collaborative efforts for the protection and promotion of the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artifacts and cultural spaces associated therewith – that Egyptians recognize as part of their cultural heritage.
2. Establishing satisfactory demand-supply relationships between the key players of local development and the tourism stakeholders under the notion of alternative tourism which contributes to the preservation of authentic human traits, genuine artifacts and local identities of host destinations.
3. Improving the educational and cultural content of tourism in Egypt through referring to the country's assets of living heritage - along with those of the traditionally-acknowledged tangible ones - in the books, pamphlets, films and all types of illustrated information material about the Egyptian destination.
4. Promoting initiatives for heritage interpretation as an academic discipline through developing a range of courses that enable local citizens to become authentic interpreters of their area's cultural, historical and natural heritage. Those who accomplish such courses would be fully aware of their communities' resources and thus would be able to provide guide services as well as other services in which their knowledge can be useful.
5. Being engaged in culturally-oriented activities that help in building the tourists' appreciation

and respect for the qualities and abilities of the host communities. This may be achieved through organizing local art events, designating heritage trails or cultural highways and holding festivals with various cultural themes that show off the destinations' local resources and help to lengthen the season or fill in low spots in visitor demand.

6. Concentrating tourism activities around important cultural themes such as:
 - Linking tourist-related activities with themes or events of widespread interest, as in the case of festivals that bring together a variety of dramatic, musical or cinema performances.
 - Focusing attention on large exhibitions or fairs.
 - Twinning or establishing relations between towns, communities and regions in different countries and sending delegations to events arranged by their partners.

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AWARENESS OF ISLAMIC TOURISM IN A NON-MUSLIM SOCIETY

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Abstract

According to the 2007 CIA World Factbook, the estimated world population has risen from 2.5 billion in 1950 to 6.7 billion. Among them, the number of Muslim people is around 1.4 billion, roughly one-fifth of the world population. Given this enormous market segment, from a business perspective, it is most critical for tourism developers in the Mediterranean area to integrate Islamic tourism into their strategies and seek different "modus operandi" grounded in destination management.

The purpose of this study is to examine, through the case of Taiwan, the development of a new type of tourism, Islamic tourism in a non-Muslim society, allowing the establishment of integrated tourism that builds on synergies of the resources and relationship with the inhabitants of the areas visited. The awareness of tour associates for Islamic tourism in Taiwan will be addressed, particularly concentrating on international Muslim travelers for recreational, leisure, or business purposes, not pilgrimages thus identifying the nature of the Islamic tourism market.

After the attacks of September 11, 2001, a growing number of visitors from North America, Europe, and Japan declined tourism destinations in the Arab world, whereas Arab tourists spent their holidays mainly in Arab and other Muslim countries (Dabrowska, 2004). In recent years, researchers have identified the emergence of a literature characterized as Islamic economics. Many financial institutions have proven profitable, and some are expanding rapidly by adopting business strategies that meet the needs of Muslim customers in most parts of the world (Kuran, 1995). Consequently, service industries in Islamic and non-Islamic countries are increasingly aware of the commercial need to offer services which are specifically tailored to meet this sector of the interactional market (Chuah, 2006).

A number of initiatives to support Islamic tourism took place over the past years in Taiwan, allowing the country to promote international tourism and business travel between Islamic countries and the Taiwan respecting ethics, and Islamic religious values (CHN Foreign Desk, 2007). Based on the model of Taiwan's market entry of the Islamic tourism, tour associates in the Euro-Mediterranean region, with the advantage of geographic locations close to the home of a vast number of Muslim inhabitants in the Eastern and Southern Mediterranean areas, could develop a new business strategy for the region's tourism industry by integrating Islamic tourism, thus allowing to offer a large variety of Muslim travel options in the Mediterranean area.

Key words: Mediterranean; Islamic tourism; Marketing strategies; destination management.

INTRODUCTION

The number of Muslim people in the world is around 1.4 billion, roughly one-fifth of the world population (CIA World Factbook, 2007). Table 1. demonstrates the high percentage of Muslim populations living in

Mediterranean countries having a coastline on the Mediterranean sea, not including the Muslim-majority countries in the Mediterranean neighboring countries.

Table 1. Muslim population in the Mediterranean coastline countries

Country	Population (2007)	% Muslim	Total Number of Muslims
Spain	40,448,191	2.3%	930,308
France	63,718,187	10%	6,371,819
Italy	58,147,733	1.4%	814,068
Slovenia	2,009,245	2.4%	48,222
Bosnia and Herzegovina	4,552,198	40%	1,820,879
Montenegro	684,736	18%	123,252
Albania	3,619,778	70%	2,533,845
Greece	10,706,290	1.3%	139,182
Turkey	76,805,524	99%	76,037,469
Cyprus	788,457	18%	141,922
Syria	19,314,747	90%	17,383,272
Lebanon	4,017,095	59%	2,358,035
Israel	6,426,679	16%	1,028,269
Egypt	83,082,869	90%	74,774,582
Libya	6,036,914	97%	5,855,807
Tunisia	10,276,158	98%	10,070,635
Algeria	33,769,668	99%	33,431,971
Morocco	33,757,175	98.7%	33,318,332

Source: CIA World Factbook, 2007

Islamic tourism is an important market segment for the tourism industry and it is thus critical for tourism developers in the Mediterranean area to integrate Islamic tourism into their tourism strategies and seek new business opportunities for destination management.

House et al. (2004) emphasize the importance of cross-cultural understanding in regards to the market entry modes of cross-border services of foreign customers. However, a review of literature shows that there is a lack of a unified theoretical framework that explains the internationalization process, market entry modes, and timing strategies for SMEs (Malhotra, Ulgado, & Agarwal, 2003). In the visitor economy, market failures occur when both, consumers and tourism marketers, encounter information gaps and potential visitors do not have the relevant information for an appropriate decisions making (Deloitte, 2008). From the business perspective, it is necessary for firms to know what the best offerings for tourists are so as to increase their willingness to visit a certain region and to pay accordingly for their travel arrangements.

In a non-Muslim country like Taiwan, most inbound tour associates lack of the basic understanding of the Islamic culture (Wang, 1997). The latter examines new market opportunities for tour operators within a newly developing Islamic tourism market and seeks to answer the question of how non-Muslim tour operators can establish strategic alliances with the local Muslim society in order to fulfill the needs of international Muslim travelers as well as create new business opportunities for tour industries.

CONCEPTS OF ISLAMIC TOURISM

In recent years, concepts of Islamic tourism have been widely discussed in the Muslim world (Al-Hamarneh, 2004). Various ideas, models and concepts of what "Islamic tourism" is have been suggested

and categorized into three major concepts: (1) Economic, (2) Cultural, and (3) Religious-conservative concepts (Al-Hamarneh, 2007).

The economic concept for Islamic tourism considers the Muslim countries as being part of the emerging tourist markets of the future with major economic potential for growth. The cultural concept for Islamic tourism is the inclusion of Islamic religious-cultural sites in tourism programs to protect this culture and to not ignore cultural heritage during the process of cultural globalization. As the economic concept, this approach encourages a re-orientation towards more Islamic historical, religious, and cultural sites instead of depending on “western-cultural” loaded tour destinations. Finally, the religious-conservative concept for Islamic tourism attempts to merge elements of the extremely conservative Islamic lifestyle with the modern tourism industry, which could indeed present new tourism options, spaces, and spheres. Due to the nature of Islamic life style, tailor-made tourism programs and resorts, that serve special needs of Muslim travelers, may create more activities for Muslim tourists (Al-Hamarneh, 2007).

Initiatives for a Growing Islamic Tourism Market

According to Dabrowska (2004), after the attacks of September 11, 2001, a growing number of visitors from North America, Europe, and Japan turned down tourism destinations in the Arab world, while Arab tourists spent their holidays mostly in Arab and other Muslim countries. Muslim countries such as Lebanon, UAE, Egypt, and Malaysia benefited from the shift in the Muslim tourist flows because these countries tend to more easily satisfy their specific needs in customs and religious practice (Dabrowska, 2004).

A number of initiatives to support Islamic tourism took place worldwide over the past years. The Islamic Tourism Ministers Conference for instance has been held regularly since 2000; the first Arab World Travel and Tourism Exchange took place in Beirut in 2003 to promote tourism and business travel between Islamic countries and the whole world respecting ethics, and Islamic religious values (CHN Foreign Desk, 2007).

Themed “Hidden Islamic Wonders”, the 2008 Global Islamic Tourism Conference and Exhibition was held in Kuala Lumpur, Malaysia. This symposium concentrated on exploring and promoting Islamic tourism in the world. It not only involved members from Muslim countries but also included participants from Non-Muslim countries such as China, India, Korea, Hong Kong, and Australia. According to the press releases of the conference, the main objective of the event was to showcase tourism products adapted to the Muslim world as well as to draw interest of international buyers and sellers of the tourism industry (Press Release, 2008).

Due to the nature of its diversified cultural environment, Malaysia plays a leading role in promoting Islamic tourism among Asian countries. The Philippines for example dispose of an Office on Muslim Affairs (OMA), a government agency directly under the Office of the President of the Philippines, which undertakes and coordinates any issue regarding the country’s Muslim communities. The Department of Tourism (DOT) also actively promotes Islamic tourism in the country. According to the Philippines’ Tourism Secretary, Ace Durano, Halal food helps the country get a bigger share of the global Muslim tourist market. Halal is an Arabic term that is most commonly used in the context of Muslim dietary laws, especially where meat and poultry are concerned. It is similar to Kosher to Jewish dietary laws (Matrade, 2005). The National Halal Convention 2008, held in the Philippines, discussed the business opportunities and development of the Halal food sector as well as the importance of Halal products in domestic and global markets. The DOT director for product research and development anticipated an influx of travelers from Malaysia and the Gulf States thanks to the availability of Halal cuisine in most of the Pilipino tour destinations (Lidasan, 2008).

Initiatives, such as the 2008 Global Islamic Tourism Conference and Exhibition, promoting Islamic tourism, not only in Malaysia and Asia Pacific but also globally, show that the tourism industry approaches Islamic tourism as a growing niche market. Islamic destinations around the world, such as Saudi Arabia, Morocco, Egypt, and Senegal are known to offer a large variety of Muslim travel options; however emerging markets in Non-Muslim countries like China, India, Korea, Hong Kong, and Australia play also a growing important role in the Muslim tourism industry segment.

Korea for instance promotes Islamic tourism through a number of initiatives. Thus, according to the Vice President of the Korean Tourism Organization (KTO), Hong Ju Min, Korea now is preparing to create Islamic tourism products as well as a "Muslim friendly environment" in Korea to increase the country's market shares in the Islamic tourism industry.

The Hong Kong Tourism Board (HKTB) is also targeting an increase of the number of Muslim tourists from Malaysia. The 2007-08 Hong Kong Tourism Board Annual Report indicates that in view of the increasing number of Muslim visitors in recent years, the Hong Kong Tourism Board will further boost this fast-growing segment (Hong Kong Tourism Board, 2007). To draw more Malaysian Muslim visitors, the Cathay Pacific Airways, Hong Kong Tourism Board, and Uni Asia Tours (HK) jointly held a Hong Kong Muslim Travel Workshop in Kuala Lumpur aiming at helping travel agents understand Hong Kong better and to enable them to assist Muslim travelers who plan to visit Hong Kong (Tan, 2007).

Inspired by the above, the Euro-Mediterranean region, with the advantage of geographic locations close to the home of a vast number of Muslim inhabitants in the Eastern and Southern Mediterranean areas, could develop new business strategies for the region's tourism industry by integrating Islamic tourism, thus offering a larger variety of Muslim travel options in the Mediterranean area.

TAIWAN'S ISLAMIC TOUISM MARKET ENTRY

In the past three decades, Taiwan has been experiencing an economic transformation from a country with labor intensive industries to a society of knowledge intensive manufacturing and service industries. This was mainly due to the loss of Taiwan's competitive advantage of inexpensive labor in the manufacturing industry to China and declining investments within this industry. As a result, the economy of Taiwan failed to continue to grow and its government started initiatives to find other areas for market growth, such as the international tourism development.

Today, international tourism is not only one of the largest employment sectors in most countries in the world, but also has a profound impact on the world economy. Indeed, international tourism contributed to the world economy output about US\$ 944 billion last year according to the UN World Tourism Organization (UNWTO, 2009). International tourism receipts represented in 2003, approximately 6 per cent of worldwide exports of goods and services as shown on Table 2.

Table 2. World Exports of Merchandise and Commercial service, 2003 - (Balance of Payments, Good and Services Credit)

	US\$ billion	Share (%)	Share (%)
Total	9,086	100	
Merchandise exports	7,294	80	
Agriculture products	674	7	
Mining products	960	11	
Manufactures	5,437	60	
Other	233	2	
Commercial services	1,795	20	100
Transportation	405	4	23
Travel	525	6	29
Other	865	10	48

Source: World Trade Organization, World Tourism Organization

Henceforth, one of the Taiwanese government's major policies is to replace uncompetitive traditional industries on the island with an innovative and growing inbound tourism market (Ma & Crestan, 2009).

Cultural and International Tourism

A series of national development plans, based on the government's strategy to "Take action locally to connect to the global village", has been implemented during the past five years. In 2008, the Tourism Bureau of the MOTC carried out the "Tour Taiwan Years 2008-2009 Plan" to promote tourism development with an annual budget of approximately US\$ 32 millions. The objective of this project is to integrate government and private resources to make Taiwan one of the top tourism destinations in Asia. Actions include placing media advertisements, organizing promotion events for small or medium-sized enterprises (SMEs), and supporting local communities to create a hospitable and travel-friendly environment (Tour Taiwan Years, 2008).

Islamic Tourism Market in Taiwan

Islam first came to Taiwan about 300 years ago, with migrants arriving from Quanzhou, China's Fujian Province. Over the years, some descendants of the early Muslim settlers in Taiwan gradually converted to other religions. During the Chinese Civil War between the Communists and the Nationalists around 1949, approximately 20,000 Muslims immigrated to Taiwan after losing their sovereignty over mainland China. Currently, there are six mosques and two Muslim organizations established in Taiwan: the Chinese Muslim Association and the Chinese Muslim Youth League. According to Statistics from the Taiwan Yearbook (2006) of Taiwan's Government Information Office (GIO) on religions in Taiwan, there are approximately 58,000 Muslims in Taiwan, a minority on the island. Table 4 reveals the populations of the represented religious groups in Taiwan.

Table 4: Statistics on Religions in Taiwan (in thousands)

Religion	Members
Buddhism	8,086
Daoism	7,600
I-Kuan Tao	810
Protestantism	605
Islam	58

Source: Taiwan Yearbook (2006).

Limited by a non-Muslim environment, Muslim organizations in Taiwan have adopted a more proactive approach to promoting the Islamic culture in the past years in order to increase contact with local non-Muslim communities. For example, the Chinese Muslim Association in Taiwan plans to launch a Halal certification system so non-Muslim food providers can expand their business to the Halal food market segment and Muslim visitors can be assured to obtain food that is consistent with their beliefs. Also, Taiwanese can learn about the Islamic culture during weekend seminars as well as workshops provided by the Taipei Grand Mosque.

In 2004, the Muslim World League and National Chengchi University co-hosted the International Seminar on Islam in Taipei, which brought together more than 200 scholars and leaders of Muslim communities from Japan, Malaysia, Saudi Arabia, South Korea, Sudan, the United States, and other nations (Taiwan Year Book, 2006).

In 2009, in order to promote this particular niche market, Taiwan's Tourism Bureau plans to position the country as a tourist destination for Muslim tourists. A seminar in Taipei with some 150 representatives from local hotels, restaurants, recreational farms, and the Muslim community will meet to discuss the creation of an attractive and convenient tourist destination in Taiwan for Muslim tourists. One of the main themes of the seminar will be to educate local tourism operators about Islamic culture and assist hotels, recreation areas and restaurants in acquiring Halal certification (H.L. Liu, personal communication, April 8th, 2009).

Challenges For Taiwan's Inbound Tour Associates To Enter The Islamic Tourism Market

Taiwan faces many challenges to grow the Islamic tourism market segment. The country's inbound tour associates are not focused enough on the requirements and needs to fulfill in order to attract Muslim tourists, causing low inbound tour visitor numbers in comparison to other Asian countries. Unlike the official website of the Korean tourism bureau offering Arabic content and links, detailing visa information and such, the majority of Taiwan's travel agents fail to maintain dynamic tour information in English or Arabic that is reliable and updated. Most of Taiwanese tour associates thrive to draw more overseas visitors to Taiwan. However, the information channels in place are insufficient for attracting Muslim tourists worldwide to Taiwan (Ma & Crestan, 2009). Thus without adjusted systems and infrastructures, Muslim tourists cannot rely on local travel agents to arrange their tours in Taiwan.

SWOT Analysis of the Islamic Tourism in Taiwan

From a marketing perspective, destination marketing does not only increase tourist arrivals but also plays an important role in country positioning in international relations and the economic development of the region, making the destination politically more acceptable and attractive to outsiders (Baker & Cameron, 2008). Hausmann (2007) suggests that religion is a key element of culture, influencing both behavioral and purchasing decisions. His study shows that most tourism performances are performed collectively by tourists, traveling in groups. Efficiently identifying the needs and decision making behavior of the potential target groups is therefore the main core competence of a tourist firm (Haahti, 2003). An economic case study by Deloitte (2008) analyzed the key factors influencing decisions of both domestic and international travelers, and denoted that the factors, such as choice of goods and services as well as information provision, have a higher potential to influence domestic and international travelers.

A SWOT analysis of the Islamic Tourism in Taiwan, allowing to recognize and analyze the complexities of multidimensional and interrelated environments, has been realized. Future strategic thrusts for market entry success for the Islamic tourism have been identified by analyzing its relative competitive strength for the purpose of this paper. These thrusts were found to concentrate on actions and themes related to stakeholders. Interpreting and applying those themes could offer valuable insights for Taiwanese tour operators to gain sustainable competitive advantages in this area. This comprehensive SWOT analysis is summarized in Figure 2, demonstrating prospective results of the Taiwanese tourism market to attract Muslim visitors.

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> • Attractive government policies • Government support • Sound Muslim society • Highly motivated inbound tour operators 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> • Lack of Islamic tourism-related expertise • Limited Halal Restaurants • Weak integration of local or regional marketing concepts
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • A developing Islamic tourism market in the region • The market segment offers high potential profits • Strategic alliances with inbound tour operators and the Muslim community. 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Economic decline • Decrease of demand in tourism products • Other rivalry countries enter the market and offer attractive Islamic tourism packages

Figure 2. SWOT analysis of Islamic Tourism in Taiwan

Cultural and International Tourism

This analysis shows that Taiwan's and the country's inbound tourism associates face main threats of a growing competition on an economically declining market that weighs high on the country's government. Thanks to an integration of an Islamic environment, attractive to Muslim tourists, other Muslim tourism destinations detain competitive advantages over Taiwan. However, the Taiwanese government highly supports the country's SMEs in tourism industry as well as the Islamic tourism market segment by implementing new policies, promoting tourism, and trying to engage Taiwan's Muslim society. Nonetheless, with a minority of Muslim residents in Taiwan, the local SMEs and the general public still lack the necessary knowledge of Muslim customs and the society is not yet adapted to welcome Muslim tourists appropriately and enter this market segment successfully.

Strategic Alliances with the Islamic Tourism Stakeholders

The term stakeholders were first defined as "those groups without whose support the organization would cease to exist" in an internal memorandum at the Stanford Research Institute in 1963 (Freeman & Reed, 1983, p.89) Besides the Taiwanese government, which reinforces the tourism industry extensively, other stakeholders must be considered with the goal of forming necessary alliances to attract more Muslim tourists to the country. These are Taiwan's Muslim society, inbound tour operators as well as other partners, such as Halal food providers within the country.

According to the chairman of Taipei Grand Mosque, Salahding, Chao-Yen Ma, most Muslim travelers to Taiwan will first visit the mosque and ask for information about Halal food providers (S.C. Ma, personal communication, April 6th, 2009).

Therefore, Halal food providers in Taiwan should be regulated by laws that protect and guarantee kosher food in order for Muslim visitors to be trustful that Halal food in Taiwan meets Islamic dietary standards. Currently, the numbers of Halal restaurants available in Taiwan are limited. As the availability of Halal-certified restaurants in tour destinations would satisfy the basic requirements of Muslim travelers, the Taiwanese tourism bureau has launched initiatives to educate local tourism operators and associated SMEs about the Islamic culture and assist hotels, recreation areas, and restaurants in acquiring the Halal certification.

To promote Taiwanese inbound tourism, it is only through creating strategic alliances with these different stakeholders that Taiwan will successfully attract international Muslim tourists.

This is true for any tourism segment, Islamic tourism market or not. In the case of promoting Islamic tourism in Taiwan, the key is to integrate the Muslim society and highly motivated inbound tour operators of the country with the support of the government to create an Islamic friendly environment for Muslim travelers (Chan, 2009).

RECOMMENDATIONS AND CONCLUSION

The same inference as many financial institutions promote Islamic banking in Arabic world, the tourism industry should also target this ethnic group as a growing tourism market segment. As the number of Muslim tourists from the Arabic world is increasing, service industries in Islamic and non-Islamic countries need to be aware of this business opportunity and the commercial need to offer services that are specifically tailored to meet this sector of the market.

To successfully create new business opportunities for SMEs to attract Muslim travelers to Euro-Mediterranean region, local tour associates and related SMEs need to have more understanding about the Islamic culture and offer services that follow Halal standards. Moreover, it is important for non-Muslim tour providers to collaborate with the local Muslim society and build mutual trust with Muslim people as well as create a reliable image illustrating that tour operators are capable of providing trustworthy and quality Islamic tourism products for potential Muslim travelers to Euro-Mediterranean region.

Given the fact that vast number of Muslim inhabitants reside in the Eastern and Southern Mediterranean areas, the further study of this Islamic approach can be developed into the realization of the Integrated Relational Tourism (IRT) to make a careful assessment of the possible strategic alliances between social groups that have different cultural identity in the countries of the Mediterranean region.

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**UNIQUENESS OF TOURISM DESTINATIONS AROUND THE MEDITERRANEAN SEA AND
CONSUMER PREFERENCES - EMPIRICAL FINDINGS FROM GERMANY**

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Abstract

The aim of tourism marketing communication is to develop a distinctive position in the customers' mental map of the market. Distinctiveness of a destination refers to being perceived as somehow unique. Using the concept of the consideration set, we look at the uniqueness of Mediterranean destinations as a function of consumer preferences (expressed interest in visiting a certain destination within the next three years) in this paper. A country has a unique position and hence less competition and a better position in tourism marketing when its potential customers do not see a huge number of potential substitutes. This new empirical approach to measure the concept of uniqueness by analyzing cross potentials for destinations offers new insights for marketing and is able to underpin conceptual models in the tourism science literature. The empirical findings (based on the yearly German travel survey "Reiseanalyse" with more than 7,500 respondents) presented here show that the area as such has a competitive advantage as the Mediterranean is a rather unique holiday destinations for Germans. Those interested in spending a holiday there see less alternative destinations for their future trips than the potential tourists for other regions. Nevertheless, the Mediterranean is in a global competition. On a geographically lower level, there is also a strong competition within the Mediterranean area. In marketing and especially in marketing communication the different positions of the destinations in the uniqueness/potential matrix should lead to different strategies. The starting point for designing such a strategy is an in-depth analysis of the specific potential, including the structure and motivation of the future visitors as well as their current travel behavior.

Key words: Destination Branding, Image, Preferences, Consideration Set; Holiday Behaviour

INTRODUCTION

"Branding" is rather common strategy in marketing consumer goods. Brands are helpful or necessary in order to distinguish between more or less identical (homogeneous) products. For the customer, relying on brands reduces the complexity in the consumer decision process. Branding wants consumers to build up preferences for a certain brand, which will lead to repeated purchases and consumer loyalty. The strategy of branding has been widely adopted in tourism destination marketing (cf. Swarbrooke & Horner, 2007, p. 164). As with consumer goods the aim is to develop a distinctive position in the customers' mental map of the market. Positioning the brand means to differentiate it from competitors.

In tourism, most of the destination marketing people are probably quite convinced that their destination has got something specific which allows for a differentiation to other regions. The official geographical name of a region (e.g. Tyrol, Hawaii, Paris) is expected work in marketing in the same way as a build-up brand name like Coke or Mercedes-Benz. Thus, we can expect that destinations are in one or more aspects "unique", i.e. they are somehow outstanding and extraordinary. Uniqueness of a destination is an advantage for marketing. A strong effect of the uniqueness is only to be expected if the customer

perceives this uniqueness ("perceived uniqueness") and is aware of it during his information and decision process. Uniqueness thus refers to the image of a country or region, the way it is perceived by potential tourists in a perhaps far away source market.

Uniqueness can be positive ("must see") or negative ("avoid under all circumstances"). The evaluation is a result of consumer motivation and attitudes and will vary within different target groups. Uniqueness should lead to a higher desire within a specific target group or even within larger parts of a source market to visit such a destination. Thus, the behavioural result of a destination's image (perceived uniqueness) is a better position in the ranking of possible holiday destinations (consideration set).

DESTINATION PREFERENCES AND UNIQUENESS

The previous experiences of a tourist and the information gathered in the information process lead to beliefs, attitudes and images and result in destination preferences on which the travel decision is based. In many cases, it is the image of a region, i.e. the perception by the potential consumer, that produces a tourist's decision where to travel (cf. Hudson, 1999, p. 15). A very valuable concept in this context is the "set-theory". It argues that a consumer makes his decision out of a limited set of destinations, i.e. the ones he is aware of (awareness set). On the basis of the different destinations images in this set, the potential tourist is able to assign a region from of his awareness set to his consideration set or excluded set (cf. Um & Crompton, 1999, p. 85). This results in destination preferences and travel intentions which can be revealed in empirical surveys by asking the respondents where they want to travel to within the foreseeable future. In this paper we look at uniqueness of Mediterranean destinations as a function of consumer preferences (expressed interest in visiting a certain destination within the next three years) in Germany.

In Germany, the idea of a holiday trip is strongly connected to the notion of the "South", literally the Mediterranean area (think of Goethe's "Italian Journey"!). The South is expected to offer pleasant physical conditions (e.g. landscape, seaside, beaches, weather) and good amenities for tourists. Its features come close to what Germans call their dream holidays (Lohmann & Aderhold, 2009, pp. 37-39). In 2008, roughly 35% of all German holiday trips headed towards a destination in the Mediterranean. The share is larger than for domestic destinations (Aderhold, 2009, 32; Lohmann & Aderhold, 2009, 110-113). Is the Mediterranean therefore unique?

A region, a country, or a destination can be regarded as relatively unique and hence having less competition and a better position in tourism marketing, when its potential customers do not see a huge number of potential alternatives. This definition of uniqueness is strongly related to the behavioural relevance for the consumer. We do not consider whether a destination has something outstanding to offer like the highest church tower, the oldest castle or the finest sand in the world. We do not ask whether the tourists see a difference between Spain and Turkey, Paris and Rome. Instead we ask: Can a trip to Spain be a substitute for a trip to Turkey? Do people have both countries in their consideration sets (substitution possible = "not unique") or only one of them ("unique")? Can a holiday in the Mediterranean area be replaced by a vacation in the Alps? We would consider e.g. Spain being a relatively unique destination when its futures customers do not have a lot of other destinations in their consideration set.

The paper focuses on two research questions: (1) To which degree can a specific destination in the Mediterranean area substitute another destination in the same area? (2) Is there a "need for the Mediterranean" or can other destinations around the world offer suitable alternatives? For analyzing these questions we take Germany, one of the large European source markets, as an example.

EMPIRICAL METHODOLOGICAL APPROACH

For empirical testing, we use the data of a German holiday survey, the so-called Reiseanalyse RA (travel analysis). This yearly survey is designed to monitor the holiday travel behaviour and travel-related opinions and attitudes of Germans and has been carried out annually since 1970, using the same method and a comparable set of questions in the questionnaire (cf. Aderhold 2009, Lohmann 1998, 2001; Lohmann & Sonntag, 2006). The survey is organised by the FUR, Forschungsgemeinschaft Urlaub und Reisen e.V., Kiel, an independent non-profit organisation of national and international users of tourism research in Germany (www.reiseanalyse.de). Data is based on face-to-face interviews with a representative sample (German-speaking population aged 14 years and above, living in private households in Germany) of more than 7,500 respondents, the interviews being carried out in January each year. The sample is randomly selected in several steps. The analysis presented here is based on data from January 2009.

The main focus here is on destination preferences: In the framework of the RA interviews, respondents were asked to state for 59 individual countries (from Greenland to Australia) whether they have been there in the last three years (i.e. in 2006, 2007, or 2008) and whether they intend to spend a holiday there in the next three years (i.e. 2009, 2010, or 2011) with the alternatives "almost definitely" and "consider generally". Here we take only the "almost definitely" respondents into account as potential tourists for a destination. The results give a rather clear and empirically well-founded picture of the consideration set of each respondent.

With respect to our uniqueness-substitute approach we analyse the overlapping of these destination preferences: (1) Do Germans with an expressed interest in visiting a single destination in the Mediterranean also consider other destinations in the area? To which extent can one Mediterranean destination be a substitute for another, e.g. do people with an interest for holidays in Turkey consider a holiday in Spain as well? Are there destinations which are more "substitutable" than others? (2) Do Germans with an expressed interest in visiting the Mediterranean as a whole (i.e. those being interested in at least one of the Mediterranean destinations) also show an interest in destinations outside the Mediterranean area? Can other destinations in other regions thus be a substitute for a Mediterranean holiday destination? Or in other words: Is there a specific need for the Mediterranean?

Given the basic concept of the set-theory (choice is made out of a limited set of different suitable alternatives) and the situation within the tourism market (vast number of destinations, huge capacities, demand-driven) we cannot expect that a single country or region is -in this empirical sense- really unique so that potential tourists for this destination do not see any alternative. Instead we expect uniqueness to be more relative, going from "rather unique" (few alternatives in the consideration set of potential tourists for this destination) to "easy to substitute" (many alternatives in the consideration set).

DEMAND POTENTIALS FOR THE MEDITERRANEAN IN GERMANY

Table 1 shows the basic data on the potentials for different destinations around the Mediterranean Sea. The figures are presented for two groups, the German population and -as a subgroup the group of it- the respondents with an interest in at least one of the Mediterranean destinations. We refer to the latter as "potential for the Mediterranean". This group encompasses 26.4% of the German population or more than 17 mn people.

Table 1 Potentials* for single destinations in the Mediterranean

	German Pop. 14+	Potential for the Mediterranean**
Destinations...	%	%
France: Mediterranean	2	8
Spain: Majorca	7	26
Spain: Formentera, Minorca, Ibiza	2	8
Spain: Mainland	3	10
Italy: Mediterranean	4	16
Croatia	4	15
Greece: Islands	4	14
Greece: Mainland	1	4
Cyprus	1	3
Turkey: Mediterranean	7	26
Tunisia	1	5
Potential for the Mediterranean**	26	100

* Potential: Respondents almost definitely planning to spend a holiday there within the next three years.

** Net potential based on the number of respondents interested almost definitely in at least one of the following countries/destinations: Spain: Majorca; Spain: Formentera, Minorca, Ibiza; Spain: Mainland; France: Mediterranean; Italy: Mediterranean; Croatia; Greece: Islands; Greece: Mainland; Cyprus; Malta;

Data source: RA 2009, FUR, Basis: German pop. 14+

Turkey: Mediterranean; Tunisia

The data reveals that there are different potentials for different destinations with Majorca (Spain) and the Mediterranean coastline of Turkey ranking first. For marketing purposes it has shown very useful to closely monitor the development of the potentials for a single country (in volume and in relation to competitors) and the dynamic changes in its structure. And in fact, major destinations and the tourism industry analyze this data yearly.

More than a third of those intending to make a trip to the Mediterranean area have more than one Mediterranean destination in their consideration set. We will come back to this observation later.

Given the great number of possible holiday destinations and the time frame in the question (next three years) it is reasonable that many of our respondents identified more than one destination for their holiday trips within the near future, looking forward to different vacations with different activities in different regions. Here we have a good example for a volatile customer with a multitude of options to satisfy his multitude of motives and interests. A strong competition between tourism destinations is the result.

UNIQUENESS OF THE MEDITERRANEAN AREA

We want to have a closer look at this competitive situation for the Mediterranean area: Are these potential tourists to the Mediterranean (table 1, row 2) only interested in this area? Or do they have a broader range of alternative destinations? What we are proposing is to analyze the competitive position of the Mediterranean area by identifying the relations and overlaps in the consideration set of future tourists. In table 2 we thus refer to "cross-potentials" which means the share of potential tourists to one destination which are also interested in visiting another. Cross-potentials in table 2 are given for broader regions, i.e. Northern and Eastern Europe, the Alps, long-haul destinations (non-European and non-Mediterranean countries) and Germany (= domestic tourism).

Cultural and International Tourism

Table 2 Cross-potentials* for regions and derived uniqueness

	Potential* for destinations in...					
	Mediterr.	North. Europ.	East. Europ.	Alps [°]	Long-haul	Germany
Destinations...	%	%	%	%	%	%
in the Mediterranean*	-	34	27	34	37	22
in Northern Europe*	7	-	10	10	11	6
in Eastern Europe*	9	16	-	11	9	10
in the Alps* [°]	17	25	17	-	18	21
Long-haul destinations*	13	19	10	12	-	7
Germany	23	31	32	41	19	-
Total	69	125	96	108	94	66
Uniqueness (100/Total)	1.45	0.80	1.04	0.93	1.06	1.52

* Potential: Net figure giving the number of respondents interested almost definitely in at least one of the destinations in the region.

[°] Alps = France; Alps; Switzerland; Austria; Italy South Tyrol; Italy Trentino

Data source: RA 2009, FUR, Basis: German pop. 14+

As we can see, e.g. 34% of potential tourists to Northern Europe are part of the potential for the Mediterranean. The respective figures for other regions are between 22% (Germany) and 37% (long-haul). Vice versa, out of the potential for the Mediterranean area quite a considerable share also intends to spend a holiday in other regions, between 7% for Northern Europe and 23% for Germany. What we have here is a sort of map of the competitive position in the consumers' minds.

Compared to other international destinations, the Mediterranean is in a relatively comfortable position. There are more potential tourists of other regions with an affinity for holidays in the Mediterranean as vice-versa. E.g. 34% of the potential for the Alps have as well at least one Mediterranean destination in their consideration set whilst only 17% of the Mediterranean potential also have the Alps on their mind. This leads to our empirical definition of "uniqueness" as a continuum with a range from "rather unique" (few alternatives in the consideration set of potential tourists for this destination) to "easy to substitute" (many alternatives in the consideration set).

Table 2 shows that the interest of respondents regarding alternative destinations within the group of potential tourists to the Mediterranean is lower compared to that of potential tourists to Northern Europe, Eastern Europe, the Alps, and long-haul countries. As an index for uniqueness we first calculate the sum of interest in alternative regions (= total in table 2). A region with a high total here is rather easy to substitute as potential visitors have a lot of alternatives already in their minds. To convert this measure into a uniqueness index we simply divide 100 through the total, thus getting an inverse ranking of the destinations. At the top of the list now are the Mediterranean (with 1.45) and Germany (with 1.52).

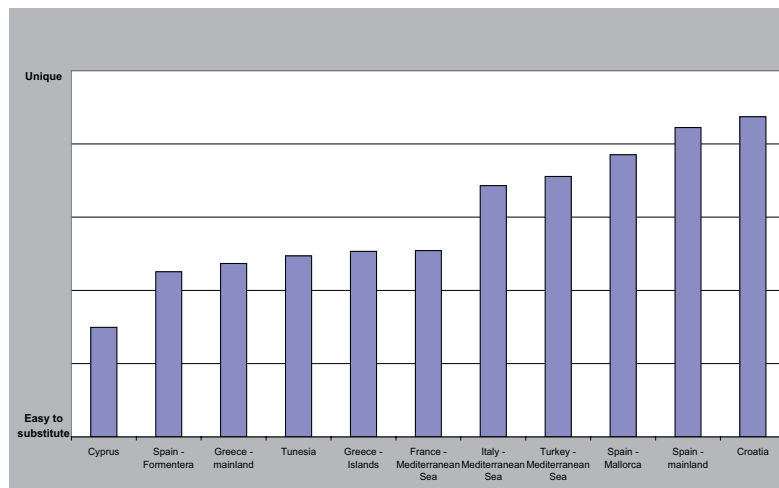
In this perspective the Mediterranean is rather "unique", as people with an intention to spend a holiday in the Mediterranean do not see as many alternative destinations as respondents with an intention for other regions in the world. On the other hand: This uniqueness is only a relative one. For most potential travelers to the Mediterranean there is an alternative destination within their consideration set. Thus, despite the position of the Mediterranean being relatively specific, the global competition is still there. It may come as a surprise for some of the respected readers that the most prominent competitors are Germany and the Alpine destinations.

UNIQUENESS OF SINGLE DESTINATIONS IN THE MEDITERRANEAN AREA

With the same approach we will now have a closer look at the uniqueness of different destinations within the Mediterranean area. Are they unique in the sense that potential travellers do not see an alternative destination? To which degree can a specific destination in the Mediterranean area substitute another destination in the same area? Thus, what we analyze here is the competitive situation inside the Mediterranean area with respect to the German market.

We have done the same calculations as in table 2 with the data for a set of Mediterranean destinations. Fig.1 gives the results for the uniqueness index.

Figure 1 Relative uniqueness of destinations in the Mediterranean



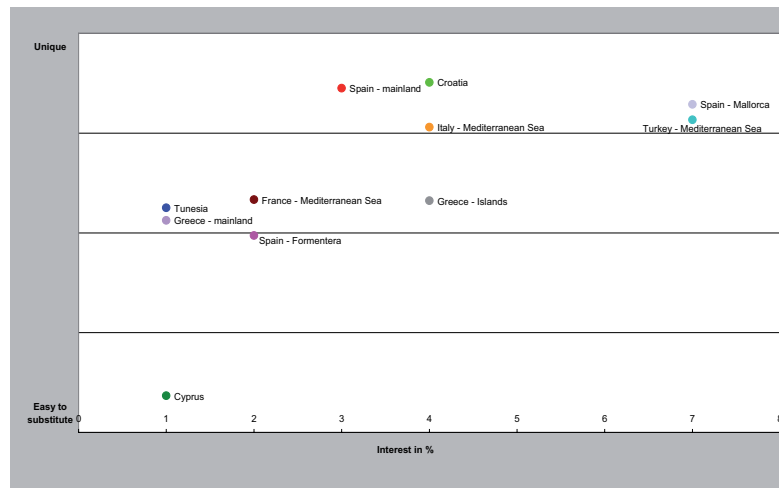
$Uniqueness = 100 / \text{Cross potentials for other Mediterranean destinations}$

Data source: RA 2009, FUR, Basis: German pop. 14+

The ranking starts with Croatia with the highest uniqueness index. This means that Germans with the intention to spend a holiday in Croatia within the three years to come do not have a lot of alternative destinations around the Mediterranean Sea in their consideration sets. As well on a high uniqueness level are Spain with its mainland, Majorca and Turkey. On the other end of the scale we find the other Balearic Islands of Spain and Cyprus with the lowest level of uniqueness. This is not to say that Cyprus is not a very beautiful holiday spot and an internationally renowned destination! It simply signifies that Germans with a rather strong intention to visit Cyprus have more alternatives in mind compared to the potential visitors of e.g. Majorca.

Uniqueness does not necessary mean a high volume of potential in the German market. But the data presented in Fig. 2 shows a relation between potential (interest to travel to a destination) on the x-axis and the uniqueness. In general, there is a correlation between the two variables with e.g. Majorca having a rather high uniqueness and a huge potential. On the other hand we find destinations like Spanish mainland which ranks higher in uniqueness compared to the Greek Islands, but lower and only less than medium in potential.

Figure 2 Demand potential and relative uniqueness of destinations in the Mediterranean



Uniqueness = 100 / Cross potentials for other Mediterranean destinations. Interest = potential within pop. from table 1
 Data source: RA 2009, FUR, Basis: German pop. 14+

CONCLUSIONS

In this paper we looked at uniqueness of Mediterranean destinations as a function of consumer preferences (expressed interest in visiting a certain destination within the next three years). A country has a unique position and hence less competition and a better position in tourism marketing, when its potential customers do not see a huge number of potential substitutes. The new empirical approach to measure the concept of uniqueness by analyzing cross potentials for destinations offers new insights for marketing and offers a way to underpin conceptual models in tourism science literature. The approach e.g. fits nicely into the widely-used concept of the consideration set when explaining the consumers' decision process (cf. Um & Crompton, 1999). It gives evidence for the concept of the volatile customer with a multitude of options when choosing a holiday (Sonntag, 2006) or the motivational concept of variety seeking (cf. Lattin & McAlister, 1985). In the light of future trends and developments to be expected in the German market (Lohmann & Aderhold, 2009), converging into a really tough competition, the issue of "uniqueness" will become even more important.

One of advantages of the approach presented here is the behavioral relevance of the data used. We did not ask whether respondents see anything specific about a destination, we simply analyzed if they plan as well for alternative destinations.

This empirical founded approach may be viewed as a limitation, too. Of course, with this data we will never get to know *what* it is that makes a holiday in the Mediterranean such an unforgettable experience. On the other hand we can offer an easy to apply instrument to analyze the competitive position of tourism destinations.

The empirical findings presented here for the Mediterranean show:

- In the German market there is a huge potential for the destinations around the Mediterranean Sea in the near future.
- The area as such has a competitive advantage as the Mediterranean is a rather unique holiday destinations for Germans. Those interested in spending a holiday there see less alternative destinations for their future trips than the potential tourists for other regions. Nevertheless, the Mediterranean is in a global competition.
- On a geographically lower level, there is a strong competition within the Mediterranean area: Only a few destinations can be considered as "unique".

In marketing and especially in marketing communication the different position of the destinations in the uniqueness/potential matrix should lead to different strategies. The starting point for designing such a strategy is an in-depth analysis of the specific potential, including the structure and motivation of the future visitors as well as their current travel behavior.

For all destinations it is of utmost importance to recognize the international competition they are in (Lohmann, 2009, 339). Master plans and marketing activities need realistic objectives that consider not only what one wants to reach, the resources available and what the competitors are heading for. They also need to consider the consumers' motivation and perception. Given the demand situation and its expected future trends, it is not sufficient to have a good product. It is not sufficient either that the consumer perceives a product as a good one. The product or the destination has to be in the consumer's consideration set and needs to be judged a very good choice within this set. Or: a unique choice with no alternative.

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**TOURISM AND CULTURE
ALEXANDRIA AND CULTURE INSTITUTIONS TO IMPLEMENT TOURISM
AND ECONOMIC DEVELOPMENT**

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Abstract

In recent years, the cultural tourism industry has faced many changes due to the evolution of the economic, political and legislative systems. Once tourism was considered a simple trade sector, now has turned into a complex global market.

This study aims at investigate what is considered one of the most remarkable traits of development since the mid 20th century, which is to say the mobilisation of tourism as a preferred form of economic development at local, regional and national level. Indeed, many multilateral and governmental organisations have integrated tourism firmly into economic development strategies in recognition of its potential and as a response to particular moments of crisis. Tourism is in fact foremost a form of economic development which has cultural resources at its foundations. However, it is also a form of development that although bound to economic realities is nonetheless a mean by which individuals and societies can access to and gain insight of one another's places and pasts and enhance economic growth. Tourism should be therefore prioritised as an important driver for economic development.

Specifically is increasingly of interest in this study the urban context given that cities are full of history, art, culture and traditions. This huge heritage has always been a main attraction for tourists: this study will move then to investigate institutions, and cultural industries.

Tourism has a critical role to play in facilitating and shaping intercultural dialogue. At a basic level it provides for direct encounters between peoples from different cultures. Culture-oriented tourists are a new, emerging, category of travellers. They live a vacation as a learning experience – an opportunity to discover unexploited resources of an area.

In the Mediterranean basin the cultural heritage is enormous and therefore there is a huge potential market. The Mediterranean culture is permeating artefacts, traditions, and ways of life of several countries in this basin, creating a wonderful background for mutual understanding and cooperation.

Egypt, for example, has traditionally positioned himself at the elite market by exploiting its cultural heritage, and according to World Tourism Organization, WTO, it will be able to maintain this leadership among MENA countries (Middle East and North Africa).

The specific city chosen in Egypt is Alexandria, that has an atmosphere that is multicultural and its ambience and cultural heritage distance it from the rest of the country. There are many research centres and cultural institutions that make the city a dynamic environment. The new library of Alexandria is a connection link of Egypt heritage and the heritage of the world able to attract researchers from all over the world. The aim of this study is to offer the institutions some practical suggestions for boosting cultural tourism.

¹ Gaetana Trupiano is responsible for page 1 to page 8. Rosa Cipollone is responsible for page 8 to page 11. The conclusions are a collaborative effort. I wish to thank Nicoletta Fontanarosa for data collection.

We therefore investigate this environment to better understand how the tourism sector – and the cultural tourism in particular – can help boost economic growth. Cultural tourism in fact can play a locomotive role for a number of other important industrial sectors: boost GDP, job creation and well-being in general.

Key words: Cultural Tourism, Cultural Capital, Alexandria, Culture Institutions, Economic Development.

INTRODUCTION

Culture is certainly valuable for social cohesion and is fundamental in the processes of economic development; the cultural factor makes the social transformations that occur in the countries of the Southern Mediterranean possible.

A close link exists between tourism, source of knowledge, and culture and tourism in terms of income and employment from an economic point of view. The link between cultural tourism and territory is also important in the analysis of environmental and cultural sustainability.

This paper offers a multidisciplinary approach since it offers the perspectives of an economist (Trupiano) as well as an architect (Cipollone).

Starting from the concept of cultural capital, this paper discuss the links between economy and culture and territory.

This analysis of cultural tourism, with focus on of the Southern Mediterranean countries and specifically the cultural reality of the cosmopolitan metropolis of Alexandria will be examined.

CULTURAL CAPITAL

Cultural capital is constituted by cultural heritage, that is by tangible historical and artistic goods: museums, paintings, sculptures, cultural arts and crafts, buildings, facilities for leisure activities, exhibitions, shows, libraries, archives, archaeological sites, monuments, art cities, historic towns, local produce; intangible cultural capital concerns cultural traditions, music, literature, folklore, etc. (UNESCO 1989)². Therefore, it is the tangible and intangible cultural good that favour economic development and production (Throsby 2001, 2003).

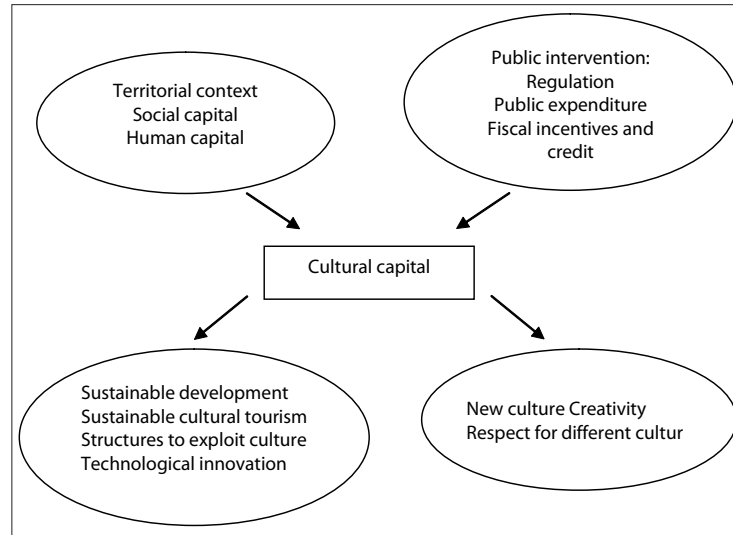
Cultural capital (Diagram 1) is a fundamental tool for the development of a territory; it is influenced by the territorial context, as well as the social and human capital. Social capital, in particular, determines the sense of belonging, integration and cohesion, where cultural capital has effects on territorial development, cultural tourism, and the availability of useful structures that can be used to exploit cultural heritage; it acts as a stimulus for new culture, creativeness, productive innovation and the exploitation of cultural heritage respecting cultural diversity³.

Public intervention plays an important role through regulation, government expenditure, tax incentives and credit, as well as family expenditure.

² *Cultural capital is also defined as activities that increase the cultural value of a good not only economically (Throsby, 2003).*

³ *UNESCO, Universal Declaration on Cultural Diversity, in which it states that cultural diversity is necessary, considering that people have different natures.*

Diagram 1. Cultural capital



Source: Trupiano, 2006, with changes.

ECONOMICS AND CULTURE

Cultural activities seem to have spillover effects and positive economic impacts in employment because such activities are labour-intensive. There are also positive effects on tourism, communications, transport, exports, the increase and distribution of income, and industries linked to the production of culture. Cultural politics is certainly a component of politics in favour of sustainable development⁴ and the growth of new capital.

Culture, together with education and healthcare, is a “merit good” that requires public expenditure as the market, generally, would not be able to produce the desired quantity and quality; for that reason, the concept of “market failure” is used. Some cultural industries, managed by multinationals on a large-scale production, represent exceptions for which a market exists; such companies operate in a competitive context that maximises profits, as happens in other sectors. Some examples are the cinema and music industries and publishing; in regard to the effects of cultural industries on economic development, the role of externalities is considered (Cunnigam, Banks, Potts 2008).

It is necessary, therefore, to include culture in economic development projects especially for local development. In this logic, along with the traditional activities of cultural heritage conservation, it is also important to consider exploitation and use to increase economic growth and cultural tourism.

In regard to the economic aspects, it is necessary to examine the role of the manufacturing industry; companies that work in the restoring of monuments and, in general, those who offer useful commodities and services to the process of exploitation of cultural resources and its users; agriculture; commerce; building; communications; research; publishing; tourism; hotels and restaurants; transport connections, road systems, vehicles, means of transport, electricity supply and the supply of other services, the availability of water, financial and banking services, etc.

It is important to examine the relationship between budgetary expenditure for culture and GDP, the possibility

⁴ Culture is included in the concept sustainable development, along with environmental and social problems.

of fiscal incentives for donations, sponsorship from companies and private investment in culture to allow greater private sector participation, especially supporting small and medium-sized cultural businesses. The role of public-private partnerships have in making investment and financing decisions is important for the strategic choices made in terms of management of areas that have cultural tourism.

CULTURE AND TERRITORY

To identify local economic and potential tourism and search for new formulae, it is necessary to start with an analysis of the potentialities of the territory⁵ and a thorough examination of all its cultural, historic, social and economic resources. The link is territory culture tourism, taking into account that cultural heritage represents the cultural endowments of the territory itself.

An institutional and legislative analysis about environmental and cultural conservation is important in the definition of proposals to establish the strategic objectives. The local and central institutional systems must have a function of directing and promoting the culture-tourism offered within the territory. The private sector: businesses, foundations, associations, the tourism industry must work towards the production and distribution of cultural goods and services.

With an integrated approach would be possible to identify proposals and solutions in a project-based method, which includes the participation of numerous parties, integrating the expertise of the different public administrations and the private operators. It is a complex method, but essential in all advanced and developing realities. The type of management and their effects on the territorial dynamics are just as important.

Sustainable development of the territory is about conservation, the exploitation and use of tangible and intangible cultural heritage, including the traditions of the local population.

The concept of cultural district is introduced in the analysis of territories culturally similar. The themes of the organisation of the territory, networks and the local communities are linked to the idea of cultural district.

CULTURAL TOURISM

Continuous growth of cultural consumption has occurred recently: cities of cultural heritage, museums, historic and archaeological sites, exhibitions, archives, libraries, cultural institutes, etc.

Cultural tourism, exclusively motivated by cultural needs, or in combination with other types of tourism, is a multidisciplinary activity that has effects on the economy and the recovery and exploitation of cultural heritage. The investment in the sector has positive aspects in terms of the multisectoriality in the cultural sector, which favours widespread development.

The evaluation of cultural tourism and tourism as a whole, may be done using the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) (Table 1).

5 Territory is composed of tangible and intangible factors. Amongst the tangible factors there is the environment (geographic position, landscapes, level of pollution, quality and location of cultural heritage). Infrastructures are also important: communications, urban planning, historic buildings, public services, restaurants, structures for cultural activities, roads, transport, information systems, the economy and social and productive structures, level of productivity, entrepreneurs, public funding for production and culture, bank system, redistribution of income, national and international economic and cultural exchanges, education, research centres, universities, etc. Intangible factors are anthropological in nature: awareness and knowledge of culture, folk traditions, relationship dynamics, social climate, evolution in tendencies. (Martelloni et al, 2007).

Cultural and International Tourism

Table 1. Cultural tourism and economy

STRENGTHS	WEAKNESSES
Provides foreign currency	The relationship of capital/jobs is strong
Favours the creation of new infrastructure	The level of fixed costs is high
Creates income and jobs	Inefficiency and incapability of using economy of size
Redistributes income amongst individuals and territories	Only has on-the-job learning
Intensive use of workforce	The workforce used is often of poor quality: mainly operational personnel
The job market offers many jobs at a relatively low cost	The technical and managerial personnel are scarce
Increase in local jobs	The level of education of the workers is generally low
The initial capital needed is not always large	There is a lack of professionalism
The product is composite	The businesses are often family run, small or medium-size
Makes product differentiation possible	The economic benefits do not remain in the country, but they go to foreign companies
Few barriers for the entry of new companies exist	Art cities may have uncontrolled urban expansion
Develops tourism-cultural infrastructure	
Promotes programmes to improve cultural heritage	
OPPORTUNITIES	THREATS
Search for local identity and sharing of cultures	Loss of cultural identity
Opening up towards new cultures and ways of life	Negative environmental and social impact
Protection of the environment and the local culture	Congestion and destruction
Importance of investment in training and education	Poor knowledge of the local social and cultural reality
Need for managerial and administrative know-how	Lack of motivation from the workers who have poor career opportunities
Importance of planning of cultural events	Excess of exploitation
Start-up and expansion of a tourism market	
High domestic and international competition	
Originality of the cultural and local heritage	
Stimulation of the partnership between cultural institutions and private sector	

Tourism and cultural tourism are important in that, amongst other things, they bring in foreign currency, favour direct and indirect employment in the cultural sector and in connected sectors, stimulate the production of the goods, taking into account the needs of the resident population. Cultural tourism should also be considered a point of contact between cultures and individuals.

Obviously, the risks of congestion and destruction should be avoided in favour of sustainable tourism. Cultural sustainability also presents social objectives, for instance the conservation of cultural identity and the participation of local communities.

Cultural tourism is less seasonal compared to other types of tourism (seaside, etc.), spreading the benefits of tourists throughout the year. Cultural tourism is linked to other types of tourism, in a context of diversified motivations, with complimentary and integrative characteristics in respect to other types of tourism: seaside, adventure, etc. From mass tourism as a form of escape, that also affects culture, we move to a type of tourism that strengthens the links between the knowledge of cultural heritage and society as well as the whole culture of the country being visited. The visitor tries to understand the local identity and reality.

It is necessary to outline a profile of the cultural tourist; he/she is a traveller who visits places of cultural interest with the purpose of discovering new information and gaining new experiences to satisfy his/her cultural needs (Bonet 2003).

Cultural tourism deals with the consumption of art, heritage and cultural events; cultural consumers present different characteristics in terms of education, income, occupation and age. To appreciate culture it is necessary to possess cultural competencies and the desire to learn; cultural capital increases with education. Cultural tourists have a greater propensity to spend compared to other types of tourists; other factors are the possibility of travelling and the availability of leisure time.

Demand for tourism, therefore, depends on economic variables like income levels and distribution, leisure time, the cost of the tourism services, exchange rates; the social variables are the age of the subjects, the degree of urbanisation; geographic variables are the climate and the freedom of access. There is composite demand for cultural tourism and this requires entertainment, transport, accommodation, restaurants, commercial services, taking into account the evolution of the tourist industry.

Traditional cultural tourism increases over time: art cities, cultural and archaeological sites, historic homes, museums, galleries, exhibitions, libraries, archives, etc. as well as live shows, events, concerts, etc. Cultural tourism satisfies aesthetic, sociality and free-time needs.

Cultural tourism represents 37% of all trips and is showing a 15% increase per year (World Tourism Organisation, WTO, 2006).

COUNTRIES OF THE SOUTHEM MEDITERRANEAN AND CULTURAL TOURISM

Countries of the Southern Mediterranean, due to their geographical position, have mainly exploited their coastlines for tourism, rather than using their cultural heritage. As in all areas that possess significant cultural heritage, such countries still target cultural tourism with the objective of obtaining greater development. The situation appears dynamic in terms of the economic and social changes in action. The structural changes in the countries of the Southern Mediterranean occur in composite cultural systems, some of which are mature, others need incentives and improvements. Tourism represents one of the main sources of revenue; widespread wellbeing throughout the territory should lead to the financial resources and foreign currency generated by tourism remaining in the country.

Management plans have often been defined based on legislation, accompanied by infrastructure plans at national level (for major infrastructure) and at regional and local level.

According to World Tourist Organisation (WTO) forecasts, Egypt will remain the most important tourist region in the MENA area (Middle East and North Africa). 12% of the workforce is employed in the tourist industry and contributes 22% of foreign currency earnings. The number of travel agencies and tour companies increased to 1,456 in 2006, having more than 194,000 employees.

THE CITY OF ALEXANDRIA

The city of Alexander the Great was founded in 332 B.C. in the area in front of the island of Pharos, between two inlets. It had a large and secure port, having both natural and artificial maritime and river protection. It was founded as a port-city (the eastern port was used until the Arab conquest). The original city occupied a 5 km strip of land between the sea and Lake Maryût, in a Hippodamian grid plan of parallel streets, upon which the Roman and present city now stands. Renewed for the great library that began the tradition of written memory in both literary and scientific fields.

The rebirth of Alexandria, as a city between the east and west, coincided with Egypt's industrialisation and cultural revival at the beginning of the 1800s, thanks to Muhammad Ali Pasha's efforts. White gold, precious Egyptian cotton, which was the result of scientific research and selection that Ali Pasha had

Cultural and International Tourism

requested, was highly sought after all over the world; "Egyptian cotton" became a brand and the use of this cotton spread around the world. After centuries of decadence, Alexandria renewed its image, its *forma urbis*, welcoming European art and science. The new Alexandria still stands in the same place between sea and lake, delta and desert, prepared to recover its famed cosmopolitanism.

Arabs, Copts, Jews, Bedouins and Berbers, Turks and Armenians, Lebanese and Syrians all settled there along with westerners like Greeks, Italians, French and English, preserving customs and idioms. The urban layout designed by the Italian engineer F. Mancini answers all the needs and functions of the new city: construction specifications, western standards in size and functionality. The city has taken on a European look. The architectural styles of the buildings vary widely, ranging from imported classicism and orientalism: neoclassical, palladian, neo-renaissance, neomoresque, Turkish, Venetian neo-gothic, eclectic. The planners, mainly Italians and French, worked on a process of westernisation that would be able to enrich and relate to the environmental and social context introducing new urban spaces and new styles of life with the Grand Place Des Consuls by F. Mancini and the waterfront, the Grand Corniche by P. Avoscani.

The continuous building renewal reinforced the western look of the city with magnificent buildings and wide avenues that stretched to the east of the Ras-et-Tin peninsula, along the sea where the long Corniche is admired, 12 km of sea views punctuated by brick mosques "of the Delta".

The present city is Egypt's second biggest city with 5 million inhabitants, the principal seaport of Egypt, capital of the homonymous governorship, whose coast extends for 70 km east of Abu Qir and west of Sidi Kerir, 10 million inhabitants. There are numerous problems, amongst which great demographic pressure in the outskirts, 1.5 million inhabitants, but it also has great opportunities that are listed in the following SWOT analysis (Table 2).

Table 2. The city of Alexandria

STRENGTHS	WEAKNESSES
The port activities and textile, food, chemical, petrochemical and paper industries	Loss of cultural focal point at international level
The commercial and financial activities	New urban processes of unregulated construction and real-estate speculation
The building of the great library, with its 3 million visitors per year, has had a positive effect on the cultural tourism sector	Heavy buildings taking over the European eighteenth and nineteenth-century centre
The city has not completely lost its cosmopolitan character	Extreme contrast between social classes and Lack of basic services
The refounding of the library has already led to redevelopment of the nearby neighbourhoods and the restoration of important national heritage monuments	The city centre is like a simulacrum of the past
Foreign cultural centres in Alexandria, the Anna Lindh Foundation, Centre Francais, the British Council, the Goethe Institute, the American Centre in Alexandria, as well as the Russian, Greek, Spanish, Swedish and the Italian centre ANPIE	Few cultural events of international prominence
	Ramleh, the middle-class garden city, is being threatened by blocks of flats with high population density
	Overdevelopment along the coast of Alexandria in parallel with urban sprawl, and damage to the landscape as well as environmental pollution
	Demolition of the San Stefano Hotel on the Corniche and the widening of the road to make 5 lanes up to the real estate of Montazath

OPPORTUNITY	THREATS
Revitalisation of the city centre. The new cultural life around the new Bibliotheca Alexandrina, the library of the Mediterranean World, with a capacity of about 5 million volumes, with the Workshop Centre and the Egyptian Association for B.A Friends	Today the administration is more interested only in the seafront
The development of the East Port, an avant-garde project for the waterfront with its value in terms of territorial and cultural development, economic and productive	The negative environmental of the coast and lake, of the ground, water and air
The expansion of the port with modernisation and improvement of the urban and extra-urban transport services, a suburban underground to the west, creation of a new underground station, Cairo Station	The development of large business centres, shopping malls, and leisure facilities in the outskirts to the east and south
The start of an archaeological excavation campaign in the urban area	Alex West, three new mixed residential areas, on the north bank of Lake Maryut, 23 km from the centre, on land reclaimed from the lake
Alexandria has been named capital of Arab tourism for 2010	The overdevelopment of tourism, Porto Marina Resort on the coast above El Alamein, spreading for 20 km into the desert
The restoration and expansion of the El Dekehila port	
The free zones linked to the port and relative industrialisation systems	
The development of the road and railway networks for greater ease of access and traffic flow	
The planning of the high-speed Cairo-Alexandria train	
The project for a new airport 43 km from Alexandria	

From analysis of history and actual status of the City, we note that the intangible good “Literary Topos” overlooking totally the real status of heritage of the ancient city, and becomes the “best practice” of transmission of the memory of all the past and future epoch. Therefore it is necessary to renew the ancient role of Alexandria as a centre of international attraction. To this result, the evolved cultural district is the most eligible to take account of both intangible and tangible goods, whose first objectives are:

1. renewing the old role of Alexandria as an international attraction with two international awards, scientific and literary, and implementing commercial and production Free Zones through scientific research between Universities and the Alexandrian library for transferring value added to goods coming from Suez Canal;
2. the requalification and restoration of the old city, historical centre’s mosaic in all its quarters.

CONCLUSIONS

Cultural tourism is an important tool that favours economic and cultural development, but the need to protect cultural heritage linked to the local community must be considered: integrated tourism. In general, the critical points for sustainable development of cultural tourism in the territory may be considered as the dearth of information about the artistic and cultural goods and events, the inadequate policies for marketing and management of the cultural resources, the transport and infrastructures which are often insufficient, the difficulties in reaching cultural centres, the scarce reception structures, the poor competitiveness of the products in terms of quality-price. The linguistic and cultural barriers, overcrowding and congestion, as well as the “question of urban decay” are also significant. There is often poor communication between the public and private sectors, a shortage of government funding and expenditure in cultural and artistic activity, and sponsorship from business and private donations.

Cultural and International Tourism

Special attention must be given to the needs of cultural tourism in every phase: information, the planning of trips, reception, accommodation, catering, attractions, events, the offer of local products, etc.

New technologies, new markets and destinations, products and diversified services exist.

Public expenditure should increase in the binomial culture-tourism for the development of adequate strategies to interest cultural tourists and operators in the sector, considering not only the economic effects of cultural tourism. The role of public policy making to favour cultural tourism is therefore fundamental, cultural tourism has a significant economic role, as it may be a substantial source of income and development for the local economy.

Tourism and cultural tourism are often both fragmented so public intervention must support them by assisting entrepreneurs and projects in the tourism sector, maximising the benefits for the host community, regulating activities, protecting the environment and landscape from overexploitation, promoting the restoration and conservation of cultural heritage, avoiding excessive marketing and the falsification of works and cultural traditions, building infrastructures for cultural tourism, guaranteeing tax and credit incentives, facilitating marketing and training programmes, investing in innovation and financing of companies that work in tourism, facilitating public-private partnerships, favouring the promotion and reception services through the collaboration of agencies, associations, etc.

In the countries of the Mediterranean, in particular, the promotion of economic development is concentrated in supporting innovation and research into the process of local development, in creating synergies between the countries of the Mediterranean and in strengthening the territorial planning strategies at all levels of decision making, thus improving the process of management at local level. The management has to be flexible and decentralised.

The conservation of natural and cultural heritage, the promotion of cultural dialogue that supports the exchange, formation and professional development of the young and every form of dialogue between communities is also important for true relational tourism. Cultural traveller and residents, for the relationship between cultures, integrated with the territory and its resources with the aim of sustainable economic development. Such a tool of cultural, social and economic enrichment is necessary to favour the mobility of people, as well as of commodities and capital.

The development of cultural districts creates synergies between the countries of the Mediterranean.

Alexandria, in particular, can certainly be considered a potential cultural urban district; the city still has the idea of being the intellectual capital of the Southern Mediterranean with the memory of its ancient library and its modern cultural reality. Culture has been and is still able to integrate and complement the economic and social problems of growth and unemployment, the development of historic heritage in regard to sustainable development of cultural tourism, the training and heightening of awareness of the urban community in terms of redressing the environmental and landscape equilibrium; in the case of Alexandria's shoreline, productive areas, infrastructures and the redevelopment of the outskirts.

"Evolved" cultural district especially applies to the valorization and redevelopment of city centres and the cities full of arts; distinctive symbolic elements attract further economic and productive resources in a complex territorial system in which the relationships that are established between economy, society, and territory, are able to stimulate growth and development.

The model that has been identified takes into account the fundamental role that culture has in the present situation of metropolises, increasing their competitive edge at both international and national level, correlating and integrating the different production chains in manufacturing, training and cultural sectors, improving quality of life and innovative economic activities, involving the various social components (the city's cosmopolitan communities) in specialised cultural proposals for the territory. In particular, the local government and the various components of society must be involved: public administration, schools, universities, business, cultural operators, libraries, associations and study centres.

Such a system, promoting scientific and technological innovation, acts as a draw for new resources for the

cultural production, providing support for the innovative forms of cultural production aimed at the international stage, increasing the quality of life and attracting external resources, promoting social integration. The city nevertheless needs intervention that, considering it an urban cultural district, will increase the value of the identity of tangible and intangible goods, without leaving it, in terms of tourism, more of an optional day trip from Cairo. Alexandria is still an important attraction for cultural tourism today; it may be seen as a point of contact between Europe and Asia.

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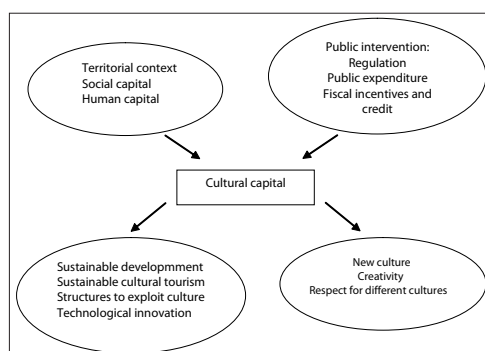
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APPENDIX

Diagram 1. Cultural capital



Source: Trupiano, 2006, with changes.

Table 1. Cultural tourism and economy

STRENGTHS	WEAKNESSES
Provides foreign currency	The relationship of capital/jobs is strong
Favours the creation of new infrastructure	The level of fixed costs is high
Creates income and jobs	Inefficiency and incapability of using economy of size
Redistributes income amongst individuals and territories	Only has on-the-job learning
Intensive use of workforce	The workforce used is often of poor quality: mainly operational personnel
The job market offers many jobs at a relatively low cost	The technical and managerial personnel are scarce
Increase in local jobs	The level of education of the workers is generally low

Cultural and International Tourism

The initial capital needed is not always large	There is a lack of professionalism
The product is composite	The businesses are often family run, small or medium-size
Makes product differentiation possible	The economic benefits do not remain in the country, but they go to foreign companies
Few barriers for the entry of new companies exist	Art cities may have uncontrolled urban expansion
Develops tourism-cultural infrastructure	
Promotes programmes to improve cultural heritage	
OPPORTUNITIES	THREATS
Search for local identity and sharing of cultures	Loss of cultural identity
Opening up towards new cultures and ways of life	Negative environmental and social impact
Protection of the environment and the local culture	Congestion and destruction
Importance of investment in training and education	Poor knowledge of the local social and cultural reality
Need for managerial and administrative know-how	Lack of motivation from the workers who have poor career opportunities
Importance of planning of cultural events	Excess of exploitation
Start-up and expansion of a tourism market	
High domestic and international competition	
Originality of the cultural and local heritage	
Stimulation of the partnership between cultural institutions and private sector	

Table 2. The city of Alexandria

STRENGTHS	WEAKNESSES
The port activities and textile, food, chemical, petrochemical and paper industries	Loss of cultural focal point at international level
The commercial and financial activities	New urban processes of unregulated construction and real-estate speculation
The building of the great library, with its 3 million visitors per year, has had a positive effect on the cultural tourism sector	Heavy buildings taking over the European eighteenth and nineteenth-century centre
The city has not completely lost its cosmopolitan character	Extreme contrast between social classes and Lack of basic services
The refounding of the library has already led to redevelopment of the nearby neighbourhoods and the restoration of important national heritage monuments	The city centre is like a simulacrum of the past
Foreign cultural centres in Alexandria, the Anna Lindh Foundation, Centre Francais, the British Council, the Goethe Institute, the American Centre in Alexandria, as well as the Russian, Greek, Spanish, Swedish and the Italian centre ANPIE	Few cultural events of international prominence
	Ramleh, the middle-class garden city, is being threatened by blocks of flats with high population density
	Overdevelopment along the coast of Alexandria in parallel with urban sprawl, and damage to the landscape as well as environmental pollution

	Demolition of the San Stefano Hotel on the Corniche and the widening of the road to make 5 lanes up to the real estate of Montazath
OPPORTUNITY	THREATS
Revitalisation of the city centre. The new cultural life around the new Bibliotheca Alexandrina, the library of the Mediterranean World, with a capacity of about 5 million volumes, with the Workshop Centre and the Egyptian Association for B.A Friends	Today the administration is more interested only in the seafront
The development of the East Port, an avant-garde project for the waterfront with its value in terms of territorial and cultural development, economic and productive	The negative environmental of the coast and lake, of the ground, water and air
The expansion of the port with modernisation and improvement of the urban and extra-urban transport services, a suburban underground to the west, creation of a new underground station, Cairo Station	The development of large business centres, shopping malls, and leisure facilities in the outskirts to the east and south
The start of an archaeological excavation campaign in the urban area	Alex West, three new mixed residential areas, on the north bank of Lake Maryut, 23 km from the centre, on land reclaimed from the lake
Alexandria has been named capital of Arab tourism for 2010	The overdevelopment of tourism, Porto Marina Resort on the coast above El Alamein, spreading for 20 km into the desert
The restoration and expansion of the El Dekehila port	
The free zones linked to the port and relative industrialisation systems	
The development of the road and railway networks for greater ease of access and traffic flow	
The planning of the high-speed Cairo-Alexandria train	
The project for a new airport 43 km from Alexandria	

CHANGES IN TOURISM DEMAND BETWEEN VIETNAM AND CHINA

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Abstract

It is increasingly important to measure the changes in demand between markets. Many tourism organizations are attempting to determine who their future competitors are, and which markets are impacting upon their own arrivals market. The Vietnam market seems to be a potential competitor for China. This assumption is based upon the facts that both countries cover similar climate zones, have increasingly similar service standards and have similar attractions, but that Vietnam is emerging and new. A direct comparison of arrival numbers indicates that China arrivals growth is stabilizing and that growth to Vietnam is dynamic. However, it remains unclear that the growth in tourist arrivals to Vietnam is at the expense of China.

Dynamic shift-share analysis can be used to measure competitive changes in arrivals demand.

The method used is relatively simple to calculate and uses data that is generally available for a wide range of markets. In a competitive world market this method is capable of testing the competitive effect between two markets. As such it provides a useful industry tool for the analysis of markets, and in particular the relative significance of competing markets. It can be used over time, and provide a longitudinal tool for the measurement of market change, to evaluate potential market challenges as they develop, and to provide insight into future problems and prospects.

Data on international visitor arrivals are obtained from the Yearbook of Tourism Statistics, Madrid: World Tourism Organization. The regions in this study include Americas, Asia, Australasia, Europe and Others (including Africa and the Middle East). Data are the arrivals by country of residence from abroad, at different periods (1995, 2000 and 2005). In this study we have used shift share analysis to investigate relative changes in tourist arrivals to Vietnam between two periods, 1995-2000 and 2000-2005. The results show over time Vietnam has experienced an increasing growth rate in tourist arrivals from main world regions compared to China.

Key words: Vietnam, China, Tourist Arrivals, Dynamic Shift-Share Analysis, Tourism Trade.

INTRODUCTION

The WTO estimates that in 1950 only 15 countries received about 25 million international tourists, but in 2000 over 70 countries received more than one million tourists per annum. Noticeably China (PRC) is now ranking amongst the top 15 tourism destinations. Tourism is a form of trade whereby arrivals are exports and departures are imports. Because of the huge value of tourism trade worldwide, the balance of trade between any two regions is important in terms of the overall redistribution of wealth.

Currently, tourism is a major source of transferring funds between regions. Hence, the larger the flow, the extent of the balance could change for any region. Also as tourism is the main source of transferring funds from the developed to the underdeveloped countries, and the growth in Asian tourism imports places the region a more favorable position worldwide.

According to the World Tourism Organization (WTO) Panel of Tourism experts, world tourism has grown positively overall in 2004, as travel confidence returned robustly from earlier terror and health threats. The world economy bounced back extraordinarily and experienced the highest growth since 1976, despite all the earlier shocks such as September 11 and SARS. The WTO Madrid Report also shows that in absolute terms international tourist arrivals in 2004 worldwide increased by 69 million (WTO, Madrid 2005). The largest gain was the Southeast Asian countries (over 33 million), nearly half of all new international arrivals. Europe came second with an increase of 16 million new arrivals, followed by the Americas with 11 million. Lower gains were recorded for the Middle East and Africa, with growth of 6 million and 2 million international arrivals respectively. The stabilizing of growth is also supported by the findings of Turner and Witt (2008), whereby it is shown that tourist arrivals into the larger Asia Pacific region was stable at 6% for the period 2004 to 2006.

Growth in arrivals to Vietnam jumped sharply in 2004 to an annual average growth rate of 20.6%. In 2005 this growth was maintained at 18.4% and declined in 2006 to 3.3%. Over the same period, China was already one of the world's most popular tourist destinations. In 2003, the total number of inbound tourists was 91.66 million, which was about ten times of the number in 1980. In the same year, China's ranking for tourism earners of foreign currency was among the world's top five. The WTO has also made a forecast that China's tourism industry will become the world's top tourism leader by 2020. The latest information from China's State Administration of Statistics (<http://www.cnto.org/chinastats.asp>, September 4th 2009), showed the total number of tourist arrivals in 2006 totaled 124.94 million, including 22.21 million foreigners, up by nearly 5% from the same period in 2005.

However, it is not possible to say that growth in Vietnam is at the expense of China (and vice versa) by simply examining arrival numbers. However, this is a significant question because of the huge value of tourism trade worldwide, the balance of trade between these two growth regions is important in terms of the overall redistribution of wealth. Hence, the larger the flow, the extent of the balance could change for any region. As a service industry the main advantage is the high requirement for employment of the local workforce. Consequently, any shifts in market share are potentially very significant for individual countries.

The objective of this study is to determine the directions of the shift share between these two international tourism high-growth neighbouring countries - Vietnam and China; and also the likely medium term balance of tourism trade based upon tourism arrivals expenditure. The implications of the findings will be discussed in relation to the benefits and losses for each country and the methodology is useful for the comparison of other country pairs.

DATA SOURCES AND DEFINITIONS

Data on international visitor arrivals were obtained from the Yearbook of Tourism Statistics (Annuaire des statistiques du tourisme / Anuario de estadísticas del turismo), Madrid: World Tourism Organization. The regions in this study include Americas, Asia, Australasia, Europe and Others (including Africa region and the Middle East). Data are the arrivals by country of residence from abroad, at different periods (1995, 2000 and 2005).

The world regions are defined here along similar lines to WTO definitions:

- Africa - Continental Africa excluding Egypt and Libya.
- Americas - Central North and South Americas.

- Asia - North, South and Southeast Asia including Afghanistan.
- Australasia - Australia and New Zealand.
- Europe - North, South, East and West Europe including Russia and Turkey.
- Middle East - East Mediterranean, Levant, Arab countries including Libya and Egypt, Saudi Arabia and Iran.

Due to lack of data and the small number of arrivals to Vietnam from Africa and the Middle East, these two regions have been grouped together under the category labelled as Africa/Middle East.

SHIFT SHARE METHODOLOGY

Shift share analysis has been chosen to decompose the growth in each region over the time period 1995 to 2000 and then to 2005. This simple descriptive technique is useful for isolating trends in regional performance, and for supplying data to policy makers to interpret changes in the industrial structure of their economies (Wilson and Mei, 1999). Basically, shift share analysis decomposes into three effects: national growth effect known as share effect, industry mix effect, and competitive effect (Barff and Knight, 1988).

Wilson and Mei (1999) also argued that most studies using shift share methods are quite static in the way that they only consider changes at the beginning and the end of the period. This static approach does not take into account the continuous changes in the industry mix effect.

Additionally, the static approach also does not take into account the interaction between the industry mix and the competitive effect. According to Toh, Khan and Lim (2004), the Esteban-Marquillas extension to the shift share approach allows for interaction by adding a fourth effect called the allocation effect into the model. Hence, a dynamic shift approach has been devised to allow for the adjustment of continuous changes in the industry mix component. However, the main criticism of the Esteban-Marquillas extension raised by Stokes (1974) was that this Esteban-Marquillas shift share extension can lose the property of region-to-region additivity, as well as the aggregation-disaggregation symmetry. Stokes' criticism was later disproved by Haynes and Machunda (1987) and this study confirmed that the Esteban-Marquillas shift share extension has an analytical superiority over the traditional shift share formulation.

In this analysis the work of Toh, Khan and Lim (2004) is used (incorporating the Esteban-Marquillas extension) to investigate the net shifts in international arrivals between Vietnam and China from 1995 to 2005 inclusive. In this way the shift share approach measures the change over time to international tourist arrivals to Vietnam, benchmarked against China. This Esteban-Marquillas shift share extension assumes that visitor arrivals growth to Vietnam is due to the area wide effect, country mix effect, competitive effect and allocation effect. The net shift in tourist arrivals for each region is also measured to determine whether Vietnam is competitively superior to its benchmark area of China.

Mathematically, the Esteban-Marquillas shift share extension is expressed as follows:

$$T1AB - T0AB = T0AB (\beta \text{ ALL}) + T0AB (\beta A - \beta \text{ ALL}) + HAB (\gamma AB - \beta A) + (T0AB - HAB) (\gamma AB - \beta A)$$

Where, $T1AB - T0AB$ = Absolute growth of visitor arrivals from region A to Vietnam from the beginning to the end of the period.

$T0AB (\beta \text{ ALL})$ = Area wide effect.

$T0AB (\beta A - \beta \text{ ALL})$ = Country mix effect.

$HAB (\gamma AB - \beta A)$ = Competitive effect.

$(T0AB - HAB) (\gamma AB - \beta A)$ = Allocation effect.

The area wide effect measures the growth effect, and is the product of the visitor arrivals from region A to Vietnam at the beginning of the period multiplied by the growth rate in arrivals from all regions to Vietnam and China collectively.

The country mix effect measures the changing importance over time of any other region A relative to the rest of the originating regions, for the benchmark destination area (which is Vietnam in this case). If the country mix effect is positive, it means that Vietnam is increasingly specializing in attracting visitor arrivals from other originating regions A, since the growth rate from region A is greater than from other regions. The competitive effect measures the performance of Vietnam relative to China, to determine whether Vietnam has a competitive advantage over China in region A. The allocation effect takes into account the interaction between the country mix effect and the competitive effect. This effect determines if Vietnam is specialized in attracting visitors from any other region A relative to China. A full detail of the shift share formula is given in the appendix.

SHIFT SHARE ANALYSIS FOR VIETNAM VERSUS CHINA

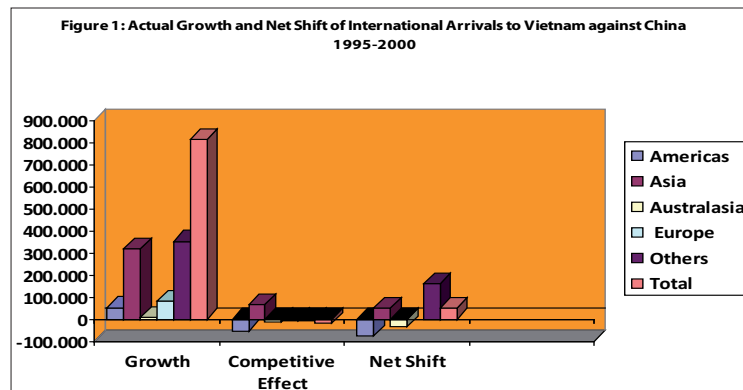
The shift share analysis of growth in international arrivals to Vietnam from 1995-2000 and 2000-2005 is based on four regions, namely: Americas, Asia, Australasia, Europe and Others (including the Africa region and the Middle East). Tables 1 and 2 summarize the actual growth in international tourist arrivals to Vietnam and examine the area wide effect, country mix effect, competitive effect and allocation effect, as well as measuring the net shift in tourism arrivals.

Table 1 shift-share analysis of growth in international arrivals to vietnam, 1995-2000

From	Actual Growth	Area Wide Effect	Net Shift	Country Mix Effect	Competitive Effect	AllocationEffect
Americas	52,623	130,945	-78,322	-8,812	-52,711	-16,799
Asia	319,170	268,632	50,538	8,139	63,928	-21,529
Australasia	9,551	44,245	-34,694	-6,115	-15,641	-12,938
Europe	80,461	132,067	-51,606	-25,250	-6,933	-19,423
Others	352,580	190,736	161,844	203,213	-7,896	-33,473
Total	814,385	766,625	47,760	171,175	-19,253	-104,162

Between 1995 and 2000, tourist arrivals from other Asian countries (not including China) and other regions (such as Africa and the Middle East) to Vietnam recorded a positive net shift (50,538 and 161,844 respectively) compared to China. The Americas, Australasia and Europe are the three main regions for which Vietnam lost ground to China, with negative net shifts of 78,322 Americans, 34,694 Australasian and 51,606 European tourist arrivals (refer to Figure 1).

Cultural and International Tourism

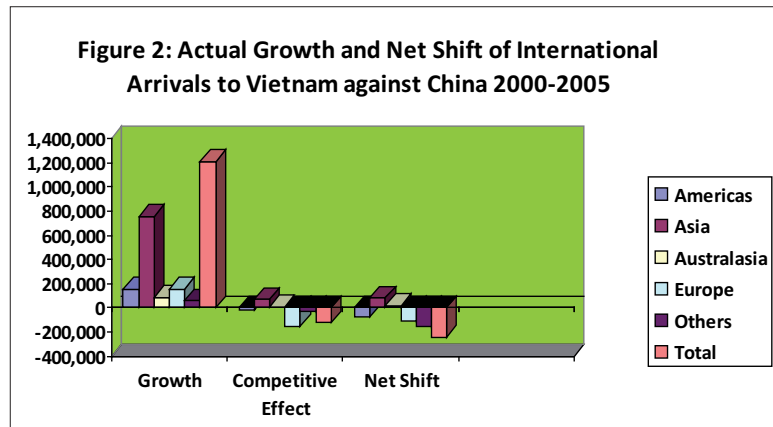


In addition to an overall actual growth, Asia's total arrivals enjoyed a positive overall area wide (or regional effect). This was due largely to the overwhelming Asian arrivals to Vietnam during 1995 and 2000. However, Vietnam recorded a negative country mix effect in Americas, Australasia and Europe regions. This means that Vietnam was decreasingly specializing in attracting tourists from these three regions, because the growth rate from, say the Americas was less than the rest of the originating regions. With the competitive effect, a negative effect of 19,253 tourists confirmed that Vietnam had a competitive disadvantage over China in travel especially from Americas, Australasia, Europe and others. Finally, the allocation effect takes into account the interaction between the country mix effect and competitive effect. Negative allocation effects in all regions mean that Vietnam was not specialized in attracting tourists from these regions, where China had a very good competitive advantage during this period. Table 2 shows that the absolute growth of arrivals from all regions to Vietnam over the period of 2000 to 2005 was 1,208,327 (more than the growth from the 1995 to 2000 period). This growth explains why the area wide effect contributed a total of 1,454,747 tourist arrivals. In comparison to China, there was an overall negative net shift of 246,420 (difference between the actual growth and the area wide effect) and that Vietnam was competitively inferior to China in all regions except for Australasia (refer to Figure 2).

Table 2 shift-share analysis of growth in international arrivals to vietnam, 2000-2005

From	Actual Growth	Area Wide Effect	Net Shift	Country Mix Effect	Competitive Effect	Allocation Effect
Americas	155,297	233,345	-78,048	-53,756	-19,075	-5,217
Asia	754,469	674,778	79,682	22,926	70,353	-13,597
Australasia	85,780	70,906	14,874	8,983	3,602	2,289
Europe	154,602	261,800	-107,198	6,915	-153,758	39,645
Others	58,188	213,918	-155,730	-6,071	-27,265	-122,394
Total	1,208,327	1,454,747	-246,420	-21,003	-126,143	-99,274

It is alarming to note that when comparing the previous period (1995-2000) to the second period (2000-2005), the competitive effect increased from 19,253 to 126,143 (Tables 1 and 2). This implies that Vietnam is increasingly less competitive in attracting tourist arrivals over China especially from the Europe market during this five-year period of 2000-2005. However, it is noted that Vietnam gained more ground in competition for tourists from the Americas over the same period.



CONCLUSION

In this study shift share analysis is used to investigate relative changes in tourist arrivals to Vietnam between two periods, 1995-2000 and 2000-2005. The results show over time Vietnam has experienced an increasing growth rate in tourist arrivals from main world regions compared to China.

Vietnam's positive net shift during the five-year period of 1995-2000 implies that Vietnam has been superior to China in attracting international tourists with respect to Asia, Africa and the Middle East. In the same period, in relation to the competitive effect, Vietnam has increasingly specialized in arrivals from Asia, and has experienced a competitive advantage in the Asia region over China. However, for tourist arrivals from other western regions such as the Americas, Australasia and Europe, Vietnam have been increasingly inferior to China. Between 2000 and 2005, in comparison to China, there is a negative net shift of 246,420 (difference between the actual growth and the area wide effect) and that Vietnam was competitively inferior to China in all regions except Asia and Australasia.

Consequently, there is substance in the argument that Vietnam is emerging as a major competitor for China. However, this is currently constrained by local international flows. Should more local country flow shift in the near future, possibly prompted by increasing discount air travel in the region, Vietnam could very seriously impact upon tourist arrivals growth in China.

Finally, it is noted that the shift share arrivals do not reflect expenditure. To some extent this is known for some individual countries. For example, Australia ranks about 18th in the number of tourist arrivals worldwide but about 7th in tourism receipts. It is assumed here that the aggregation of nations into regions overcomes odd expenditure patterns. Hence, further research may also be possible to examine a similar data pattern based upon receipts as opposed to tourist arrival numbers, to more closely examine the question of the balance of trade, and the capacity of tourism growth to provide a degree of export advantage to these developed regions.

APPENDIX

SHIFT-SHARE FORMULATION

$$T1AB - T0AB = T0AB (\beta \text{ ALL}) + T0AB (\beta A - \beta \text{ ALL}) + HAB (\gamma AB - \beta A) + (T0AB - HAB) (\gamma AB - \beta A)$$

Where:

$T0AB (\beta \text{ ALL})$ = Area Wide Effect

$T0AB (\beta A - \beta \text{ ALL})$ = Country Mix Effect

$HAB (\gamma AB - \beta A)$ = Competitive Effect

$(T0AB - HAB) (\gamma AB - \beta A)$ = Allocation Effect

γAB = growth rate in tourist arrivals from region A to destination B

$\beta \text{ ALL}$ = growth rate in tourist arrivals from all regions to the benchmark area

βA = growth rate in tourist arrivals from region A to the benchmark area

HAB = expected tourist arrivals from region A to destination B

The terms in the equations are defined as:

$T1AB$ = tourist arrivals from region A to destination B at t1 (end of the period)

$T0AB$ = tourist arrivals from region A to destination B at t0 (beginning of the period)

$T0B$ = tourist arrivals from all regions to destination B at t0

$T0A\text{-AREA}$ = tourist arrivals from region A to the benchmark area at t0

$T1 A\text{-AREA}$ = tourist arrivals from region A to the benchmark area at t1

$T0AREA$ = tourist arrivals from all regions to the benchmark area at t0

$T1AREA$ = tourist arrivals from all regions to the benchmark area at t1

Note: In this context, region A refers to the origin region excluding Vietnam and China. Benchmark area refers to both Vietnam and China collectively. Destination B refers to Vietnam.

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ECOTOURISM: A NEW TYPOLOGY OF TOURISM. CHARACTERISTICS AND POTENTIALITY OF DEVELOPMENT IN ITALY

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Abstract

This research focus attention, at first on the ideologies of ecotourism that has become one of the fastest growing sectors of the tourism industry, with a growing annually by 10-15% worldwide.. The ideology of ecotourism advocates a style of life that postpones to two current historians of experiential and existential tourism; the importance of the return to the nature, that gives us insight into our impacts as human beings and also a greater appreciation of our own natural habitat, or better of the authenticity of human existence.

In this moment, ecotourism market shows the following elements:

1. A segment in rapid growth. The World Tourism Organization (WTO) esteems that ecotourism represents the 2-4% of the whole world tourist market and since 1990 showed an annual growth around 20% in the international tourism markets (The International Ecotourism Society, www.ecotourism.org).
2. In many Developing Countries with a consolidated ecotouristc industry, the segment has seen a strong growth of the number of visitors accompanied by an increase of the revenue produced by these last ones.
3. Many Developing Countries, with tropical virgins ecosystems, uncontaminated beaches, archaeological rests, want to strengthen this market of niche and many Countries that are investing in the ecotourism as means to attract foreign capitals with the purpose to relaunch their economic development.
4. In the moment in which local communities have acquired the awareness of the economic benefits of the ecotourism, they are motivated to protect their natural resources and to adopt the due behaviors (the motto is: "Wildlife pays so wildlife stays") .
5. Ecotourism constitutes a valid element of push to the formation and environmental guardianship and interpretation of the nature. It is strongly directed to the preservation and guardianship of the protected areas and it needs public and private funds to such end.

One of the peculiarities of ecotourism is to be able of leaving in the local economies up to the 95% of the sustained tourist expense, contrarily from what happens to the other typologies of tourism organized, in which 80% of the expenses sustained by the tourist are distributed among companies, hotel and other tourist operators (Honey, TIES, 2004).

In the second part of the search the Italian ecotourism market is analyzed, in the prevailing form of tourism nature. Ecotourism in Italy is remarkable with the ability of annual growth, that reaches 20%, while the annual growth of the traditional tourism is equal to 3,4%. Particularly, the frequenters are underlined, the typology of their titles of study, their distribution for receptive structures, the origin, the preferred activities, etc..

Besides it is underlined, that the possibilities of growing, of the Italian ecotouristc offer, are very elevated and with a series of opportunity, nevertheless some points of weakness and threats have been perceived. Insofar it needs to intervene with timeliness for an enjoyable offer, that makes system to reach in an organic form the market with clear formality, in information and transparency in a relationship quality/price, otherwise the tourist flows will be addressed toward destinations, that in great measure, they will have satisfied such conditions.

In conclusion, this contribute wants:

- a) To spread the values of ecotourism, giving a recognizable economic value to the nature without destroying it.
- b) To develop a tourism that strengthens the protection of the nature and the culture, that creates less environmental impacts.
- c) To give some possibilities to refine the tourism of traditional nature.
- d) To address local authorities and private operators of this sector and to underline the most emergent problems in Italian market in comparison to the other markets.

Key words: Ecotourism Nature Tourism Experiential Tourism

INTRODUCTION

The objective of this research is to explore the methodologies that define the phenomenon of ecotourism, in strong expansion at the beginning of the 21st century in the world and its current and potential development in Italy from the point of view of the demand and of offer. In the first part, indeed, it analyses ideologies of Ecotourism, which supports a lifestyle that refers to two next historical tourism experiential and existential; the importance of a return to nature and the authenticity of human existence.

Ecotourism is rooted in the profession of faith for attention to the nature and for the conservation and the subordination to it by man.

Eco-tourism, is a type of tourism practiced in natural areas relatively unimpeded, with the main purpose of studying and observing them. Ecotourism is a market, which in recent years has had a very sustained trend of growth; it is linked to the nature, in the context of which has shown signs of growth not at all negligible in relation to the new needs of the tourist, who wishes to avoid crowded places, to abandon the traditional stereotypes of tourism and give freedom to own instinct living more closely nature.

In summary this contribute wants to disseminate the values of ecotourism, developing a tourism that reinforces the protection of nature and culture, creating less environmental impacts and to highlight the most emerging issues in Italian market ecotourism compared with other markets.

ECOTOURISM IDEOLOGIES

The dizzying growth of tourism in general has, for some time, opened a debate for a process of revision of tourism development based on the principles of sustainability. It is this the sense of the United Nations that proclaimed the 2002 International Year of Ecotourism. in Quebec (Canada). The declaration of Quebec and the international discussions have reiterated growing importance of the development of models and sustainable practices in tourism; in particular ecological tourism has advocated to be effective in the well-being, the health of body and spirit and of the environment and also to develop and alleviate the poverty of the countries of South of the world. The declaration of Quebec contains a wide boards of interests for one subject of growing importance not only as a sector of considerable potential for economic development, but also as a powerful instrument for the conservation of the natural environment provided that it is properly managed. The ecological tourism in this perspective is characterized by some distinctive features: 1) It aims to the promotion of sustainable development of the tourism sector; 2) it does not determine the degradation or depletion of resources; 3) it focuses attention on the intrinsic value of natural resources in response to a philosophy that more *biocentrica* than anthropocentric; 4) it requires the ecotourist to accept the environment in its reality without expecting to change or adapt it to its at his convenience; 5) it is based on direct meeting with the environment and is based on a direct cognitive dimension (Tuohino, Hynonen, 2001).

Ecotourism has become the typology of the fastest growing in the sector of the tourism industry, growing annually by 10-15 worldwide (Miller, 2007).

Ecotourism focuses on experiences in natural areas, promoting preservation, appreciation and understanding of environmental and cultural. According to the Australian Ecotourism Association: "Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding appreciation and conservation".

One definition of ecotourism is more shared by the International Ecotourism Society (TIES, 1990) which states: Ecotourism is responsible travel to natural areas that conserves the environmental and improves the well-being of local people. In this definition, ecotourism has a strong program and also describes a set of desired results, concerning: a) environmental and socio-cultural compatibility as a fundamental condition; b) the contribution of benefits to the environment protection projects and for local people (participation, creation and wide distribution of income); c) an increase in environmental awareness and greater acceptance of nature conservation as land use and adequate pay.

The Ecotourism Association Italy, Italian referent of the International Ecotourism Society, proposes a definition expressed in the following terms: a responsible way to travel in natural areas, preserving the environment in which the local host community is directly involved in its development and management of the destination and where the largest part of the benefits stay within the communities.

Ecotourism (or ecological tourism) is travel pristine and usually in protected areas that strive to be low environment impact. It provides funds for conservation and for the economic development of local communities. Furthermore, it fosters respect for different cultures and for human rights (Honey, 2008). The various definitions of ecotourism want to open up new perspectives of life, which are measured with visible behaviors of the subjects, with a set of continuous practices to improve the environment, based on four principles that are: 1) minimal environmental impact; 2) maximum respect for the host culture, 3) substantial socioeconomic benefits to local populations, 4) maximum benefit for leisure guests. It is a philosophy of the vacation traveler who lives for non-consumerism, but to discover and understand their most authentic places, people, with their heritage and traditions.

At present, the ecotourism market shows the following elements:

1. A fast-growing segment. The World Tourism Organization (WTO) estimates that ecotourism accounts for 2-4% of world tourism market and a potential annual growth of 10-12%.
2. In many developing countries with well-established ecotourism industry, the segment has seen strong growth in visitor numbers accompanied by an increase in revenues generated by them.
3. Many developing countries with tropical ecosystems virgin, pristine beaches, archaeological remains will be to develop a niche market and many countries are investing in ecotourism as a means to attract foreign capital to boost their economic development.
4. When the communities have become aware the economic benefits of ecotourism, they are motivated to protect their natural resources and to take the necessary behavior (that is the motto: If Wildlife you pay so wildlife stays).
5. Eco-tourism is an important element of training and environmental protection and interpretation of nature. It is strongly oriented to the preservation and protection of sheltered areas and requires public and private funds for this purpose.

One of the features of ecotourism is to be able to leave the local economy up to 95% of tourism expenditure supported, unlikeliness from what happens in other types of tourism organizations, where 80% of expenditure by tourists is distributed between airlines, hotels and other tour operators (Honey, TIES, 2004).

The principles and practices of Ecotourism are:

1. to minimize negative environmental and social impacts in the destinations;
2. to build environmental and cultural awareness and respect;
3. to provide positive experiences for both visitors and hosts;

4. to provide direct financial benefits for conservation ;
5. to provide financial benefits and empowerment for local people;
6. to raise sensitivity to host countries' political, environmental, and social climate;
7. to reduce CO₂ footprint.

Further Ecotourism Definitions

We may have come across some of the following terms that closely related to ecotourism :

Agri-tourism

This type of tourism is gathering strong support from small communities as rural people have realized the benefits of sustainable development brought about by similar forms of "green tourism". Visitors have the opportunity to work in the fields alongside real farmers and wade knee-deep in the sea with fishermen hauling in their nets.

Nature Tourism

This interlinks with ecotourism however it is concentrated more on enjoying and respecting the wildlife and the environment without the educational element present in ecotourism.

Responsible Travel

Responsible travel was launched in 2001, in Brighton (England) for travellers, who want more real and authentic holidays, that also benefit environment and local people.

This concept is the same as with ecotourism as tourists and businesses alike are expected to act responsibly in regards to the environment and local people of the destination. It focuses on the responsibility of the traveler to consider any possible negative impacts caused by their presence.

ECOTOURISM AND SUSTAINABLE TOURISM

The philosophy that should characterize ecotourism is to minimize, and if it possible to avoid any negative impact on the area visited; to contribute to the conservation of natural areas and sustainable development of the whole area and local communities, and ultimately, to create widespread awareness for environmental protection among the indigenous population and for tourists. In essence, rather than a concept or a definition, it is an aspiration. Ecotourism holidays disdain too typical, and standardized, thus favoring the development of local economies present in protected areas in general and it puts a strong brake on the depopulation of mountainous areas.

Turning to the concept of sustainable tourism, it is shown that it expresses the plan to ensure the profitability of a tourist resort in the longer term, with the goal of ecological, socio-cultural and economic life compatibility. Tourism activities generate costs and benefits, through their relationships with local resources (Di Paolo 2004). What it is necessary, it is that there is a positive balance divided equally between the users of today and tomorrow, according to the inter time approach. Sustainable tourism means to make tourism in a way in which is on a long term the basis ecologically bearable, economically viable and ethically and socially fair and justified (Boccella, Pazienza, Rinaldi 2008).

It follows that ecotourism and sustainable tourism are not the same thing. Ecotourism refers to a segment of the tourism industry, instead of sustainable tourism refers to the sustainability criteria to be applied to all forms and tourist activities. Indeed, all tourism activities, whatever their motivations are - vacations, business conferences, congresses or fairs, health, adventure and ecotourism course - must be sustainable.

Sustainability in tourism relates at all services, infrastructure, management and planning that must meet the criteria of environmental, social, cultural and economic sustainability (Di Paolo 2004).

Ecotourism is a type of tourism that focuses on experiences in natural areas, promoting preservation, appreciation and environmental and cultural understanding.

The concept of eco-tourism contains tourist, searching situations, places where man has made few or no changes and that during the "consumption" of the tourist experience, he is fulfilled by the feeling of experiencing unique and unforgettable. His attitude towards environment is effectively aimed at its preservation, in the awareness of the issues and dangers placed on it.

Finally, in general, the reasons that differ ecotourists from tourists can be represented as follows:

- uncrowded location;
- rich areas of wilderness remote;
- to know the nature and animal life (feel the sensation of living in close contact with nature);
- to learn about the natives and their cultures;
- to feel the spirit of the community (making new life experiences, especially if it is city people)
- to see and observe plants and animals
- physical challenges (runner tourist, trekking, canoeing, river rafting, tree climbing).

ECOTOURISM IN ITALY

According to the definitions specified above, eco-tourism in Italy is: a) tourism nature, namely observation, appreciation and conservation of nature; b) tourism of nature protection and welfare of local populations.

Eco-tourism as nature tourism has as main reasons to consider the holiday as opportunities to observe and enjoy nature and traditional culture, namely to tune with nature and local community.

In ecotourism as a second approach there is a mindset, an attitude, an act of operators and users to respect nature as a necessary condition to ensure over time the profitability of tourism and the community from tourism itself.

In Italy the first approach prevails.

Eco-tourism in Italy seen as nature tourism represents about 20% of the tourist market of arrivals, but it is important that the ability of annual growth up to 20%, while the annual growth rate of traditional tourism is equal to 3,2%. In Italy we show a large number of small players (associations, agencies, NGOs) who are engaging in ecotourism both as promoters of outgoing than incoming. In Italy there is a spirit of ecotourism, especially in parks, farm and tourism school (5° Rapporto Ecotur, 2007).

DEMAND ON ECOTOURISM

On the segments most representative of ecotourism on the basis of analysis by the Italian tour operators, who operate on this type of travel, we encounter an absolute uniqueness in identifying "Parks and protected areas." The other segments are agri-tourism, rural tourism, mountain, sea and marine reserves and lake tourism.

Regarding agri-tourism, it is not just a form of accommodation facilities: it represents the need to escape from the stressful life of the city and places standardized and standardized holiday, with a contact with nature and the outdoors, the desire for healthy and genuine eating and curiosity about our country roots (Leoni, Morelli, (2006)).

Regarding the preferred ecotourism activities, mainly Italian, on holiday in parks and protected areas, we collect sport for 54%, including hiking, which is practiced in the mountains, trekking mountain - bike, cross country skiing, horseback riding, canoeing, and climbing. Then there is relax with 24.3%. Furthermore, there is the rediscovery of ancient traditions for 12% and to follow the traditional recipes of the gastronomy for 10%. Finally, it notes the interest in history, culture, nature museums, etc.. included in

the category "others" that are recording a value of 4.4% in 2006 (5° Rapporto Ecotur, 2007). Instead of, with reference to expectations, the first exposed itself recognizes in the "living contact with nature," followed by "frequenting places not crowded," "sports and outdoor activities," the "desire for freedom," the possibility to benefit of "reasonably prices".

Regarding the target on nature tourism, it is noted that the age group that most requires it, it is between 31 and 60, years, which reaches 50%, followed by a large distance range from 16 to 0 years, reaching 22%. Followed by over 60, which are 15% and finally there's the band " up to 15 years, which represents 13%. (6° Rapporto Ecotur, 2008).

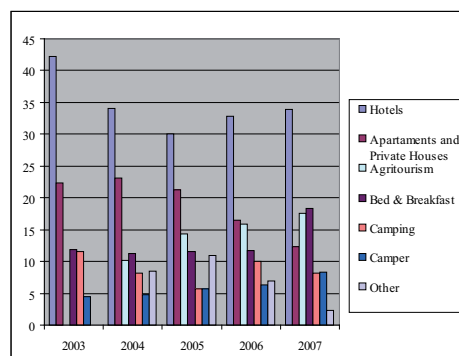
According to the survey conducted among national tour operators, who sell in their catalogs nature tourism, it has been observed in years 2005-2006 that the "youth" are those that registered the largest index of preference (39.9%), followed by "families" (37.4%) and from "over65", fell from 24.7% to 22.7%, confirming once again that nature tourism is wanted by all the people.

With reference to the level of education possessed, purchasers of nature tourism have a high school leaving certificate (diploma) in 46% of cases, a degree in 37.2% and 16.8% have elementary and junior secondary-school leaving certificate. Percentages, that in last years represent a slight change of address: graduates decrease and the number of those who have lower levels of education grow, dispelling the belief that nature tourism is a type of elite.

COLLECTIVE TOURIST ACCOMMODATION ESTABLISHMENTS USED BY ECOTOURIST. ORIGIN AND AVERAGE OVERNIGHT STAYS

Interesting are the data on the accommodation facilities used by nature tourists. Hotels and pensions are, in 2007, the favorite solutions with 33.9%, a slight increase over 2006, followed by the Bed & Breakfast that show a remarkable growth compared to previous years (it was 11.7% the level reached in 2006) reaching 18.3%. Even the farmhouses marked a steady growth reaching 17.6%. At considerable distance below the apartments/ houses, 12.4%, considerably lower than 2005 (21.6%), Finally, the campsites follow with 9.2% in 2007 and remained constant with 2006, the camper with 6, 3% and the voice "other" which value in 2007 was 2.3%, much lower level than 2006, equivalent to 8%. (it includes guest houses, lodges, hostels, boarding schools, educational centres, etc.) (Figure 2).

Figure 2 Accommodation facilities utilized by ecotourists from 2003 to 2007. (per cent values)



Regarding the origin of ecotourists, the survey shows that they come predominantly from the region with 46.1% in 2007. It is a value tending to decrease compared to previous years. Ecotourists of national origin are 36.1%, those ones of European origin make up about 13.8%, and the rest of the world, 4%. (6° Rapporto Ecotur 2008).

With regard to the length of stay permanence of ecotourism in Parks and Protected Areas are found the following characteristics. In protected areas exists the phenomenon off, that is not staying overnight, which is the category most frequently with 40.1% in 2007, it is followed that one with "1 Day" with 12.1%, and that one of the weekend with 17% and even that one of the "3 days" with 9.6% and from "1 week" with 13.8%, and finally, that one with "more than a week" with 7.3%. This diversity of results derives from the fact that tourists of the national parks come far away compared to the tourists of regional parks and other protected areas. Often they come from European countries and from countries outside Europe who are staying for a longer time.

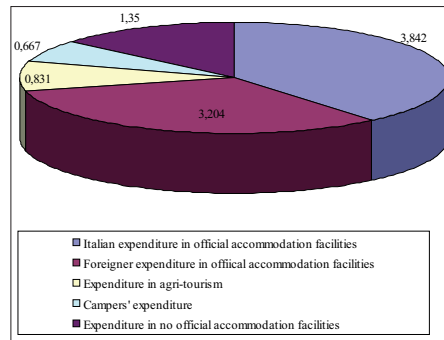
OVERNIGHT STAYS IN ACCOMMODATION FACILITIES AND COMPOSITION OF THE EXPENDITURE ON ECOTOURISM.

Italian Ecotourism (tourism nature) takes place primarily in national and regional parks and protected areas. The overnight stays of eco tourists in accommodation facilities in national and regional official parks (there are included 23 national parks and 139 regional parks) are recognized by the Italian National Institute of Statistics (ISTAT), while in protected areas different from parks attendances are not recorded by ISTAT and they are estimated using appropriate procedures. The overnight stays in the hotels in 2007 totaled 59,593,788 and those ones of complementary accommodation facilities to 27,682,966, resulting in 87,276,754 (with an average night stays of 4.48 days). Adding an estimate of overnight stays in the accommodation facilities in protected areas unlike from national and regional parks that can be quantified in 8,640,399 night stays in 2007, we have determined 95,917,153 of overnight stays in total in the official resort accommodations of protected areas in general, which we may divide, after having weighted on the basis of official night stays recorded in national and regional parks, Italian overnight stays 59.756386 (62.3%) and 36,160,767 of foreign night stays (37.7%). Compared to 2006, the composition of official overnight stays in hospitality establishments protected areas of Italians than foreigners was in line with the previous year.

For a quantitative dimension of the expenditure of Italian ecotourism (nature tourism), we consider the daily per capita household expenditure for 2007 that is € 64.3 (the value was determined on the basis of national index consumer prices for expenditure chapter "accommodation services and refreshments" and for the foreigner ecotourism is considered the daily expenditure of 88.61 euros (estimates UIC).

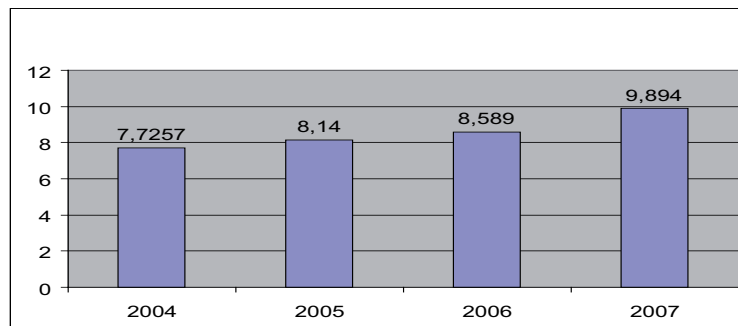
Expenditure for the national component in the accommodation facilities totaled 3,842.335.619 billion in 2007, while expenditure for foreign component in the official accommodation is 3.204 billions of euros. Sales in the farm sector amounts to 831 millions of euros: Campers' expenditure amount to 667 million of euros. Finally, we must add the expenditure of Italian night stays amounted to 7,116,614 and foreign 12.905933 in the exercises not officially classified, based on a parameter 19.16% of the night stays in official hospitality establishments (6° Rapporto Ecotur 2008) which total is 1,350 billion of euros (Figure 3).

Figure 3 Composition of the expenditure on nature tourism in 2007 (absolute values in billions of euro)



The overnight stays above specified, on the basis of previous calculations, have generated a total expenditure of 9,894 billion of euros, up by 0.49% compared to 2006 (Figure 4) as to say that nature tourism is alone over 10% of total expenditure of Italian tourism. The decreasing performance in growth between 2006 and 2007, it has been due to the persistent and deep economic crisis involving not only Italy but the world-wide, determining a lot of changes in people's behavior, that has have a remarkable continuity in 2008. by financial crises in the world. Referring to the analysis for 2009, a light increasing of nature tourism expenditure is expected.

Figure 4 Expenditures on ecotourism in Italia (in billions of euro)



OFFERING ECOTOURISM IN ITALY: A SWOT ANALYSIS

Ecotourism (nature tourism) in Italy, is a rapidly changing and expanding segment and represents an important opportunity for tourism development.

The SWOT analysis made of incoming international markets is a useful tool to detect the product ecotourism (nature tourism) in Italy's strengths consist of a wide range that has many possibilities to combine with all other types of tourism, but at also revealed issues that do not allow to take him to the stage of take off. Indeed, a survey carried out in other major markets of incoming international highlights for Italy's strengths and opportunities, but also problems that are represented by periods of weakness and threats summarized in Schedule 1 below (ENIT - Agenzia Nazionale Italiana del Turismo):

Scheme 1 Swot Analysis of ecotourism (nature tourism) in Italy on international markets

Strengths	Weaknesses
Diversified and unique natural heritage	Lack of unified promotion and marketing
Nature tourism integrated with other tourism and in particular with the cultural	Crisis and informational material, specific guidance
Mild climate and pleasant	Uncompetitive prices and value for quality/price unsatisfactory
Growing interest in the environment and contact with nature	Lack packages All Inclusive
Food and wine pairing with	Mobility difficulties in the territory
Easy to reach Italy by neighboring European countries	
Growing interest of the actors for nature tourism (ecotourism)	
Opportunities	Threats
Growing interest in the environment and contact with nature	Offers at attractive prices in other destinations
A growing search of well-being	Growing research interest throw destinations of Eastern European and non European (Korea, China)
Low cost flights throw smaller towns growing	Internet use for many competitive offerings and marketing
Websites promoting	Negative news on environment and ecology in Italy
Expansion of tourism for the elderly	
Opportunity to exploit the protected marine park	
Growing demand for alternative accommodation (farm holidays, B&B)	
Growing interest for operators for nature tourism (ecotourism)	

There are several initiatives that can be taken both on the demand side to increase visibility and market of product nature, and to the supply side, such as photo contests on the flora and fauna, event sponsorship, *ad hoc* campaigns.

CONCLUSIONS

Ecotourism is generally characterized by the high propensity of subjects care about the environment, who love the outdoors and practice active holiday.

Ecotourist, psychologically, feels the need to radically break away from the urbanized society and from hectic pace of life and repetitive and he is driven by the desire to discover wild places by the presence of modern man to discover himself and to be renewed..

It was found in the study that young people and students are an important target group, attracted by the outdoor life, sport, but also motivated by the desire to interact with others and cultivate hobbies, unworkable in an urban environment. There is an audience of tourists aged between 30 and over 55 and children.

With respect to ecotourism in Italy, in the prevalent form of nature tourism, there is a growing segment higher than consolidated kinds of tourism (sun, sea, cultural itineraries, etc.). The possibilities for placement Italian ecotourism offer are very high and with a range of opportunities, but we have been detected weaknesses and threats, based on lack of an organic form of the market with clear, defined, with performances in mobility on the territory and a quality/price is not satisfactory.

So we must act immediately to offer usable, making system to achieve an organic form in the market

with clear rules, in information, and transparent in the relation (bearing) between quality/price, or else the tourist flows will be directed to a greater extent through destinations, in which will be satisfied these conditions.

In conclusion, on the one hand, this paper will highlight that ecotourism is connected with the nature, atmosphere, but also with culture, the history of the man, the ethnic groups for the interest turned to the communities implied. And still, ecotourism attests on four principles which are: 1) minimal environmental impact; 2) maximum respect for the accommodating cultures; 3) substantial socio-economic benefits to the local populations; 4) maximum benefit for the free time of the hosts. On the other hand this paper emphasizes several emerging issues in Italian ecotourism market compared on international markets.

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Sitografia

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**CREATING AN ITINERARY THROUGH THE CAVE DWELLINGS OF THE MEDITERRANEAN.
GUIDELINES FOR TRANSFORMING THE CHARACTERISTICS OF AN AREA INTO A TOURIST ATTRACTION**

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Abstract

The underground of the Mediterranean has a pervasive role within the metropolitan scenario because although it may include many features of the construction of contemporary cities as is usually the case worldwide, the experience of the city is characterised mainly by the development of the aboveground areas. In fact, if the underground and its caves have always been fundamental, worldwide, for the initial steps towards urban developments, in several interior areas this relationship is much longer standing.

Common social, cultural, economic and climatic problems aboveground have been dealt with and solved through the construction of underground cities and the potentialities of the underground have proved to be an ultimate solution: the underground being the place chosen for urban settlement.

The idea of *negative culture building* became very popular in order to resolve problems caused by common social and climatic conditions. It carried very individual connotations, being much more influenced by the subterranean location than by the local aboveground town planning approach. The dominant local building know-how was reconsidered and new building rules were adopted to accommodate seasonal climatic effects, offering safety for inhabitants and storage of perishable supplies.

The underground had an important role in many phases of urban settlement and underground spaces and networks were developed to face natural and human adversities, to practice forbidden religions, and deal with scarcity of resources in internal areas.

The approach from the urban and environmental history point of view in the first part of this paper considers these sites as an interpretative key of a common attitude to urban development. In fact, we would like to promote the development of these locations in order to enlighten tourists as to the Mediterranean urban experience, and thus dismiss the stereotype, which considers the underground and the aboveground worlds to be as opposite as dark and light.

Approaching the question from the point of view of the history of architecture, Southern Spain, interior France, the desert of Tunisia, Syria and the remarkable Cappadocia define the perfect interpretative context for the study of the Italian site in an abandoned, rural area near Matera, straddling the regions of Puglia and Basilicata.

All the listed examples of caved cities demonstrate the ability to create spaces, basing the architectural experience on appropriate management. In all the analysed cases great attention was paid to the balance of natural elements, respecting the pre-existing environments, in order to create sustainable urban development in areas lacking in resources.

¹ *The first part is by Roberta Varriale, the second is by Antonio Bertini.*

On the basis of this acknowledgement, the second part of this paper depicts the transformation from a theoretical model to a proposal for a tourist route.

The study will plan an ideal tour; a cruise in the Mediterranean integrated with several itineraries and visits to different localities, in order to give tourists the opportunity to visit places full of history, culture and natural assets, merging with the local hospitality and culture.

After having composed the framework of areas, the case study will focus on the area of the Sassi of Matera and its Gravine. This internal area of Southern Italy is a good example of the above-mentioned cultural identity, it is rich in history, art, architecture, and it is a perfect example of an inland Mediterranean habitat. Moreover, the exploitation for urban purposes shows the aptitude to organize spaces into a system capable of both respecting local culture and creating an economy, but which are not yet a popular tourist attraction.

In conclusion, the present paper will study the process which led to the cultural inclination to the use of underground spaces of these areas for urban purposes as an expression of their urban development style. This approach is effective for developing tourism in the internal areas by involving both the local residents and public management. It constitutes a new perspective to help reduce the economic gap between coastal and internal areas.

Key words: underground caved cities, sustainability, identity, internal areas

Part one

From an underground attitude to an urban identity

In contrast to the predominant role in the construction of the Mediterranean identity, many of the underground sites are nowadays a great distance from the most popular tourist routes.

This paper aims at using an initial analysis of these sites, followed by an approach to urban and environmental history as an interpretative key of a common urban attitude in order to design itinerary across the Mediterranean countries by which the areas in question become both the physical and cultural means of communication. In fact,, we would like to promote the development of these locations in order to enlighten tourists as to the Mediterranean urban experience, and thus dismiss the stereotype which considers the underground and the aboveground worlds to be as opposite as dark and light.

This research is based on the use of an approach known as *verticalization of urban structural processes*, in which *verticalization* is part of a process of conscious acquisition of the role played by specific underground characteristics in the development of the aboveground spaces (Varriale 2009).

Examples listed in this paper are organised according to the urban needs, the underground location solved in a functional way, and the physical demonstration that the underground is not a *non space* (Augé 1992). It is a fact that several social, cultural, economic and climatic aboveground problems have been dealt with and solved through the construction of underground cities. However, while the underground experience is very common, in the following presentation the places were selected because of the prevalent role played by the underground its influence in the configuration of the urban context, its use, its destination and its anthropological connotation in the Mediterranean area, and this role has been considered as a possible starting point for new tourist itineraries.

In fact, if nowadays underground space is often used to configure future urban scenarios, i. e. a place where aboveground conflicts are solved and transformed into solutions (Durmisevic 1999), in the past, the relationship between aboveground and underground was not always unidirectional. In the following pages, the attention will be focused on two underground urban problems solved by the use of underground spaces: the adoption of natural resources and the management of social conflicts.

Natural resources, conflicts, underground solutions in the Mediterranean

In economic geography, the study of the start-up process in urbanization has been strongly influenced by

the role played by attraction factors which influenced the original settlements. According to this interpretation, the initial phases of urban localization are linked to the existence of factors such as natural resources, climatic conditions, and many others. In this scenario, the underground has always played a fundamental role as the source of several natural resources (water, minerals, building stones, caves to be used as natural shelters, etc.).

If the appropriation of underground resources in an urban context is a common worldwide experience, there are a few cases where the relationship between underground and urban settlement has been extreme. In these cases, the underground has not only influenced urban settlement, but it has been at the core of the urban development process itself.

The villages of Matmata in Tunisia, underground cities in Cappadocia, Turkey, the Old Town of Ghadamès in Libya and Matera's "Sassi" or stones in Italy are sites where the underground is itself the place actually chosen for urban settlement. The idea of *negative culture building* became very popular in the Mediterranean area in order to face and solve common adverse social and climatic conditions.

The villages of Matmata were originally constructed in the 18th Century as a protection from Moslem attacks and the harsh desert elements: vertical caves were built by man into tuff soil. These were usually formed in a circle with doors and rooms dug into the vertical walls (Ouezdou 2001). The internal organization and the construction of specialised functions reflect the passage from seasonal nomadic refuges to sedentary urbanization (Picture 1).

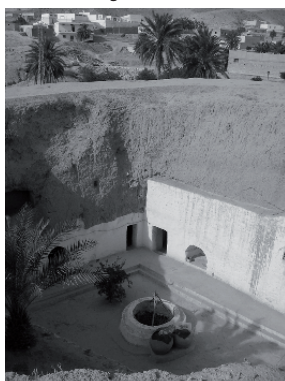
These *underground homes* consist of a courtyard, 5 to 10 metres deep from which a labyrinth of small rooms for sleeping, grain storage and family gatherings are interconnected by narrow passageways, the entrance, generally a sloping tunnel, could be closed in case of danger. The villages of Matmata, located 450 Kilometres South of Tunis, were used as, the setting for the 4th episode of Star Wars, in 1977, and since that event have become a popular Tunisian tourist attraction nevertheless, inexplicably, it is not yet on the UNESCO World Heritage List.

The Old Town of Ghadamès in Libyan Arab Jamahiriya was added to the UNESCO World Heritage List in 1986 but is still not a popular tourist site. The location, known as *the pearl of the desert*, is one of the oldest pre-Saharan cities and is a perfect example of a traditional settlement based on a vertical division of functions. Under open terraces for women's use a floor for the family is to be found, below which the ground floor is used to store supplies; underground was used for networks of passageways.

In Cappadocia, an eastern region of Turkey, the dramatic tuff landscape was shaped into subterranean cities: Ozkonak, Kaymakli, Derinkuyu, Mazi, Ozluce, Tatlarin and the spectacular Goreme (Picture 2).

Picture 1. Underground. Matmata village

Picture 1. Underground. Matmata village



Picture taken by Antonio Bertini® (1993)

Picture 2. The incredible landscape of Goreme in Cappadocia



Picture taken by Antonio Bertini® (1992)

They were uninhabited for a long time and only rediscovered in 1965 to be included in the UNESCO List in 1985. Written traces of this subterranean site are found in some works by Xenophon dating back to 400 BC. In these towns, the underground was not only an answer to the ancestral need for protection from enemies and for storage of supplies – the internal temperature remaining constant throughout the year at 7°-15° C – it was also the most impressive model of a multifunctional urban project to have been developed. These towns have a complex structure that includes private housing as well as public buildings, which include productive spaces, public services, and meeting points.

However, perhaps the most remarkable underground urban settlement is Matera, in Italy, where the engraved caves have been inhabited since prehistoric times (Laureano 1993). Fodor's guide reports:

"Matera is the only place in the world where people can boast to be still living in the same houses as their ancestors of 9,000 years ago."

Moreover, it is true that the Sassi site originates from a troglodyte village and it is thought to be one of the first human settlements in Italy. The construction of the entire complex – composed of 80 churches and 3,012 houses (665 of them with an underground entrance) – reflects the progressive transformation of natural caves into an urban landscape (Pictures 3 and 4).

Picture 3. The inside of a "Sasso"



Picture 4. The aboveground urban settlement of Matera



Pictures taken by Antonio Bertini (2004)

In the case of Matera, the underground morphology influenced the dislocation of both public and private buildings. In fact, the very first step in the building of each house was always the choice of a suitable natural cave, to be shaped only later in response to its inhabitants' needs (magnificent pools which collected rainwater completed the infrastructural networks). In Matera, the *ground level* is the demarcation between the urban settlement and the apparently inhabited world in an overturned relationship.

The prominent characteristic of this site is that it has remained in continuous use, even though most of the houses have been abandoned for about 400 years. Current local administration has become more tourism-oriented and has promoted the regeneration of Sassi, which has now become one of the most famous tourist attractions in Southern Italy and was in 1993 the first underground site to be included on the UNESCO list.

As we have seen, although the four above-mentioned examples refer to different geographical areas and historical periods, they have several common elements. In fact, *negative building culture* carries very individual connotations, much more influenced by the subterranean location than by the local aboveground town planning approach. The undertaking and the results required shared certain common denominators building- method wise and the reasons for adopting the underground solution were similar, thus, the underground architecture of diverse geographical locations has much more in common than the corresponding aboveground architectural styles.

Religion, safety and emergency

In the first paragraph we analysed some cases where the underground was the place for physical urban settlement. In this paragraph, another aspect of the tribute of the underground to the definition of the aboveground city will be analysed. In fact, very often in the Mediterranean area, the urban underground was part of the social, cultural, anthropological and religious life, clearly reflecting in an original and uncommon way the most deeply engrained modes of the aboveground cities. The perception of the underground as a place of fear and death was generated because it was used to erase the effects of mortality from the surface of the city. In this way, darkness became a metaphor for the unknown and today it is perceived as an ideal *scenario* for the transition from the light of life to the obscurity of death. Southern Italy is a perfect example of this attitude. During the period of Magna Graecia, from the 8th to the 3rd Century BC, bodies of notables were buried underground in engraved stone bedrooms which included pillows and linen. The underground rooms were completed with handiwork, mainly pottery and jewellery. The Museo Nazionale di Reggio Calabria hosts the most impressive collections of finds from the

tombs of Calabria but despite its importance, it is one of least visited archaeological museums in Italy. The linkage between underground, religion and death was confirmed during the Roman period. It was the place to practice the Christian religion during the persecutions: Catacombs were very popular in the Mediterranean; in Southern Italy there are approximately 120 underground roman caves used for religious purposes. Some were also used during the Middle Ages to host the mummified bodies of religious or very important people and later on in the Modern Age to bury bodies during cholera and plague epidemic disasters.

The Catacombs of Rome are surely the most famous and the most visited catacombs in Italy. Though better known for Christian burials, they also include pagan and Jewish burials, either in separate or in the same catacombs (Baruffa 1989). Their construction began in the 2nd Century to satisfy the need for persecuted Christians to bury their dead secretly. The Catholic catacombs are extremely important for the history of early Christian Jewish art. The Catacombe dei Cappuccini in Palermo dates back to 1599, when the local priests mummified a holy monk for all to see and to pray to after death. During the following years, several local citizens wanted their relatives remembered in this same way and very soon, there were hundreds of corpses. Some of the deceased wrote personal wills about their bodies also expressing the clothes in which to bury them, or to have them changed after a period. Some of the bodies stand up on the walls, some are buried in coffins, some of them have long ago lost their flesh and are skeletons, and others have mummified flesh, hair and even eyes. Children – the most famous of whom is Rosalia who died about 1920 of pneumonia and whose nickname is *Sleeping Beauty* for the perfect state of conservation – soldiers – Colonel Enea Di Giuliano who was mummified in his 19th Century French Bourbon uniform – priests, and notables all together depict a scene that, surprisingly, is not terrifying.

Nevertheless, only in the city of Naples does the importance of the above-mentioned underground sites perfectly reflect the aboveground history. It can be proposed as a complete and innovative tourist route.

On September 19th 2009, Cardinal Crescenzo Sepe and Monsignore Gianfranco Ravasi inaugurated "The Holy Mile" (Iaia 2009), a human and spiritual itinerary starting from the grave of St. Gennaro and leading to his treasure in the Cathedral of Naples. It passes through, several subterranean locations: the St. Gennaro Catacombs, the tuff caves valley, the St. Gaudioso Catacombs, the Fontanelle Cemetery and the tuff cave where, plague victims were buried from the 16th century onwards. (Esposito 2007). In 1872, with the support of local women, Don Gaetano Barbati decided to honour the memory of all plague victims by creating a great sanctuary for all anonymous bones, which became the most famous ossuary in the world. Thanks to favourable climatic conditions, the bones do not appear to have decomposed at all – and after the recent restoration carried out by the Department of Geological Safety and Underground of the municipality of Naples, this site has been reinstated to the local population and tourists.

The Holy mile is an innovative project that aims to intercept the fluxes of tourists who visit the Capodimonte Museum, which is also on the route. A project, which involves the young generations of the underprivileged district of Naples *Sanità* is, at the same time, an opportunity of getting to understand this fascinating city and of searching for its historical roots, in a fashion that is far from the stereotypes. The approach this paper intends to take is that, it is the right opportunity to translate a project of urban history research into an innovative touristic proposal.

Part Two

UNDERGROUND CITIES AND CAVED TOWNS: DEFINITION, TYPES AND LOCATION IN THE MEDITERRANEAN

Caved towns is the definition given to extensive areas in which a community has lived and continues to live, either by choice or necessity, in spaces excavated underground, either in depth or under the surface. These spaces may be used either as private dwellings, as service areas to the inhabitants (religious buildings, olive oil presses, community kitchens etc.) or as development of urban infrastructure (paths, systems of water collection and distribution), hence such urban agglomerations can be referred to as *towns*.

New Trends in Tourism

Caved towns of particular interest around the Mediterranean area, even if for the greater part no longer inhabited, can be found in Andalusia (the southernmost region of Spain), in Apulia and Basilicata (in the south of Italy), Cappadocia (in central Turkey) and in the south of Tunisia.

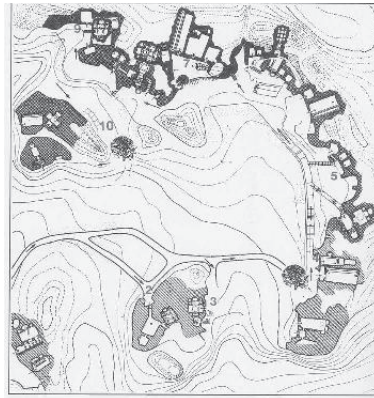
The type of terrain which is easy to excavate is the factor common to all these cave towns, which can be catalogued in three groups:

- Those created by digging into the side of the mountain and which have been completed with external structures.. (caved towns).
- Those built vertically by digging beneath the terrain (underground cities).
- Those in a crater or basin (vertical caved towns).

The following towns belong to the first type:

- Gausix, Cuevas de Almanzora and an extensive area near Granada in Andalusia (Sp).
- Settlements along the Loire Valley in France.
- Matera and the entire ravine settlement on the border between Apulia and Lucania.
- The open air museum of Cappadocia (Unesco world heritage site) in central Turkey, including the urban centres of Goreme, Uchisar and the entire system of settlements.
- Maaloula in Syria.
- Gomrassen, Chenini, Doiret, Heddeij and most of the Berber settlements in the south of Tunisia characterized by built up external structures, which complete the towns, for the greater part underground.

Picture 6. Goreme Map. Key: 1. Church (kilise in Turkish) with no name 2. Church with apple tree; 3. Church of Saint Barbara; 4, Church with a snake; 5&6 Cells and refectory for monks; 7. Dark church; 8. Church with no name. 9. Church with sandals; 10. Female monastery



Elaborated by the author on the basis of a government map

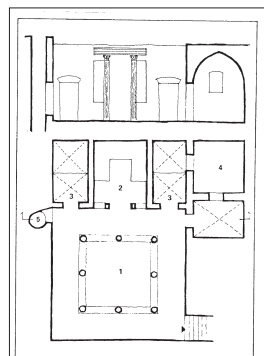
Quite rare indeed are the underground cities excavated beneath surface level. An interesting example can be found in central-western Tunisia on the archaeological site of Bulla Regia, in as much as it was built underground neither for necessity, nor for defense or even due to restricted economic possibility, but merely out of choice. In one part of the city, which dates back to the 2nd - 3rd century AD, there is an entire hypogeal quarter intended as a system of shelter from the adverse conditions of the summer climate.

Picture 7. Underground city on Derinkuyu



Picture taken by Antonio Bertini® (1991)

Picture 8. Section of Bulla Regia, Tunisia.

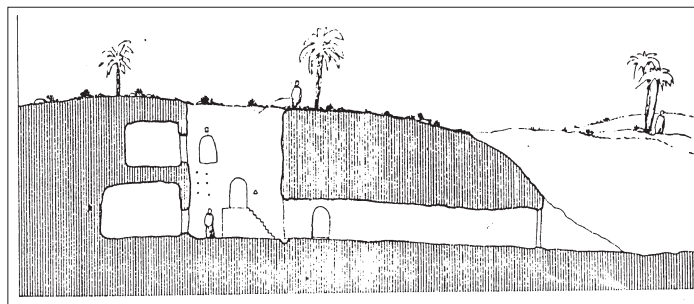


Picture by W. Barbero, guida Clup "Tunisia"

Cappadocia numbers the highest concentration of underground cities known today, in fact 36 have been brought to light, all dug out as a means of hiding from the enemy. They are part of a polycentric system of hypogean structures, probably intercommunicating, for the passive defense of the population, which in times of peace normally lived above ground.

Matamata in Tunisia belongs to the third type of underground dwellings, along with the Chinese caved towns in the Shaanxi region, along the yellow river. China affords more examples of caved towns of socio-historical and architectonic value than anywhere in the world and these towns are still inhabited by thousands of people. An in-depth analysis will follow of the Apulia-Lucania system of cave dwellings in the south of Italy, whereas for further reading regarding other instances, refer to the bibliography.

Picture 9. Section of Matmata, Tunisia



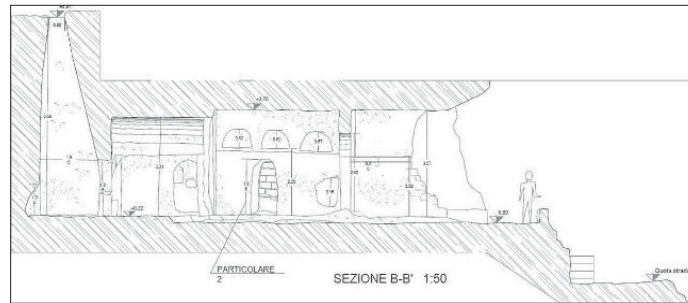
Drawing by W. Barbero, guida Clup "Tunisia"

THE CAVED TOWN SYSTEM OF APULIA-LUCANIA: MATERA AND THE CAVE DWELLINGS (SOUTHERN ITALY)

The ravine is typical of the karstic morphology of the Murgia Plateau. It is a deep rift – often more than 100m deep- created by the erosive action of meteoric water through limestone rock. The canyons formed over the course of thousands of years, have steep and in some cases vertical walls, between ten or twenty meters to more than two hundred meters wide. Over the centuries, indigenous populations and refugees from Asia Minor, more precisely from Cappadocia have settled in the ravine caves, which are most probably the one factor which the Hittite populations, the Frigites, the Romans and the Byzantines have in common. In Italy, on the border between Apulia and Basilicata is a small Cappadocia, where, between the IX and XV centuries, religious communities settled and dug out caved towns with Byzantine style churches and delicate frescoes (Those discovered in Fasano are well comparable to those of the Cappadocia).

The IX century saw the arrival of monks escaping from Asia Minor and the iconoclastic laws. They influenced the spread of the dug-out architecture with hermitages, laura and coenobies along the deep ravine strongly characterizing the landscape of the town of Matera. In the 13th century the town of Matera became an Archdiocese, hence the number of religious spaces. In the 15th century, the increase in the number of dwellings due to the demographic rise and the consolidation of the economy (artisan and commerce) gave the town as a whole an aspect not so different from that of today. There are more than 120 cave churches; the ancient cult venues, shelters and dwellings of the religious communities from the Benedictine monks of the 8th century to the Basilian monks persecuted by the Turks in the 12th and 15th centuries. They are places of ascetic life and in some, the frescoes are still perfectly visible. An ingenious system of channelling and collecting rainwater in cisterns meant complete autonomy as far as the water supply was concerned, whereas the meeting places were usually found in the areas where the agricultural yield was gathered and transformed, such as the mill and the oil-press or the places of religious worship like crypts or churches. The cave houses have certain characteristics, consistent with terracing for agriculture. In other words, they are perfect models of environmentally sustainable activity. This conspicuous patrimony has been abandoned for decades and only thanks to the 1991 "legge quadro sulle aree protette", the recent laws regulating protected areas have the considerable territorial resources become the object of some interest. The area of the ravine with the greater part of caved towns and villages between Apulia and Basilicata has been included in two different national parks. The "parco archeologico, storico naturale delle chiese rupestri del Materano" is the area of Lucania officially protected by the regional law n.11 of the 3rd April 1990, and the "Parco regionale della Terra delle Gravine", was instituted as a result of the regional law of Apulia n.18 of the 20th December 2005.

Picture 10. Palagianello, Apulia (Italy).



Drawing by Arch. M. Carobbi and Ing. E. Vozzi

THE POLITICS OF CONSERVATION AND EXPLOITATION OF POTENTIAL

In 1991 a law – one of the best in the world “Legge quadro sulle aree protette” n.394/91 - was passed in Italy regarding protected areas, which provides for the conservation and promotion of national parks, nature reserves and marine parks.

The national park, among the various forms contemplated by the legislation regarding protected areas, allows not only for the conservation of areas of particular natural and historical value, but also for the enhancement of the historical and cultural background which is the result of human settlement and agricultural, forestry and shepherding activities over the centuries. Consequently the idea of a conservation park remains a valid means for ensuring the continuation of these traditions which are otherwise destined to die out even if they have made a significant contribution to the development of characteristic, local values.

Matera is part of an urban system of ravine settlements, which became a regional park for the archaeology, history and nature of the cave churches of Matera in 2005. Continuity of these phenomena is to be found in the excavated settlements of Gravina di Puglia, Mottola, Ginosa and Massafra, in the Apulia region. The denomination “Sassi di Matera” in the Unesco list of the patrimony of humanity has been extended to become “I Sassi ed il Parco delle Chiese rupestri di Matera.” Another concentration of cave dwellings is to be found not far away, in the polycentric system, which includes Ostuni, San Vito dei Normanni and Carovigno and other scattered areas around Cagnano Varano, Monte Sant’Angelo Fasano, Palagianello (the only place in the world where all the existing caves have been mapped in detail). The numerous cave structures of Apulia also include the caved villages of Castellaneta, Laterza, Crispiano, Statte and Grottaglie.

The “Parco regionale della Terra delle Gravine” extends across 13 municipalities in the province of Taranto (Ginosa, Laterza, Castellaneta, Mottola, Massafra, Palagiano, Palagianello, Statte, Crispiano, Martina Franca, Montmesola, Grottaglie, San Marzano) and one municipality in the province of Brindisi i.e. Villa Castelli, totalling some 28.000 hectares. At Massafra and Mottola are to be found the best preserved examples of religious cave frescoes and of the architecture of these religious places dugout of the rock.

THE FUTURE OF THESE REMAINS

The heritage of these areas is considerable. They are rich in natural, historical and archeological resources, art, architecture, ethno-anthropological traces and eno-gastronomic traditions but this patrimony is not

sufficient to activate the much hoped-for development of these areas in the brief space of 5 - 10 years. The areas in question are dispersed and somewhat distant from the main flow of national and international interest. With the exception of Matera which after decades of promotional activity has managed to gain itself a niche in the tourist industry and hence to create a few job opportunities, the rest of the area is completely unknown at an international level and lacking in any sort of organized enterprise. The idea of relying merely on the development of tourism as a satisfactory solution is therefore a utopian idea. The bulk of the necessary economic processes which will prevent the local populations from abandoning the areas in question and which will create an improved quality of life are still to be devised. In our opinion it is necessary to involve the local communities in the fundamental process of acquiring the pertinent knowledge, of organizing a system of study for this purpose and then of using the acquired knowledge to enhance the value of their heritage through promotion of the same. Through promotion, this culture can then be divulged and so produce, by means of sustainable processes, further culture and the relevant products, which will lay down the basis for lasting development. An effective proposal could be that of regenerating the micro-system of artisan production and commerce by rehabilitating many of the traditional activities so tied in with the culture of these areas. The stagnant local economies may be brought back to life without destroying their intrinsic identity. It may yet be possible to save the historical memory of the agricultural world of the south by inciting respect for and recuperating the rural areas and villages. The rural settlements need to be recuperated in their entirety, and single buildings given a similar importance, as these are the expression of the interdependent relationship between the population and the surrounding land.

The smaller old towns provide us with diverse examples of cultural heritage, the roots of which are still deep in the surrounding environment and these afford valid means of rediscovering clear, authentic values. In contrast to historical urban areas, where the relationship between the town and the surrounding territory has been influenced and subsequently impeded by urban expansion and the development of functional infrastructures, the smaller towns still maintain close ties with the surrounding environment, which is the basic reason for their existence. They are also of notable economic, and infrastructural importance as, together with the local networks for which they represent the reference point, they provide many supporting infrastructural resources for the enjoyment and use of the surrounding area and the recuperation of historical economic activities or, indeed, innovative ones. In a country like Italy, the minor towns are a source of fixed capital available to the community but for the greater part under or even unutilized.

A lesson for future generations can be drawn from the study of the caved towns. These places could be turned into workshops where new styles of living can be experimented, or past traditions recuperated and adapted with the help of technological innovation to the requirements of modern existence. The lesson to be learned is that of how to turn the difficult conditions into renewable resources so that the areas with particularly hostile environmental features can become those of major ecological organization and harmony. The employment of meteoric water, the rehabilitation of the caves and the intelligent management of local resources is not an undertaking that contrasts with modernization but is an idea for a sustainable future.

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"PASSAGES" TO EGYPT BY AHD AF SOUEIF

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Abstract

Since the 70s the analysis of travel writing has been a main concern in postcolonial and feminist studies which questions concepts of 'innocence' or 'transparency' of representations of other cultures, putting it under the microscope of cultural critique.

The paper is going to examine the themes and narrative features that the Egyptian writer Ahdaf Soueif employs with a view to draw attention to unresolved questions within the debate on asymmetrical intercultural relationships which develop when foreign tourists visit a country. As Soueif points out in her collection of essays published under the title *Mezzaterra*, there is a tradition of travel writing "that wishes to find itself at odds with its subject; to highlight the subject's weirdness by insisting that the only normal behaviour is that of the author and – incidentally – his readers". For that reason she opted to focus her attention on the role played by travel writing as a representative modality of the knowledge of the East from the point of view of Western, predominantly British travellers, during the colonial period as well as in the present. Soueif is involved in revising the cultural impact of tourism within the genre of travel writing. She opens up a critical discussion that exposes the workings of the Western mechanisms involved in the production of stereotypical representations that produce an "inferior" perception of otherness. One example of this is her review of William Golding's *An Egyptian Journal* (1985) also included in *Mezzaterra*. Soueif's alternative writing tends to interrupt the linearity of the flux of Western literary production, by sparking off a polyphony of previously ignored or neglected voices of local people that emerge from the shadows of the "periphery" and re-write their own languages, stories and cultures, whilst critically re-examining the stereotyping Western gaze.

Soueif addresses the cultural role of the travel-narrative as an important instrument that is employed to support imperialism; on the one hand she employs it in order to profitably overhaul the past and, thus, once again give voice to those who had no place in the historic transmission, and on the other, to call into question the discriminating representative forms that endure in the present.

The aim is to give rise to a narrative generated from the perspective of these people's specific historical and cultural experiences, via a process of *writing back*, which entails speaking out in conjunction with a revision-process that, through the re-reading of travel writing, calls into question the discriminating Western representative apparatus. For these reasons her works are defined as counter-narrative.

Key words: tourists – representations – travel writing - stereotype – revision

"PASSAGES" TO EGYPT BY AHD AF SOUEIF

Nowadays, because of globalisation and international communication the discourse of intercultural exchange has become increasingly important. To be part of a global community means that one has to now about other cultures and be aware of how people from other countries perceive one's own culture. To learn about the present it is useful to turn to the past, to find out how our ancestors related to others and what traces of cultural heritage they have handed down to us. Such traces are used in travel writing, assisting travel writers to construct their own ideas of the Other. Travellers tend to consider their own

travel as unique and authentic although their experience is inevitably tainted by their subjective vision. This is particularly true when it comes to the Orient which has a long tradition of being thought of as a 'mystic' and exotic 'place', a place very different from home "[...] which became a real alternative to their own at precisely the moment it was being opened up to them by European political and commercial expansion" (Thompson 1988, 4). The perceptive process on which the formation of the image of the Orient depends doesn't reveal itself only at the moment when individuals and a specific reality meet, but often there is an overlap of the same pre-existing images, filtered through the deformed and kaleidoscopic lens of their values and culturally determined preconceptions. As a result a discrepancy occurred between what Western travellers in the nineteenth century actually saw and what they imagined to see. In this way the Orient becomes a construction by the West as Edward Said reminds us. As Said points out, there is an "Othering process" going on, whose purpose is to assert European superiority. The travel writer establishes European behaviour as the norm against which the behaviour of the people whose country he or she visits is measured. Instead of appreciating a foreign culture as it is and trying to learn from it, this kind of travel writer imposes his/her own cultural values onto the foreign culture thereby making it impossible for any real cultural exchange to take place.

The birth of the agency-arranged protective tour doesn't date back to the last century, but began in the nineteenth century with Thomas Cook's organised tours in England and all over Europe. At that time Egypt attracted different kinds of tourism, ranging from the early "Grand Tour" to archaeologically-themed trips, from "sunshine" tours for consumptive people to package holidays organized by Thomas Cook. His agency at Ludgate Circus offered a reassuring vision of Mediterranean Europe and of Egypt (Pemble 1998). Cook was not the only one who arranged trips abroad but he was the most successful because he created a network of contracts between domestic tourist services and foreign institutions which would serve as a model for modern travel agencies. He negotiated with railway firms and hotel keepers, in order to lower their fares, he solved all the problems connected with authorisation of passports and, finally, in the early 70s of the nineteenth century, he created the first circular credit notes, which anticipated the modern traveller's cheques. The structured form of travel, now called tourism, gave customers the chance to choose among a range of options and perfectly fitted the middle classes, thanks to its cheaper costs, and women for the protection it offered against any possible inconvenience.

It is interesting to note that according to the British press at that time colonized areas equalled safe and attractive places suitable for European "civilised" travellers. As Dea Birkett points out:

[...] the dangers and hardships that marked their journeys, were mostly eradicated from the newly colonized and 'civilized' areas of North Africa and the East that were now appearing in the press as favoured destinations for holiday tours (Birkett 1989, 116).

My paper is going to examine the themes and narrative features that the Egyptian writer Ahdaf Soueif¹ (who actually lives in London) employs with a view to draw attention to unresolved questions within the debate on asymmetrical intercultural relationships (Fanon 1967) which develop when foreign tourists visit a country. As Soueif points out in her collection of essays published under the title *Mezzaterra*, there is a tradition of travel writing "that wishes to find itself at odds with its subject; to highlight the subject's weirdness by insisting that the only normal behaviour is that of the author and – incidentally – his readers" (Soueif 2004, 188). For that reason she opted to focus her attention on the role played by travel writing as a representative modality of the knowledge of the East from the point of view of Western, predominantly British travellers, *1 Soueif, the daughter of an intellectual Muslim family, was born in Cairo in 1950 and studied English Literature at Egyptian and British universities. Since 1981 she has been dividing her time between London and Cairo, crossing national boundaries and occupying multiple locations. She is one of a number of Arab authors who moved to Europe in the second half of the twentieth century and who, from their adopted homes, attempt to describe their encounters with cultural otherness. Consequently, she is inevitably caught in the net of power relations that govern interactions between East and West.*

during the colonial period as well as in the present. Soueif is involved in revising the cultural impact of tourism within the genre of travel writing. She opens up a critical discussion that exposes the workings of the Western mechanisms involved in the production of stereotypical representations that produce an "inferior" perception of otherness. One example of this is her review of William Golding's *An Egyptian Journal* (1985) also included in *Mezzaterra*. As she puts it, "Looking at my essays now I find that they are mainly concerned with the problem of representation, and that this theme was established with the 1985 review of William Golding's *Egyptian Journal*" (Soueif 2004: 4)². Even if Golding is writing in the 1980s, the stereotyped Western habit of representing the Other is still present. The author takes a critical position in the vein of Edward Said³, as she herself points out: "I have hoped to add my voice to that of Edward Said" (Soueif 2004, 10).

Soueif considers travel writing to be a very effective tool that has been successfully used to sustain imperialism. These literary works, that narrate the historical experience of colonialism, reveal themselves as simplifiers of the discourse of "negation" and "devaluation" that remained until the end of the twentieth century a powerful, ideological element of the West's consciousness of the people it tries to hold in subjugation (Pratt 1992). She uses it for her own purposes, that is, not only as an instrument that enables her to reactivate the past and to give a voice to those who didn't have one in the past, but also to call into question and to deconstruct the accounts of the Western traveller tainted by his/her clichéd gaze. She emphasises the cultural and ideological revitalisation of past images in the present and the consequent political implications that these rhetorical devices involve. Therefore such representations perpetuate and reinforce stereotypes which have roots in the colonial past, as Soueif herself puts it "they have a pedigree", in order to legitimize interventions and to justify them ideologically (Soueif 2004, 164). Hence, images of Arabs, Muslims and Palestinians can be and have been used for sinister ends, reinvoking, reinforcing and perpetuating stereotypes that have roots stretching back into the colonial past.

As Elio Di Piazza points out, such structuring devices have been adopted in the colonial period in [...] literature with a view to legitimise the Empire and to provide ideological justification." (Di Piazza et al. 2005, 5). According to Soueif it is exactly the presence of this colonial past that has made it so easy for the West to construct a powerful but untrue picture of the Islamic, Arab and Palestinian worlds.

The aim is to give rise to a narrative generated from the perspective of these people's specific historical and cultural experiences, via a process of *writing back*, which entails speaking out in conjunction with a revision-process that, through the re-reading of travel writing, calls into question the discriminating Western representative apparatus. For these reasons her works are defined as counter-narrative (Thieme 2001, Ashcroft et al. 1995). This definition characterises her approach to writing, in which she calls into question images of subordinates, pursuing these images via specific formal and stylistic strategies and tending to overturn Western narrative canons at the very moment of their re-utilisation (Tiffin 1987).

Soueif does not fall for the East versus West, or Arab versus European, formulas. Instead, she works them out patiently [...] Soueif renders the experience of crossing over from one side to the other, and then back again, indefinitely, without rancor or preachiness. [...] The fine thing, though, is that Soueif can present such a hegira [...] thereby showing that what has become almost formulaic to the Arab (as well as Western) discourse of the Other need not always be the case. In fact, there can be generosity, and vision, and overcoming barriers, and, finally, human existential integrity. (Said 2002, 410)⁴

² Soueif, A. (2004), "Passing Through. William Golding, *An Egyptian Journal*", in Soueif (2004), trans. by D'Alessandro S. (2008), "Diario di un viaggio in Egitto".

³ His book *Orientalism* has drastically changed the way Western representations of the East have been analysed, theorized and problematised since its publication in 1978.

⁴ The Arabic term *hegira* means emigration.

These are the words of Edward Said, in "The Anglo-Arab Encounter", with regard to the writer Ahdaf Soueif. In fact, Ahdaf Soueif's fiction flits between various cultures and languages, crossing over representative and formal frontiers. Ahdaf Soueif proposes a possible trans-cultural exchange, where ethnic and racial (including sexual and gender) identities are continually (via attempts at negotiation and conflicting modes) called into question.

Her writing takes its place within the theoretical and critical apparatus representative of post-colonial feminism, and what emerges is an assertive, and not at all placid, reflection on the building of identity on the part of the Egyptian (middle-class and intellectual) protagonists, who find themselves hovering between two cultures, in an "in-between" area of conflict (Bhabha 1990)⁵; this complex contact zone (Pratt 1992)⁶ is called "mezzaterra" by the writer. The term "mezzaterra", as Soueif explains in her preface to the homonymous collection of essays, refers to a "common ground", to a "theoretically constructed" territory, where different cultures can peacefully co-exist, can combine their knowledge and ideas and learn from each other, rather than clash in the name of cultural dominion. It is to this "mezzaterra" that the author alludes in projectual terms, whilst referring to processes of productive symbiosis that in other ages marked the countries on both sides of the Mediterranean ("A few Westerners inhabited it too: Lucy Duff Gordon was one, Wilfred Scawen Blunt another") (Soueif 2004, 6). Furthermore, for the purposes of Soueif's critical discourse, it is important to stress the author's utilisation of the Italian term "mezzaterra", which stemmed (as explained by Soueif herself in an interview⁷) from the fact that, in Italy, she noticed forms of Mediterranean "synthesis" between Europe and the Middle-East. Consequently, Soueif's texts are essential for both, a precise analysis of the discursive variations with regard to literary representations of "otherness" as well as for their aim, on a textual level, to establish sounder relations between East and West.

In fact, ever since her collection of stories⁸, Soueif has been examining the complexity of the continual process of identitary construction of de-colonised subjects in contexts far removed from their place of origin. One of the principal aspects of her writing is the conscious attempt to use her characters to create multi-sided figures (i.e. subjects characterised by differences of gender, race, ethnic group, sexual orientation and class), who counter those culturally, ethnically and racially defined subjects present in the Western tradition (according to the modellisation spotlighted by Said). On the one hand, these characters proclaim their marginalisation, whereas, on the other, we see them emerging from this marginalisation in a quest to build up a life for themselves.

Therefore, in her intent to critically deconstruct these representative mechanisms, and in accordance with

5 Bhabha H. pinpointed the existence of this interstitial space in the work by Fanon F., in the preface to the English edition (1986) of *Peau Noire, Masques Blancs*, which appears in the Italian version, "Ricordare Fanon. L'io, la psiche e la condizione coloniale", in Corona D. (2002). As regards Bhabha's interpretations of the processes of hybridisation, Di Piazza E states his case regarding Fanon's ideas, re-reading and opposing Fanon's theoretical position to Bhabha's reformist vision, for which it is sufficient to "rely on a process of revision of the colonial pact, take possession of the infinite succession of interstitial spaces, without ever affecting the relationship of "subordination". Fanon's position does not attribute the overcoming of colonialism to a "negotiation" between colonized and coloniser, but to "the overturning of the principle of distinction", since, in the words of Di Piazza "those negotiations (...) root the awareness of the impossibility of crossing over frontiers even more deeply into the conscience [...]" Di Piazza (2002, 96).

6 The term was used by Pratt M. L. with reference to inter-cultural meeting-places, usually in colonial contexts. The "contact zone", conventionally situated between the centre and the outskirts, was subsequently relocated to the outskirts by Boehmer E., in her analysis of "trans-national" exchanges between, on the one hand, nationalist and anti-imperialist movements, and on the other, writers and nationalist and anti-imperialist leaders. Boehmer (2002).

7 "Ahdaf Soueif", interview given to D'Alessandro S. (2007).

8 In 1992, the novel *In the Eye of the Sun* came out as a follow-up to the collection of stories *Aisha* (1983), a finalist for the "Guardian Fiction Prize" and *Sandpiper* (1996) winner of the prize "Cairo International Book Fair Best Collection of Short Stories". It was however *The Map of Love* in 1999, a finalist for the "Booker Prize", that brought her international renown. She has recently translated *I Saw Ramallah* (2005) by Mourid al-Barghouti. The collection of stories *I Think of You* came out in 2007. Soueif also writes for prestigious newspapers including the English *Guardian*, and the Egyptian *Al-Ahram*.

the denunciatory methodology of post-colonial *writing back* and the practice of revision influenced by Western feminism (Rich 1971), the author deliberately falls back (especially in *The Map of Love*) on literary genres (e.g. travel writing) from the Western tradition, with the aim of de-constructing stereotypes present in nineteenth century English travel-writing, such as representations that tend towards the exotic depiction of the Eastern woman. Revision of travel writing and specifically travel writing by nineteenth century Englishwomen, has as its primary objective the re-examination of the relationship between this literary form and the modalities of cultural imperialism; its secondary objective is the re-examination of the specific role of English women-travellers' written works in relation to levels of complicity with imperialist ideology or resistance to it (the latter having been examined as "critical" expressions) (Chaudhuri *et al.* 1992). These aspects are clearly emphasised by Soueif herself in an interview:

There's a genre that I really am very interested in, which is travel writing, done by women, English women, mostly Victorian, and of course they are very varied, from people with very set, very colonial attitudes, to people who were very broad-minded and opened themselves up to the culture that they were coming to see, like Lucy Duff Gordon who ended up living there until she died. (Soueif 2000, 102-03) ⁹

In *The Map of Love*, the reference to travel writing (Wilfred Scawen Blunt), and especially travel-writing by nineteenth century English women-travellers (Lucie Duff Gordon and Anne Blunt), seeks to highlight the forms and role of this writing about "otherness", which contributed so crucially in the nineteenth century to the spreading of "orientalising" clichés (of feminine erotization); this **is done with the aid of orientalist** painting, which materialises in the novel through the works of John Frederick Lewis. Travel-writing about Egypt was subsequently critically recomposed in *The Map of Love* by a twentieth century Egyptian, and for Soueif's female figures (together with Lewis' orientalist paintings), these works become multi-sided, superimposed mirrors of their own personal and ethnic identity. Through these multiple mirrors, the Egyptian woman re-interprets her own image, and the way this was constructed and conveyed to her, whilst, at the same time in this act of critical re-reading, searching for a more conscious identity relocation. The protagonists are constantly redefining themselves in the comparison and friction with those external, imposed images; however they never manage to see themselves, in the various contexts, as integrated subjects (in a relationship that is always either denunciatory or critical, of both Western imperialism and its new forms of neo-colonialism, and of their place of origin). Soueif addresses the cultural role of the travel-narrative as an important representative modality supporting imperialism; on the one hand she employs it in order to profitably overhaul the past and, thus, once again give voice to those who had no place in the historic transmission, and on the other, to call into question the discriminating representative forms that endure in the present:

Appeals to the past are among the commonest strategies in interpretations of the present. What animates such appeal is not only disagreement about what happened in the past and what the past was, but uncertainty whether the past is really past, and concluded, or whether it continues, albeit in different forms, perhaps. (Said 1994, xi)

This is Soueif's intention in *The Map of Love*; in fact, in the novel, in order to show how the effects of the colonial period have endured into the modern era, she compares contemporary events with those from the distant family past, via a bi-partite time structure. In her novel the forms of past discrimination are those passed on from the travel-diaries of the nineteenth century English protagonist and seen as "imperial archives" (Spivak 1985). It is therefore necessary, through the archives of the imperial authorities, to retrieve the discourses (Foucault 2001) and representative and literary models (structured on power relations) and proceed to deconstruct them (Corona 2005). Soueif re-examines them and turns their cultural significance

⁹ On the role that Lucie Duff Gordon had in relation to imperialist ideology cfr. D'Alessandro (2007).

upside down in order to provide the Egyptian women with their own voice, so that it is they (in the shape of female Egyptian subjects) who tell their own stories, rather than continue being represented in line with homologating clichés from the Western cultural tradition. The author gives the Egyptian women the role of critical, post-colonial observer; on the one hand, this highlights the involvement of Egyptian society side by side with the disruptive effects of English colonial policy, and, on the other hand, goes back over the historical facts and re-constructs the hushed-up and subordinate, Egyptian cultural tradition. The stylistic and linguistic symptoms of this cultural retrieval are also interesting. From epigraphs based on Arabian poetry to Arabic terms, various stylistic elements are used throughout the text; these elements acknowledge the cultural and linguistic tradition of the community of belonging, which, as Said emphasizes, survives in an “amphibious” manner (in the writings of Soueif) but also contaminates it (Said 2002, 409).

Soueif’s actual fiction is analysed as a sort of palimpsest of identity, in the sense that it represents a space to be crossed that is imaginatively aware of the historical and colonial relational modalities (including those between English and Egyptian women, in both their complicity and their forms of “resistance”). Thus, troubled female protagonists all from upper/middle class backgrounds, travel across the centuries back and forth from London to Cairo, from the East to the West; then (critically aware of the consequences of colonialism), at a ripe age, they return to their countries of origin with an image of themselves that has altered but hovers in a position of instability. Soueif’s challenge lies in mapping out the complex conditions of querying oneself and the possible processes of transformation stemming from them (with their limits and their projectual tensions). Her novels are, in this sense, considered terrain for the narrative representation of the Egyptian female raising of consciousness, both conflictual and identitary, in which the protagonists perceive themselves as subjects bereft in a no-man’s land between two cultures (one of which is beloved and reclaimed as an expression of one’s ethnic group of belonging, and the other denounced because of the practice and effects of colonisation).

Since the seventies, post-colonialism and its feminist components have been tackling the various questions posed on various levels by Eurocentric thinking and its representative models on the critical and literary plane. As Polezzi emphasises these studies question concepts of ‘innocence’ or ‘transparency’ of representations of other cultures, putting travel writing under “the microscope of cultural critique” (Polezzi 2007, 13).

Soueif’s alternative writing tends to interrupt the linearity of the flux of Western literary production, by sparking off a polyphony of previously ignored or neglected voices of local people that emerge from the shadows of the “periphery” and re-write their own languages, stories and cultures, whilst critically re-examining the stereotyping Western gaze as exemplified in her review of William Golding’s *An Egyptian Journal*.

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CROSS-CULTURAL POST-COLONIAL SYMBIOSES IN BERNARDINE EVARISTO'S NOVELS AND LITERARY TOURISM: TOWARDS A NON-EUROCENTRIC REDEFINITION OF LOCALITY

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Abstract

Informed by the theoretical paradigms of cultural, postcolonial and tourism studies, my paper aims at illustrating that fostering a peculiar kind of literary tourism, centred on works imbued with post-colonial issues, might act as a political practice able to reshape the self-fashioning of Western European cultural heritage in non-essentialized terms and, consequently, to help promote cross-cultural exchanges. In this respect, the first two novels of the Anglo-Nigerian writer Bernardine Evaristo prove relevant literary media.

Although its roots are ancient, it is not until the last two decades that literary tourism has acquired visibility as a field of study centred on the convergence of literature and tourism as well as on the mutual influences between writing and spaces. These interconnections become evident when both tourism and literature – in the light of a cultural approach – reveal themselves as cultural practices able to (re)produce symbolic representations of social groups and places.

Against this theoretical backdrop, if it is true that until recently the hegemonic political/economic role played by Western countries has engendered an exclusivist gaze whereby people and places of host countries have been exoticized with respect to a Western Self replicating Euro-American ethnocentric representational practices, it is imperative to underscore that both gender and post-colonial studies have foregrounded the latter's nature of socio-cultural constructs, so casting light on the possibility of their deconstruction.

In this context, literary tourism, in its interconnection with contemporary post-colonial literature, may challenge monolithic representations of the Western Self and stereotyped figurations of the 'Other'. Consequently, the insertion within touristic tours of places and attractions associated with Evaristo's first two novels may result in the promotion of an innovative multicultural image of Britain and Western Europe.

Evaristo, indeed, from her perspective of a London-born author of mixed origins, intervenes in the process of self-fashioning of the British national character in order to contest – "from within" – traditional British/Western European representations of essentialized identities.

Thus, the mixed-race protagonist of *Lara* (1997) lays claim to a citizenship which is English and, simultaneously, complicated by further multilayered ethnic/cultural belongings inscribed in her Irish-Nigerian-Brazilian family past and recuperated through her multiple travels. Lara draws her personal cartographies of a multiethnic London and, when travelling to Turkey, on the Mediterranean coasts, in contact with the lively expressions of the local culture and benefiting from the symbiosis she establishes with Turkish environment, she starts remoulding her personal sense of self so that she now perceives her national belonging in hybrid relational terms.

Set in Roman Britannia, her subsequent *The Emperor's Babe* (2001), through Zuleika, a woman of Sudanese origins living in "Londinium", testifies to an English (and, consequently, European) past characterized by racial plurality and long obscured by official history. In foregrounding the early presence of Black people in Britain, the novel proves a further opportunity to recast traditional national identities and to highlight not only competing ones, but also the diasporic movements behind them, movements criss-crossing the Mediterranean and involving transcultural exchanges.

In conclusion, Evaristo's representational strategies pave the way to alternative interrelational forms of transmission concerning the European past and acting as the premise for the delineation of projective cosmopolitan contexts where cultural boundaries are made permeable. They also hint at a potential (re)construction of a cultural fabric between Euro-Mediterranean peoples on the basis of the common awareness of a shared historical past and mutual influences which have helped to build an international cultural tradition. It is in this context that the role of those operating in literary tourism becomes that of fostering further these revised narratives of the European/Mediterranean space implementing the promotion of those attractions which allow tourists' insight into multivocal cultural/historical representations of local identities.

Key words: Literature; Tourism studies; Cultural studies; Cross-cultural identities; Euro-Mediterranean cultural interactions.

INTRODUCTION

Informed by an interpretative framework where the theoretical paradigms of cultural studies, gender studies and postcolonial studies – together with tourism studies – inextricably interweave, my paper aims at suggesting that fostering a peculiar kind of literary and cultural tourism, centred on authors and works mainly imbued with post-colonial issues, might reveal itself as a political practice able to reshape the self-fashioning of Western European cultural heritage in non-essentialized terms and, consequently, to help promote cross-cultural exchanges. In this respect, *Lara* (1997), *The Emperor's Babe* (2001) and *Soul Tourists* (2005), the first three novels by the London-born Anglo-Nigerian writer Bernardine Evaristo, appear to be extremely relevant literary instances.

Although its roots can be traced back to a long time ago, it is not until the last two decades that literary tourism has acquired certain a visibility as a vibrant academic field of study centred on the convergence of and the mutual influences between literature and tourism as well as between writing and spaces. These interconnections are particularly evident when we consider that both tourism and literature – if analyzed in the light of a cultural approach – reveal themselves as socio-cultural practices able to produce and reproduce symbolic representations of the national character, and, more specifically, of social groups and places.

Against this theoretical backdrop, it is imperative to highlight that until recently the hegemonic political/economic role played by Western countries has engendered an exclusivist gaze which, in turn, has contributed to replicate Euro-American ethnocentric representational practices. In the deriving Manichean economy¹, people and places of non-Western countries have been inferiorized and/or exoticized with respect to a Western ethnocentric Self that over the centuries has posited itself as normative.

However, with the advent of postmodernist theory it has been possible to underscore the socio-cultural nature of such constructs and, consequently, their being historically determined products. Within this theoretical context, gender and post-colonial studies, have cast light on the possibility of their deconstruction. Moreover, during the last four decades, these two bodies of study, which can be both considered as filiations of postmodernism itself, have also provided effective theoretical tools to subvert traditional gender- or race-biased identity figurations. As a matter of fact, both deriving from coherent political movements developed between the late 1960s and late 1970s in Britain and in the United States feminist theory and (post-)colonial studies – within the academia – are informed by a common concern, ¹ Frantz Fanon's theoretical elaboration of "Manichean economy", eventually expanded by Abdul R. JanMohamed (see Abdul R. JanMohamed's *Manichean Aesthetics*), conceptualizes the colonized subject as irremediably trapped within the symbolic axis of Otherness and was originally applied to the colonial context. My choice of mentioning such category here is motivated by the undeniable persistence of neo-colonial forms of conditioning within current political and/or economic relations between countries

that of dismantling the phallogocentrism of Western discourse and the (symbolic) hierarchies pervading the binary oppositions on which it is constructed.

As stated before, one of the major factors which have to be held responsible for the persistence of hierarchical stereotypical models is arguably the economic one. As a matter of fact, over the centuries colonial and neo-colonial economic practices have revealed themselves as the main rationale behind the reproduction of national or ethnic stereotypes. In this context, tourism acts as a commercial machine which often manipulates or even exploits official culture to maintain hierarchical relations between countries.

In fact, tourism cannot be considered a mere economic phenomenon exclusively entailing fluxes of people and capitals. On the contrary, it actually intervenes within the realm of discursive practices through the production of those imaginative projections – relating to national or foreign identities – that it itself engenders. In this sense, it intervenes in the construction of knowledge as it offers specific interpretations of reality, events and places (Simonicca, 2004). The multiple relations between tourism – and especially heritage as well as ethnic tourism – and historically specific notions of the national character have been widely explored, among others, by Susan Pitchford in her recent study, significantly titled *Identity Tourism. Imaging and Imagining the Nation* (2008), where she scrutinizes “the role of tourism in the construction of national identity” (Pitchford, 2008, 1). In her attentive analysis, while drawing a detailed distinction between ethnic and heritage tourism, she also argues for the affirmation of a kind of tourism able to undo unbalanced identity representations within and between nations.

As a matter of fact, although in the last decades terms such as “multiculturalism” and “inter-culture” have become real buzzwords pervading official discourse, what is true is that they are far from referring to actual socio-political conditions. This is because our contemporary multi-ethnic societies are still dominated by gender- as well as by race-biased practices, which means that authentic multiculturalism – that is to say, mutual respect between groups identifying themselves with different value systems and an equal access to economic resources both on a national (and transnational) level – is anything but a mere projection.

In the context of tourism industry, hierarchical dynamics between countries are also at play. Paradoxically, this can be partly accounted for by the fact that local cultures, especially in the case of the so-called “developing countries” often become themselves accomplices to the persistence of stereotypes, as these come to be contradicted only by marginal voices which do not usually obtain enough visibility to subvert the status quo. In this respect, Pitchford contends that among the different strands of tourism, the one known as ethnic tourism, which plays a major role in building images of the nation, is responsible for determining an orientalizing of countries. In its turn this also entails a continuous process of internal homogenization which silences marginal diversity and its history. As she suggests:

- Much of the tourism that shapes perceptions of national identity is captured by the concept of ethnic tourism, but with its emphasis on exoticism and suggestion of remoteness, it can miss the identity-building effort of minority groups within core societies. Further, its emphasis on the performance of living culture misses those attractions that focus on history, and the importance of how history is interpreted in determining how people see themselves and are seen by the others (Pitchford, 2008, 2).

The erosions of history that Pitchford alludes to are put into practice not only at the detriment of the cultural heritage of non-western countries, where sometimes accomplices local cultures “sell” and advertise cultural landscapes in stereotypical terms, but also within hegemonic nations where expressions of internal differentiation are often obscured. Thus, in such cases, in the imaginative process of nation building the multiethnic character is concealed so as to create a national image where its previous presence is deliberately unrepresented. In contrast, it may also happen that when diversity is given visibility it is to insert it within a binary opposition where it comes to be subordinated to what is posited as the norm.

In the processes resulting in these imaginative dynamics, tourism reveals itself as a vehicle through which tradition – be it historical or cultural – is sold along the nets of the global market. However, tourism is

but one of the discursive arenas where notions of identity are moulded. In reality, among the scopical regimes our lives are deeply embedded in, literature needs to be singled out as one of the most effective realms where figurations of the national character are shaped in compliance with specific socio-political requirements.

Although through different modalities and each with a different degree of intervention in the epistemological systems of Western societies, both literature and tourism share a remarkable influence in the shaping of national or international imageries. The initial interconnections between the two realms – if not their convergence – are particularly old and one might locate them in the early forms of travel-writing. Recently, such conjunction and, in particular, the academic interest it has been able to arise in the last few years have been scrutinized by Nicola J. Watson who contends that, following the remarkable development of the tourism industry, “Scholars of British and American travel-writing have shifted towards examining the ways that tourism constituted national and international subjectivities” (Watson, 2009, 5). With respect to this imaginative forging, Edward Said, who is universally reckoned as one of the founding fathers of (Post-)colonial studies, has foregrounded the exclusivist nature of the European travellers’ gaze and its substantially manipulative intervention in the definition of that multilayered cultural construct that Said has defined as “Orientalism” and by which he has meant “a way of coming to terms with the Orient that is based on the Orient’s special place in European Western experience” (Said, 2003, 1). In particular, in his seminal study titled *Orientalism* (1978), the theoretician argues that “even as Europe has moved itself outwards, its sense of cultural strength was fortified. From travelers’ tales, not only from great institutions like the various India companies, colonies were created and ethnocentric perspectives secured” (Said, 2003, 117).

Against this theoretical background, it is my contention that if Said’s position according to which literature has played a fundamental role in the epistemological construction of “Otherness” is associated with the major tenets of British cultural studies, and particularly with its emphasis on the urgency of studying communities’ cultural expressions in relational terms, such productive conflation can help identify the analytic tools apt to interpret an emerging literary counter-discourse intended to deconstruct traditional identity figurations as elaborated within Western culture. Built on specific generic choices including the one known as “re-writing” – which implies the deconstruction of conventional race and/or gender power relations at play in canonical Western texts – and also on anti-canonical stylistic choices, this literary current, which has been defined as (Post-)colonial literature, is interspersed with theoretical tenets and is often linked to political projects aiming to obtain civil equality between different ethnic groups on a national level as well as on an international one.

Following Mike Robinson and Hans Christian Andersen, although they refer to a more extended discursive context, it can be suggested that, within post-colonial narrative production:

- Literary expressions of places, sites and landscape can gain us greater insight into the social, economic, and political order of the world, together with an understanding of identities, the constructions of culture, and the dynamics of landscape change. (Robinson and Andersen, 3)

In the light of what has been argued so far, I believe that the promotion of a kind of literary tourism or, more generally, of cultural tourism able to significantly exploit interconnections with a contemporary literary production imbued with post-colonial issues, may challenge monolithic representations of the Western Self as well as stereotyped figurations of the so called ‘Other’. In its turn, this would pave the way to an ethics of equality which may result instrumental to the promotion of profitable transnational exchanges both on a cultural level and on an economic one.

Within the British context, the abovementioned recasting of cultural heritage is particularly at play in a peculiar example of contemporary literary production, designated as Black British writing. Initially born as a filiation of (post-)colonial literature, it is now largely acknowledged as an autonomous literary

strand.² Among the authors generally included in such literary category is Bernardine Evaristo, critically acclaimed as one of the most interesting and complex voices of contemporary English literature. What makes her production particularly relevant in the context of the present analysis is that, from her author's perspective of a London-born woman writer of mixed origins, Evaristo's narrative intervenes "from within" in the process of self-fashioning of the British national character in order to contest and recast – traditional British as well as Western European representations of essentialized identities.

Moreover, Evaristo's work shows a renewed emphasis on the trope of travel, which also has deep links to her personal experience. In her production physical as well as imaginative journeys become occasions to overcome ethnocentric perspectives as well as exclusivist notions of European identity. While exploring the interconnections between her travels and her own literary production in her essay "The Road Less Travelled", she herself affirms:

- When travelling I relied on osmosis rather than copious note-taking. I soaked up the atmosphere and paid attention to landscapes, peoples and cultures so far remote from my own London one that the impact, which I aimed to recreate, was visually vivid and sensorially potent. I became aware that travelling brings alive the senses and that sensory detail brings alive literature (Evaristo, qtd. in Bernard, 124).

At this point of the analysis in order to show how the insertion within touristic circuits of places and attractions associated with her novels can result in the promotion of an innovative transcultural image of Britain as well as of Western Europe it is necessary to briefly explore the major motifs pervading Evaristo's first three novels.

In her first novel, *Lara* (1997), its young mixed-race eponymous protagonist lays claim to a citizenship which is English and, simultaneously, complicated by further multilayered ethnic/cultural belongings inscribed in her Irish-Nigerian-Brazilian family past and recuperated through her multiple travels. At the beginning of the novel, as a victim of an identity split due to her being a mixed-race girl, she travels to certain London areas previously unknown to her in order to draw her personal cartographies of the multiethnic metropolis so as to attempt to overcome her initial identity cleavage. Later on, she travels to Eastern Europe as well as to Brazil and Nigeria, two countries – both with a colonial past – where Lara attempts to retrace her paternal family's background as she feels this recuperation is necessary to acquire self-awareness. Thus in the novel, the trope of travel proves crucial in the process leading to Lara's acquisition of identity wholeness. However, the latter is far from being characterized by a monolithic nature. As a matter of fact, when, as a young woman, Lara travels to Turkey, on the Mediterranean coasts, in contact with the lively expressions of the local culture and benefiting from the symbiotic invigorating relationship she establishes with people and the environment, she starts remoulding her personal sense of self so that she now perceives her national belonging in hybrid relational terms. As Koye Oyedjeji contends, in a dense essay where he analyses both Evaristo's *Lara* and Diran Adebayo's *Some Kind of Black* (1996):

- It is in her travels, in crossing borders to territories neutral to her like Turkey, that [Lara] feels Britain offers her some sought of home and at the same time becomes less aware of the race politics. [...] As a tourist she is born anew, a reflection on the notion that it is only as cultural tourists, constantly in transit that we do no have to deal with the problematic of identity (Oyedjeji, 2005, 358).

Set in Roman Britannia, her subsequent *The Emperor's Babe* (2001), through the figure of Zuleika, a woman of Sudanese origins living in "Londinium", testifies to an English (and, consequently, European) past characterized by racial plurality and long obscured by official British and European history. The novel acts as an attempt to demonstrate, as Steve Martin suggests, that "you can throw a dart in any area of London and find a black contribution to its history" (Martin, qtd. in Lima, 2004, 51). Consequently, since it foregrounds the early presence of Black people in Great Britain, the novel, reveals itself as a further opportunity to contest traditional national identities and to highlight not only competing ones, but also the diasporic movements behind them, movements criss-crossing the Mediterranean area and involving its inhabitants in transcultural exchanges.

² See for the interesting distinction drawn between (post-)colonial literature and Black British literary production the volume edited by Kadija Sesay, *Write Black Write British* (Hertford: Hansib, 2005).

In *Soul Tourists* (2005), Evaristo's third novel, the deconstruction of 'race' as a discrete and homogenous elaboration is extended to the whole of Europe and embraces multiple time levels. The novel enables Evaristo to unveil and subvert those discursive dynamics which have obscured the symbolic figurations of ethnic Otherness through deliberate omissions and historical erosions. Significantly enough, the novel is centred on the black Britons Stanley Williams and Jessie O'Donnell's voyage across Europe and as far as the Middle East, a route Evaristo herself has travelled along. Again, the trope of travel and displacement plays an important role in the novel and it also acquires existential connotations. In this respect Louise Bernard suggests that:

- Evaristo's third novel, *Soul Tourists* (2005), continues her investigation of the connections between travel and transformation, both at the level of metaphor and in the relationship between literary form and content (Bernard, 125).

Soul Tourists is intended to imaginatively recuperate those lost voices revealing the Africanist presence in the European past, a past which has been deliberately silenced within the official practices of History-making. Thus, along the voyage, Stanley – who shares with his now dead and beloved mother the uncanny power to perceive immaterial entities – meets, among others, Lucy Negro (William Shakespeare's Dark Lady), Louise-Marie, the Black Nun (that is Queen's Marie-Therese's daughter born following her presumed relation with a black man), Alessandro of Florence, Mary Seacole, Alexander Pushkin and, ultimately, Queen Charlotte Sofia (George III's wife).

However tenuous their links with the European past may be, as they are ghostly figures speaking from a marginal historical space, their voicing – albeit a fictional rendering – is nevertheless instrumental to Evaristo's contribution to the delineation of a "usable past for Black Britons of today" as suggested by Bruce King (King, 2002, 147). In the novel their presence works as a sort of guarantee for Stanley's right to belong, a motif pervading the narrative from its very start. In Bernard's words:

- As the receptacle for lost and reclaimed historical knowledge (information that he receives along with the reader), Stanley enjoys an understanding of what it means to be a different sort of traveler, or "soul tourist". (Bernard, 126)

In the light of this brief excursus, it can be said that Evaristo's production contributes to a new reading (albeit an imaginative one) of European as well as Mediterranean history. *Lara*, *The Emperor's Babe* and *Soul Tourists* are examples of a new historical novel intended to question the notion of modern Europe as the fruit of an exclusively classical – that is Roman and Greek – culture. Her new representational strategies pave the way to alternative interrelational forms of transmission concerning the European past and acting as the literary premise for the delineation of projective cosmopolitan contexts where cultural boundaries are made permeable. In addition, they also hint at a possible (re)construction of a cultural fabric between Euro-Mediterranean peoples on the basis of the common awareness of a shared historical past and of mutual influences which have helped to build an international cultural tradition. Briefly, as has been suggested, "her work throws into sharp relief the idea of "heritage" as a peculiar type of industry" (Bernard, 119). An industry, I would suggest, that, on the one hand, can be held responsible for the production of stereotypical identity models, but that, on the other, can also be productively revisited so as to offer a counter narrative as demonstrated by the literary intervention of post-colonial writers and – particularly in the context of Great Britain – of Black British ones.

On an imaginative level, the content of Evaristo's novels, through its foregrounding of the Black presence in Britain and in Europe at large, allows a revised exploration of contemporary British identities as well as of the European cultural heritage and demonstrates that its conventional expressions can be deconstructed and problematized. It is my belief that such narratives strategies can offer a symbolic underpinning which, in its turn, may be productively exploited within the project known as Integrated Relational Tourism, notably entailing a constructive kind of cultural dialogue between the countries belonging to the Euro-Mediterranean area.

As a matter of fact, processes of symbolic differentiation affecting traditional representations of groups (be they cultural or social) as homogenous, especially when the latter are inscribed into hierarchical relations, effectively contribute to subvert the oppositional nature of such binarisms. Deliberately and more markedly stressed by the hegemonic groups, these dichotomies are weakened when the porosity of their constitutive terms comes to be foregrounded. In its turn, the deriving cultural multiplicity, in so much as it contradicts preconceived ideas of separateness, enables a cultural dialogue within which local identities and their respective value systems are valorised and appreciated.

Far from exclusively triggering changes on a cultural level, these revised perceptions of Otherness also have reflections on economic transactions as they may help promote forms of effective transnational cooperation and egalitarian economic exchanges. In this arena tourism – because it entails not only fluxes of people but also dynamics of cultural perceptions – can play a major role and it is particularly in the present alarming context of “fortress Europe” that, I believe, those who operate especially within the industry of literary and/or cultural tourism are urged to promote the application of the “Integrated Relational Tourism” model and to foster further revised narratives of the European/Mediterranean space and history by implementing the promotion of attractions which may allow tourists’ insight into multivocal cultural and historical representations.

Finally, it is important to say that this revision of history and of symbolic practices should not be limited to the tourist sector only, but it should necessarily involve teaching practices and school curricula so that words such as “integration” and “multiculturalism” could start to designate real social phenomena rather than projective ones.

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SPORTS TOURISM ROLE IN IRT THEORY. A CONCEPTUAL FRAME WORK ¹

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Abstract

The paper deals with sport role in Integrated Relational Tourism theory. There are various types of sport, but we consider sport in the open air, because of it is a category of sports tourism that can be interesting for IRT theory purposes.

We start to consider the evident tie existing between sport and tourism. To travel in order to take part to sport activity or in order to assist to events of the field, sinks own roots since the antiquity.

Also today, the travel is associated to the taste for the nature, the life in the open air and the sport.

The crescent interest for this new way to mean the relationship between tourism and sport is realized in a constant search from the specialists of the field (tour operator, innkeepers, agencies of promotion, society, sportive circles, etc.), for new products that are able to satisfying the needs of the tourists.

In this way, a form of sport, meant like a "search" is shaped: search of own possibilities and own limits, search of a contact with the others based on a healthy competition, search of a contact with environment, nature, history, culture, folklore, uses, customs, etc. Sports tourism is important to search a direct contact with the natural environment, to escape from the narrow spaces used for training, in order to practice echo-compatible sporting activities.

This conception allows us to consider the sport, using different point of view. For example, the formative dimension of this sector.

Therefore, the paper puts in evidence the characters of sports tourism, to estimate the dimensions caught up and its possible future developments, specially in Italy.

Later on, it is considered school role. In fact, being the school, the main educational agency that takes care of the development of the person, it can find in the practical of the sport in the open air, a valid way in order to catch up its institutional purposes.

Moreover, sport in the open air is shaped like a didactic proposal that, leaving from the study of the environment, resolves the scope to promote the ecological defense of the same one, to stimulate the recreational and sport use of green arenas that still the nature offers to us.

In this way, it concurs to develop the personality of the student through an activity that implies independent spirit and enterprising.

We wish the end effect to change the tradition inherent the curricular programs of the School. In Italy, it evinces in the within of the formative system. Great attention, in fact, has been classified in the Italian School Formative Offer Plans, to the impact of the tourism on the environment. So, interesting didactic laboratories dedicated to orienteering are born.

Key words: sport, tourism, open air, instruction

¹ In final form: A. Giorgio drew up the paragraphs 1 and 2; G. Spinelli drew up the paragraphs 3 and 4.

INTRODUCTION

What is sports tourism, and what may its role be in IRT theory? We will try to answer these questions, because of today, the attention and care for the bodies, the decrease of working time, combined with some temporary factors such as unemployment, massification of exercise physical activity and the call of nature created a strong link between sport and tourism, encouraging the growth of a culture of sport.

About this link Dewailly (1996) talks that the habit of traveling to take part in sporting activities or to attend industry events, has its roots since antiquity.

Over last few decades, then, both sport and tourism have been the subjects of research that led to better understand the close connection between them. This is evidenced by the fact that sport and tourism often share common resources, such as: natural environment, transport, services and receptivity. Starting from the various types of sports tourism, present in the literature, we gave priority to those activities, practiced in the open air.

Then, we identified some useful strategies for its development, based on several educational initiatives that have been covered in the curricula of the Offer Training Plans of some Italian schools.

This brings us into the role of education in relation to this reality; the latest survey of National Research Institut Tourism(Isnart)/Unioncamere 2008, shows that it is emerging increasingly, in the Mediterranean.

VARIOUS TYPES OF SPORTS TOURISM

The relationship between sport and tourism emerges as a reality of recent identification and promotion. However, the initial thinking on sports tourism had started in 1971 when, as part of activities of the International Council for Sport Science and Physical Education (ICSSPE), we left for the first time that the old approach classify the two sectors as distinct, in order to understand the linkages and synergies.

The first scientific publication with the theme sports tourism: the *Journal of Sports Tourism*, appeared in 1983 and the first world conference on the topic was organized jointly by the United Nations World Tourism Organization (UNWTO) and the Comité International Olympique (CIO) 2001.

The discussion gained in recent years took into account the relationships between tourism and sport and integrated elements of sports (for example the motor experience) and elements of tourism (travel culture). The behaviors that are observed are sport characterized by social activities of various kinds, both physical and cultural.

As the interest the topic is recent, it does not yet exist in the literature a common definition of sports tourism.

Bale (1989) identifies different point of view that interest it. In particular, the first point leads to a shift and stay away from home, with an adjoining a change in the normal rhythms of life; the second point, instead, relates to activities that are the target of travel and stay.

These different points of view generate behaviors, whose observation can investigate about motivations that drive sports tourism and its intensity.

Sports tourism, therefore, depends on the connection of two factors: the destination of the trip and the type of activity.

The destination is chosen to play in first person the practice of competitive sports, leisure, adventure, etc., or to live passively, through participation in sporting events, shows, conferences, etc.

Therefore, sports tourism is now the one hand, an extension of the sport activities of *loisir*; in other hand it plays the necessity felt in the tourism market, to develop complementary products and services or alternative to traditional holiday »beach, sun, sea«.

So, we can take advantage of attractive factors of the area, in key seasonal adjustment of tourist flows.

In this light, sports tourism is seen as a key part of the territory and therefore, useful for the development of a location.

The trip is conditional on the experience of sport and sport destination became home to several behavioral patterns.

So, in sports tourism we have to consider the:

- subjects involved (in the form of an identifiable audience, actor, visitor);
- behaviors that they put in place (also in the length of stay);
- choices of destination.

This classification produces the suitable tourist packages, useful for active sports tourism (to travel to practice); for events sports tourism (to travel to attend); for culture sports tourism (travel to admire).

Sports tourism based on action, outlines when there is a tourist who participates physically, so he bases on its experience and its own technical capabilities to one or more sports. The big difference, with traditionally sport is that in sports tourism action hero confronts the subject of techniques and equipment than with other sports. The degree of participation, technical ability, to use of facilities and resources vary considerably depending on whether one is referring to beginners, amateurs or professionals.

This kind of tourism offers a wide range of sports, in which each person can find an activity suitable to their technical skills and physical energy level, for example: golf, fishing, hunting, climbing, orienteering, hiking, horseback riding, hiking, walking, cycling, marathon, air sports, tourism, water sports and snow sports.

The marathon is one of the most important part of sports tourism.

In confirmation of this, the only event of the Marathon of Rome (Italy) recorded a steady annual growth of 10-15% attendance. The most classic of sports competitions becomes the ideal means for combining the practice of physical activity outdoors, with the opportunity to learn new tourist resorts.

Another sport that today plays an important role is golf: an individual sport, practicable all year, in rapid expansion in Italy, but commonplace in the rest of Europe, because of it is able to attract many athletes coming mainly from northern Europe, where the climate is particularly hard and it prevents the practice of golf, for long periods of the year.

Golf can create a tourism, able to generate a good economic field in the host territory, in fact it guarantees a daily presence of a tourist average golfer of 7 days, significantly higher than that of the tourist standard (3 - 4 days in the case of foreign tourists).

Besides, an aspect not to overlook: the tourist golfer is, by its nature, constantly on the road, in search of new fields.

Events sports tourism generates, instead, a direct economic impact on the land providing a good opportunity for tour operators from around the world. It relates to that class of tourists who, as spectators, they move from their habitual residence in order to attend to a live sporting spectacle (competitions, tournaments, international competitions, large events and exhibitions sector, etc.) without the participation actively. In this case, the visual approach appears to be crucial.

Studies in sports events were multiple and most of them have focused mainly on the calculation of economic impacts generated by so called mega-events (Olympics, World Cup, etc), or in technical terms, Hallmark Events are defined as »events of major importance, unique or periodic, time-limited, organized primarily to raise awareness, interest and viability of a locality in the short or long term. These events, founding their basis of success on international importance, create big interest and attract the attention of public opinion«(Porro, 1995: 71).

Major sporting events are now widely used tools in terms of communication, promotion and image creation of a destination. This explains why more cities engage in territorial marketing strategies to attract major events, to maximize the effects of high media exposure and benefit from sponsorship. In Italy, the third form of cultural sports tourism, highly developed in the Anglo-Saxon countries is certainly the least known of the three taken into account.

It relates to that particular category of tourists who, prompted by a great passion for sport or from simple curiosity, temporarily leave their habitual residence, in order to visit facilities that have been theater of great sporting events or athletic celebrated performance, or museums dedicated to very different sports. Over the last few years, in fact, some sports facilities have become a kind of mysticism among the lovers of the sector, much to be visited by a growing number of people.

All this leads us today to see plants like the Olympic Stadium in Barcelona, Yankee Stadium in New York, the tennis courts of Wimbledon, the real attractions.

»Even large sports stores also have become attractions of particular appeal. The most famous case in the literature is that of the Bass Pro Shop in the U.S. state of Missouri, which attracts 3.5 million visitors a year. Numbers that make this store the most visited attraction of the entire state« (Nocifera, 1997: 24).

On some occasions it is a special motivational factor that leads many athletes to move from their place of residence in order to reach locations of important events or sports events: it is the desire for emulation.

Ride along the stages of the Tour of Italy or the *Tour de France*, skiing down the slopes of World Cup skiing, sailing in the waters of the America's Cup match races or play on golf courses that have hosted the greatest sporting champions allows tourists to emulate big business.

Regard the practice of sports tourism, it occurs throughout the year, with peaks in the middle months of the summer season (July and August), during the Christmas holidays and the month of February.

Holidays in the winter months concern sports of snow and ice, skiing in the first place, while in summer there are water sports and so-called Californian sports, as surfing, windsurfing, etc.; trekking, mountain biking and cycling have, however, a less pronounced seasonality.

Our research focused more on natural attractions of a territory, to grasp the emerging new relationship between man and nature, in the evolution of sport.

To fully understand this reality is however necessary to refer to some data on the number of practitioners of sports at continental and regional levels.

At continental level, it shows a significant quantitative difference between the countries of northern Europe and the Mediterranean area. The highest percentages are found in Finland, Denmark, Ireland, and countries such as Greece, Portugal and Italy stood in the concluding part of the list.

In particular, in Italy you can find a difference between north and south of the country. Indeed, the analysis of Isnart/Unioncamere 2008 about practice of sport, shows that the region of Trentino, Veneto and Lombardy you can practice more of sport.

There is also a significant number of European tourists who choose Italy for sports (18%). These are especially attracted by the possibility of skiing (34%), cycling (27%), golf (23%) and others (16%). This inflow is aided by the fact that about one quarter of Italian tour operators, today, begun to see Italy, as a sport target.

Strategies for the development of eco-compatible forms of sports tourism

In recent years, in sports tourism began to emerge a new reality, motivated by a desire to understand this reality in a new way.

Dewailly and Flament (1996) supported the idea of sustainable sports tourism, to implement best practices able to combine nature and sports.

Corna Pellegrini (2000: 82) deals with »tourism that can last, maintaining its such-quantities values; that is likely to coincide in the short and long term, the expectations of residents and those of tourists without diminishing the quality of the tourist experience and without damaging the environmental values of the territory«.

In the past, it was thought to encourage sustainable tourism could be a constraint for the development of territorial systems, limiting the potential of speech and stifling economic and business; in this way, a sector that still pays a considerable lack of competitiveness.

Yet today, we begin to realize that sustainable tourism can also represent a major strategic opportunity to market, as factors such as the quality of the territory and to the system of local services, comply with the standards of eco-sustainability move and affect choices tourism.

In this way arises an act of awareness about environmental issues and the respect of the traditions and local culture, leads inevitably to one conclusion: tourism development and sustainability, always travel on parallel tracks.

Just think about the many documents written:

- *European Charter for Sport, Code for sustainable development of sport and European Charter for Sustainable Tourism in protected areas* (by European Union);
- *Manual Sport and Environment* (by International Olympic Committee).

These calls for environmental sustainability are bringing up the need of having to focus on developing a sustainable sports tourism development, as demonstrated by the European Project: *Sustainable tourism and outdoor sport activities*, which aims, in first, to provide a starting point for the creation of best practices and the establishment of a charter of quality, in sports tourism development.

They are so sharp a number of problems encountered in the Mediterranean, such as the:

- concentration of frequencies in a limited part of the tourist;
- focus on traditional resources (sun and sea);
- influx of population, local and otherwise, along the coast;
- greater concentration of waste;
- concentration of seasonal work;
- lack of consideration about alternative resources and the hinterland;
- limited development of the combination of sport and tourism, especially outdoors.

The sustainability of sports tourism should manifest itself both in the external environment, through a sport and tourism respectful of the area and in the internal environment through the development of an ecology of the body.

To propose sports tourism sustainable means to encourage a seasonal adjustment of tourism and the exploitation of so-called marginal areas. Therefore it is essential the participation and cooperation of integrated systems of all stakeholders, from government local operators, until the same locals.

In this way new tourist products can arise. In particular, they should be in attempt to create a common cultural basis and a sense of belonging to a new mode of land use, usefull for the local population.

In order to advance the development of eco-compatible forms of sports tourism, it should be pursued on a number of practical proposals, divided into three areas: 1) building and promotion regional offer; 2) infrastructural improvement in the medium to long term; 3) instruction.

As part on the first area of intervention you must focus on:

- census and mapping of sites for the environment sports and the accommodations which are placed in sporting facilities;
- instruments, both traditional and computerized information (guides, maps, leaflets, brochures, reports, websites, etc.).
- image of the region to promote, through support sporting activities and sporting events, also trying to link sports to cultural activities in parallel;
- accommodation to foreign journalists during international events in order to convey the image of the host region, even outside national boundaries;
- sport as a promotional vehicle of the region to promote, through sponsorship of teams, sports clubs and athletes of high level;
- programs and initiatives with the aim of seasonal adjustment.

In the second area of intervention is deemed necessary the:

- implementation of regional transport services even during low season;

- accommodation, even during the low season;
- accommodation for young audience (guesthouses, hostels, etc.);
- construction of road links with the use of appropriate signage in double tongue.

Finally, as part of the intervention on the instruction, which is what we are more at heart, you should must focus on to:

- ensure the curriculum planning in Schools;
- set up in the curricula of the educational institutions of the School courses that prepare students to grasp the importance of outdoor activities;
- ensure the establishment of a regional agency coordinating tourism-sport, in synergy with the Italian National Olympic Committee and the others sports organizations;
- make appropriate instruments to assess the cost-benefit analysis of events in the tourist-sports to plan;
- identify new professionals in tourism-sport (specialized maintainers, repairers of sails, the promoters of the sport tourism, etc.).

There is a significant number of eco-friendly disciplines, which, in recent years has emerged in the panorama of the combination between sport and environment.

Among them, we can mention *trek* (a discipline characterized by long walks in natural settings, usually in middle and high mountain, which requires a good knowledge of cartography and the ability to move along rugged paths); *skyrunning* (a discipline that requires a good technical ability to face uphill and downhill running trails in the mountains); *ecomaraton* (discipline which consists of the classic marathon distance of 42,195 km, within parks, reserves, protected areas and special regulations aimed at environmental protection and safety of participants); *trail running* (discipline practices along paths through forests and hills to lower elevations); *ecorunning* (a discipline that combines the race to the knowledge of the environment); *Nordic Walking* (discipline that combines brisk walk the use of ski poles on trails around the lakes or on the flat grasslands); *ski mountaineering* (discipline involving climbing and hiking in the mountains, featuring great uphill and downhill off-piste); *orienteering* (a discipline that combines the race to orientation skills in natural environments, woods, mountains and forests). In particular, the choice of location ability to juggle between the sites established is the true essence of orienteering.

All these are disciplines just yet capable of enhancing the area, low cost and environmentally compatible, since it needs of only few essential tools (for example: topographic paper and compass).

They are ductile sports, because of they can easily adapt to changing conditions and different situations. These abilities create a sport to measure for each: for students on educational tours that you can structure; for athletes who want to grapple with a task in which speed and endurance combine with the power of choice and the speed at having to make decisions; for older people who can be fitted with a motor task and intellectual who is, at the same time, even healthy competition.

Pedagogy conducive to contact with the natural environment is placed at the beginning of the twentieth century. »Then, cultured interdisciplinary aspects of this activity are satisfied«(Giorgio, 1986: 125).

So open-air sports has also been used as therapy for psychological and practical training at some schools in Italy. During last years, Instruction Offer Plans of Italian Schools provided the opportunity to develop some interesting didactic and experimental laboratories, for the students.

At the end of the experimental teaching that educated the children more aware of tourism, students were able to reflect on the importance of outdoor activities. By these activities there was no damage to the landscape, there i was no energy consumption, clothing and sports equipment were extremely simple.

These activities allow to establish a different relationship with nature, a relationship devoid of risks that may be defined a framework compatible with the aims of IRT theory.

From this perspective, nature is experienced as a source of energy available to all and it helps to provide motivation in the exercise, totally different from that of the people of the gyms.

Conclusions

The growing interest in this new way of understanding the relationship between tourism and sport results in a constant search by the specialists of the sector (tour operators, hoteliers, promotion agencies, societies and sports clubs, etc.) for new products that are able to meet the needs of users (Robinson And Gammon, 2004).

So, for the number of people involved in this situation, we can say that sports tourism represents a form of tourism likely to have a trend of high growth in the near future, not only in quantitative terms but also and especially in terms of quality (Pivato, 2005).

This way you configure a form sport, as research: research of their own possibilities and limits, seeking contact with others in healthy debate and competition clearer; search for a contact with all our surroundings.

This view of the sport allows us to consider the educational aspect of this discipline, because who is affected develops the skills of observation, perception and representation of space, the concentration, the ability of choice, to make decisions, autonomy, retention and recognition of their abilities and limits.

For this reason, orientation sports since 1987, are entered in the School through the games of youth, today named: student championships, with the full approval of the Ministry of Education, who praised the interdisciplinary characteristics.

The school, being the lead agency that deals with the educational development of people, is a valuable tool to implement its institutional purposes.

Finally, the discipline of outdoor sports is seen as a didactic proposal that aims to stimulate the recreational use of the sporting green gyms, that still the nature gives us, to develop the personality of the student through an activity that involves independent and enterprising spirit. For this reason it must be more contemplated in Formative Offer Plan School.

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BACKSTAGE. A NEW FORM TO INTRODUCE TOURISM IN ALEXANDRIA

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Abstract

Tourists travel nowadays millions of miles, chooses among thousands of destinations to reach satisfaction for their motivations. Today's tourist's motivations became more sophisticated as to what globalization has possessed. That means that tourism has changed to different patterns as a result of a Variety of physical and cultural attractions possessed by different places which appeal to people with different backgrounds, tastes, interests, needs and desires. New forms of tourism appear continuously as to reach satisfaction of tourists. Backstage tourism is a form that offers the tourist what is behind the scenes, that helps the tourist to interact with the culture he is coming to explore and experience. Alexandria is a city in Egypt that possesses many historical sights, where many stories hide behind its historic scenes. Its culture is unique; therefore the purpose of this research is to develop a distinctive character for the city of Alexandria. And offer the backstage tourism as a main option in our tour packages. This article will high light the opinion of tour guides and tour operators to appraise the desire of the tourists to fetch behind the scenes in any tourist destination.

Key words Backstage, Tourism, Culture, Integration, Tourist sites.

INTRODUCTION

The tourism industry has been affected, as well as many other activities owing to the recent culture and informational currents. It corresponded by revolutionary shifts in means and ways of information, communication and transportation; causing an un-preceded phenomenon known as "Globalization". This phenomenon struck our modern civilization, provoking influential pressures and changes in the world's political, economic and social way of living. As (Wahab and Cooper, 2001) illustrated that we now live in a world of incredibly rapid and revolutionary change where many remarkable achievements have been reached. These remarkable achievements affected many ways in our lives and forced policy makers to change their attitudes and provisions to be able to keep their grip on basic socio-economic, cultural and political values and norms.

This phenomenon raised a more competitive compulsive burdens among tourist destinations by bringing more needs, requirements, and demands into the consumer's list of demands. One of the main prevailing tendencies which dominated tourist demand is the Human relations and integration between cultures. The distinction between mass and alternative tourism has promoted many researches to study the cultural interactions between people. New forms of tourism has been developed to apply this concept and to understand its potential effects on both tourists and hosting community. These new prevailing tendencies of appreciation for the sustainable environment and culture quality has reshaped and dominated to reveal new types of tourism.

Cultural Tourism

Cultural Tourism is characterized by a series of motivations such as the desire to learn and interact with foreign people, learn about the history, heritage and lifestyles of others, to study the habits and customs

as well as tracing past civilizations. (Tools and Techniques, Aug.2009) It is also defined at the Wisconsin Heritage Tourism conference as follows "Visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, and scientific or lifestyle/heritage offerings of a community, region, group or institution." (Grail Dexter, 1999) Therefore it is considered as a branch of tourism oriented towards cultural heritage of the location where tourism is occurring. (Melane 2003)

In the past around the 70s, cultural of tourism was associated with wealthy people for its high expenses. It was restrained for high educated cultured people. Then it became in the 80s an obvious mean of tourism for learning and traveling. In the 90s, it became a big business and turned to mass tourism. According to the heritage tourism program activated by the national trust organization for historic preservation, Cultural heritage tourism is "traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources." (The National Trust for Historic Preservation, 2009)

With the estimation done by the World Travel and Tourism Council (WTTC) that the growth rate of the tourism industry will reach an annual rate of 3% till the year 2010 for the world as a whole. And for the cultural Heritage tourism in particular a study by the National Tour Association in the US indicated that 20 %of tourism revenues are based on cultural tourism. What is clear is that tourism is growing and will always expand. It will have an increasing impact on cultural heritage of tourist destinations. In its forecast tourism: 2020 vision, the World Tourism Organization (WTO) predicts that cultural tourism will be one of the five key tourism market segments in the future.(Sustainable Tourism and Cultural heritage,2009)

In recent years, however, tourism demand started changing towards a new type of activity where the individuality and independence of travelers are placed at the heart of the leisure activities. (Middleton and Hawkins, 1998) The concern to link activities to everyday life, hears stories told by locals, taste the local cuisine, and taste the diversity in cultures and to relive the atmosphere of the historic site. In this sense people prefer to live their holidays rather than to spend them (WTO 1985, 9). Globalization effectively implies that increasingly tourists and the industry need to interact in a culturally diverse environment and to learn how to manage negotiate and compromise with people from different cultural backgrounds and experiences (Dimitrios Buhalis, 2001). Backstage tourism can offer this satisfaction of today's tourist's motives.

The Backstage Tourism

It is a sort of cultural heritage tourism that can encourage the establishment of traditions and the restoration of historic sites and monuments. But its role is extended than just being a monument oriented tourism, it is an experience of what can be behind the scenes. Who lived in these monuments, their traditions, life style, actions and characters? All these are stories told by locals narrated by their ancestors. It is an enjoyable and educational way to get in contact with the local people and learn about their community's heritage. It is not only connected to the past but, it is also to explore the present culture and way of life. It is about taking walks and doing a lot of "foot walks" in the evening around the back streets of the tourist destination to see the true style of the resident's way of life, to explore some of the main holiday activities taken by them. (Novelli, 2005)

Through the backstage tourism, travelers can travel through history by exhibiting and learning about famous characters. They feel the destination through stories told about the people who use to live in these historic places. Tourists view cultural heritage as one of the major reasons they travel to specific locations. The WTO stated that 37% of all international trips are connected to culture. Therefore the backstage tourism is a new trend that allows visitors to immerse themselves in the local socio-cultural environment of the city they are visiting.

It plays on the pejorative connotations that have accompanied the evolution of mass and package tourism and their negative impacts in relation to environmental degradation and socio-cultural disturbance.

For destination managers and planners seeking to utilize tourism as a mechanism for economic development. Backstage tourism approach appears to offer greater opportunities and a kind of tourism that is more sustainable, less damaging and more economic benefits. For tourists, it appears to offer a more meaningful set of experiences in their knowledge and expectations. (Marina Novelli, 2005) Perhaps for the first time in our history, we are consciously trying to preserve or bring back old cultures and values. At its worst this can impede the 'natural' evolution of new cultures. (swarbrooke, J. 2000)

Characteristics of cultural Tourist

At the Wisconsin Heritage Tourism Conference (Sep.1999), they described the cultural tourist as most educated, intellectual and knowledgeable. This percentage of people is rising; it tends to increase through middle age, as well as between 45 and 65. This age is typically the peak learning years with the highest discretionary income and time to spend on cultural related activities and travel. Also cultural tourists are classifying into groups. One group, the smallest, consists of persons "greatly motivated" by culture- people who travel to a city or region specifically because of its cultural opportunities, representing perhaps 15% of the total non-residential pleasure travel market. The second group is the people motivated "in part" by culture, persons who travel both because of the cultural opportunities and other motives such as visiting friends, relaxing or recreation. This group represents about 30% of the market. The third group, representing about 20% of the market, they are people whom culture represent an "adjust" to another more important motivation. That is the main motivation is sport, shopping, safari...etc. linked with one visit or two to cultural places. The fourth group is also 20% of the market, which is what we refer to as "accidental cultural tourist" ... they are people traveling with no intention to visit or get in contact with cultural attractions or events but they might be exposed accidentally to a cultural opportunity or event. Also there are about 15% of tourists, who wouldn't attend cultural attractions or even under any circumstances has to do anything with culture or heritage of the place visited. (Grail Dexter, 1999)

Auspiciously; the Egyptian culture is a blend of many cultures specially the city of Alexandria, the beautiful city located by the Mediterranean Sea. Alexandria the model of a unique city created through cosmopolitanism. Different ethnic groups with different denominational backgrounds co-existed but did not actually assimilate. In this city the tourist can experience a bouquet of many citations of neighborly behavior between families and friends of different backgrounds, of participations in feasts, religious events, funerals and weddings. Therefore, backstage tourism can be used to attract the greatly motivated (15%), the partially motivated(30%), and the adjust type of cultural tourists representing(20%).

Alexandria, the City Of Multi Nationality

Alexandria has a long tradition of tourism, attracting travelers fascinated by the art, philosophy and literature of ancient times. In term of historic sites, it is considered one of the richest cities of the world with many ancient monuments and artistic treasures.

Alexandria is located on the narrow strip of land that separates the Mediterranean from the lake of Mareotis to the south. It extends about 32 Km (20 miles) along the coast of the Mediterranean Sea in north-central Egypt. In ancient times, Alexandria was one of the most famous cities in the world. It was founded around a small pharaonic town c.334 BC by Alexander the great. It remained Egypt's capital for nearly a thousand years until the Muslim conquest of Egypt in 641 AD when a new capital was founded at Fustat.(the city of Cairo) (wikipedia)

Alexander the great was a conqueror whose vision was to Hellenize the world, and Alexandria, was founded as a link between the East and the West and as a manifestation of internationalism. During the three centuries of Ptolemaic rule, Alexandria was the world's center of learning and capital of culture. And it became the main Greek city of Egypt, with an extraordinary mix of Greeks from many cities and backgrounds. It was captured by Julius Ceaser in 47 BC during a Roman intervention in the domestic civil

war between king Ptolemy XIII and his advisors, and usurper queen Cleopatra VII. After this era, Alexandria declined in general during the Ottoman occupation of Egypt in 1517.

Alexandria is a city of many nationalities, the Turks and Albanians who followed Mohamed Ali from Cairo and helped him establish Alexandria as his second capital. They were followed by the French who helped Mohamed Ali to establish the Egyptian army and the navy. Although the British occupied Egypt in 1882, they were generally the third in the numerical scale. They came after the Greeks and the Italians. Not forgetting the Armenians who came to live in Alexandria and became among its residents. They were encouraged by Mohamed Ali, and then they came during the Turkish massacres in 1894. Not forgetting the Syrians who played a very important role in creating and promoting the Egyptian press. They helped the Egyptians to reestablish different art forms. As Dr.Sahar mentioned in her paper (Alexandria an international city) "For almost a hundred and fifty years, Alexandria was the model of a particular brand of cosmopolitanism in which different ethnic groups with different denominational backgrounds co-existed."(Hamouda, S.2008) In some regions of Alexandria there may be no indigenous culture left as the original population disappears, to be replaced by a second home. Backstage tourism can help reestablish these cultures through famous characters that lived in these eras. There are many examples such as the district of Glym which refers to Mr. Glymonopulos, who was a highly viewed member of the civic council of Alexandria. Also, the district of Laurent refers to monsieur Laurent who was the owner of a famous cigarette factory in the 19th century. The district of Lazarita was a derivative name from an Italian word called Lazar. Not forgetting, the district of Smouha which was named after Joseph Smouha a Jewish Iraqi trader who lived in Alexandria.(Sharobim, M, 2009) There are many other districts that carry names of people who lived in Alexandria and left their traces behind. This in its sense can introduce Alexandria on the touristic map, and create a wider level of appeal to more cultural tourists.

How to offer Alexandria as a backstage tourism destination

To name a certain place as a tourist place, it should possess one or more of the aspects of tourism attractions. A tourist destination by definition might be a natural or cultural resource which has the ability to draw visitors to its site, and provide them some sort of satisfaction. Although satisfaction, in the tourism sense; might not be perceived unless such attractive resources were provided with other factors (transportation, hospitality, service facilities...etc), still the main attraction will stand as the drawing power of the tourist destination. The chief task for planners, developers and designers is to create a pleasant environment made up of the main resources and other integral comforts and facilities to provide appealing opportunities for tourists to enjoy their visit. (Robert Christie Mill, 1985)

Developing backstage tourism linked with the cultural heritage tourism is an incremental process; it will require an investment and a commitment- an investment of financial resources and a commitment of human resources. If the combination between the two is successfully achieved, it will help protect our nation's natural and cultural treasures and improve the quality of life for residents and visitors alike.

Linking backstage tourism with heritage tourism can do more for local economies than promoting them separately. That's the core idea, to save our heritage and our culture, to share our traditions and culture with visitors, and to gain economic benefits. The goal should be to reach not just the 15% "greatly motivated" cultural tourists, but to reach the whole range of 85% of travelers to participate in cultural activities along with other ones. Successful promotion and packaging can expand the market substantially by attracting travelers interested in culture. Promotional activities increase consumer motivation to participate in cultural activities, while packaging increase exposure to cultural activities. Promoting cultural activities means promoting products of the same type for example the Roman Theatre, Pompey's Pillar and Alexandria's Catacombs. But through packaging we can offer the Roman ancient monuments along with Alexandria's Library, the Montaza Palace, Ras el Tin Palace, and Presidential Palace, the Museum of Jewelry, Cavafy museum, the museum of fine arts and the Aquarium. Also, combine both cultural along with

recreational tourism at the Shallalat Gardens, Green Plaza, and Marina Village...etc. Not forgetting the religious places. Also tourists will have the opportunity to extend their visit to share their vacation with families of different ethnic groups or traveling to the traditional that are partially motivated by cultural tourism.

According to the Egyptian statistics of airport arrivals, 795128 passengers (Egyptians and foreigners) arrived to Alexandria by air in 2007, they increased in 2008 to reach 1162987 visitors by air. Also the number of arrivals till the month of August, 2009 reached 844783 visitors. Still this number is very poor compared to what Alexandria has to offer. This is due to seasonality problem, poor marketing strategies, limited tour programmers, insufficient highlighted events on the international tourist map, limited accommodation services, and limiting the types of tourism practiced in such destination.(El-Masry, R. 2008)

Therefore, Alexandria has to be offered to the international tourism market with a different concept, reestablishing its image as the city of multi nationalities, widening the attraction of different segments of tourists, and setting new strategies to attract these tourists.

Offering Alexandria through backstage tourism

- Celebrating with different ethnic groups located in Alexandria their organized international events. As well as arranging different exhibitions to discuss and celebrate a day in the memory of famous poets, musicians, writers, and actors who lived in Alexandria and belonged to these ethnic groups.
- Constructing well equipped museums for the sunken antiquities found under the Mediterranean Sea as to exhibit and narrate stories about such material found.
- Alexandria's tourist image should be reestablished on the international tourist map, by encouraging tour operators through stability of prices policy.
- Inviting famous journalists and writers from different media organizations to attend different celebrations and festivals held to display cultural traditions.
- Marketing and highlighting Alexandria as it was chosen as the "Arab Tourism Capital" which was awarded on Wednesday February 18, 2009, by the Executive Office of the Arab Tourism Ministerial Council, emanating from the League of Arab States.
- Providing signs to show people traveling on their own their way around. As well as cleaning tourist areas and providing catering services and essential facilities in the streets.
- Raising an awareness campaign for citizens and training them to cooperate with tourists as backstage tourism mainly depends on the direct contact between tourists and local residents.
- Reestablishing the tram (train) mean of transportation to travel by tourists throughout the city for sightseeing. As well as well developed means of public transportation.
- Form integrated tourism tours with other countries like Cyprus, Greece, Italy, Syria, Turkey and Lebanon as their ancestors use to live in Alexandria.
- Advertise the Egyptian Cuisine as an attractive mean to experience the Egyptian life.

Field Research

A sample of 30 travel agents managers was chosen randomly to accomplish an interview with their managers to explore their opinion towards the backstage tourism. Through this interview 76% of these travel agents agreed that Alexandria does not stand alone in tourist programs as a touristic destination but it is always part of a program as an over day tour. While 8% verified that Alexandria is demanded as a tourist destination for a couple of days ranging from 3-4 days. While 16% notified that Alexandria is not planed in their programs. The reason why Alexandria does not compensate a big percentage is that it lacks the suitable marketing needed to be placed among the other competitor destinations in Egypt like Hurgada and Sharm el Sheik as well as other tourist destinations on the Mediterranean Sea.

Therefore 67% of them were not satisfied with the marketing plans established for this competition. They demanded Alexandria to gain a bigger portion in the tourist authorities' strategy, as to increase its share of tourism. They demanded a more intensified and diverse marketing plan. As Alexandria is a unique tourist destination that possesses more than just beaches. It is the only destination that possesses Greco Roman monuments and a treasure of sunken antiquities. Also its weather is highly demanded for its sunny days and clear breath. 33% were satisfied with the marketing efforts of both the national government organizations and private sector. 45% agreed that Alexandria can be marketed and introduced to the international tourism market as a tourist destination that offers backstage tourism, because of the different ethnic groups that lived in Alexandria and its monuments. Also because it is not a polluted tourist destination, the industrial area of Alexandria is located in the south and the wind's direction is moving from north to south that makes it an unpolluted area. 68% agreed that the backstage tourism will help extend the days spent by tourists and will extend the season of tourism in Alexandria. Also 52% agreed that through backstage tourism yachting tourism can be flourished and used as the east harbor can be well planned to welcome these tourists.

Benefits of Backstage Tourism:

The backstage tourism is particularly capable of attracting income and profit because it has a greater capacity to generate and expand, extend stay vacations and repeat visitation. As backstage tourism is based on experience rather than facility based (such as luxury resorts or famous hotels) most of the visitor expenditure stays in the community as fees paid by the tour agents for families who are willing to share their cuisine and time with tourist. Also tourists will be exposed to traveling with their tour guide to local markets to buy food and souvenirs. Not forgetting the economic benefits like new businesses, jobs and higher property values. Backstage tourism highlights the community's heritage therefore authorities responsible for tourism will ameliorate, conserve and sustain the quality of museums, monumental places and heritage traditions of local people as well as developing new markets for traditional crafts and art forms. Not forgetting the growth in respect of local people for their traditions, language, religion and customs if they are seen as an attraction for tourists. A well managed tourism programme can improve the quality of life for residents. It promotes community pride, which grows as people work together to develop a thriving tourist industry. Also backstage tourism can offer Alexandria the high value and low volume tourists which is targeted to achieve sustainable tourism.

Challenges facing backstage tourism:

When a community's heritage is the theme of attraction, protecting that heritage is essential. So the major challenge is ensuring that increased tourism does not destroy the very qualities that attract visitors. Tourism could threaten the community's heritage through the construction of buildings using non-traditional architectural styles, theft of artifacts by tourists, censorship of heritage stories by locals so as not to upset tourists. Also the pressure opposed on local language if tourists are unable or unwilling to converse with staff in these languages or the introduction of foreign words into vocabulary. Pressure opposed to replace traditional crafts with other products which tourists demand as well as modifying the traditional art forms to meet tourists' desires. Not forgetting the danger of losing dignity as forced to behave in a servile manner towards tourists, reduce level of personal morality, growth in crime rates, increasing the influence of foreign media on the community. Another challenge can be imposed as changing the traditional eating habits, way of life, and the spirituality of religious beliefs. These challenges can result not only from tourist's impact on the community, but also from tourists expectations of quality products and services.

Threats facing backstage tourism

Although cultural tourism is growing among certain segments, still it is threatened by pressures on cultural diversity due to the increasing homogenization of culture worldwide resulting from the effects of global popular cultures such as television, music and films. This reduction in cultural diversity may reduce the motivation of people to travel and experience other cultures.

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REGARDING INTEGRATED RELATIONAL TOURISM (IRT) AND THE EXAMPLE OF A RURAL HOTEL

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Key words: Rural hotel. Family business. Female entrepreneur. Tourism. Relation. Integration.

INTRODUCTION TO THE TOPIC. MATTERS OF PERSPECTIVE

The expression IRT is formed by the initials of three concepts which make up an original aspect of the touristic activity: *Integrated Relational Tourism*.

The aim of this paper is to delve more deeply regarding this initiative, both from the standpoint of the concept and its contents, as well as regards to didactic aspects related to the formation of experts in this field. This objective is ambitious, and the field is varied and complex. For this reason, this contribution aims at providing a set of suggestions at the level of knowledge and at the level of action. Or at both levels, which are interrelated, although knowing that it is neither possible nor opportune to completely cover the topic, given the main objective of this paper, which is preferably didactic, and which targets experts in IRT in the process of formation. As a consequence, we will attempt to alternate some theoretical or conceptual questions with others of a practical nature.

As a guide, we can use the description and analysis of an example taken from a first-hand true experience: a brief stay in a mountain hotel in the north of Spain. We believe that a brief narration of that stay, with the provision of some facts that seem to us to be especially significant, is a good opportunity to foster the curiosity of researchers and to open their minds to the comprehension of some problems related to the contents and working methods in this field.

This brief introduction has the aim of justifying the order in which we present the topics chosen on this occasion:

1. A set of sequences and facts taken from the real-life experience, along with some comments which we believe to be opportune.
2. A more detailed treatment of the concepts which make up the IRT plan as a result of the suggestions that arise from the life experience.

REGARDING THE REAL-LIFE EXPERIENCE IN A RURAL HOTEL

On the occasion of a commemorative event, a group of some thirty persons, including adults and children, got together to spend a weekend in a mountain hotel. This hotel is located in an interior valley of the Sierra de Guara, which in turn is located in the piedmont section of the Pyrenees (region of Aragón in the north of Spain). The hotel stands on its own and is relatively small (eleven rooms). Its decoration is reminiscent of the rustic style of the zone, although the hotel incorporates all the state of the art functional advances (saunas, swimming pool, meeting rooms, etc.). The valley where the hotel stands is quite large, limited to the north by the crests of the Central Pyrenees, whose relief become less abrupt as we near the flat areas. The exact location, in the frontier area between Spain and France, brings about a mountain climate, with Temperatures which are not too extreme and a very clear horizon, given the topographical elements of the area. The landscape is even further enhanced by the existence of two small historical centers, among which a salient feature is a couple of ancient churches in a fairly good state of preservation and whose spires stand out in the distance.

Access to the hotel is fairly complicated. In order to reach the venue, it is necessary to leave the main highway and then follow several narrow and sinuous roads for some eight or ten kilometres.

This description of the landscape is an element which brings rise to the first questions. Why, given the fact that this is a fairly recent business, was it located in this precise place, which is extraordinarily beautiful from the standpoint of the surroundings, but of difficult access and far removed from more important population centers? What type of client can feel attracted to this place and formula? What was the philosophy of the owners or administrators? Lastly, what impression did we, ourselves, gain from this experience?

The answer did not come only from the advertising information provided by the management of the chain to which this business belongs¹, but also from what the managers told us and from what we ourselves could observe; above all, regarding our expectations: good service, friendly treatment, comfortable installations, etc. But there was more. This additional plus is a very significant fact: the managers of the hotel are all members of the same family.

They are a married couple with three young daughters which we assume are single. Speaking with the mothers, she told us that both she and her daughters tended to the clients, whereas her husband was in charge of administration and suppliers. There were also two or three hired employees. Mother and daughter were the cooks, or at least in charge of the kitchen. It has to be said that the menus were delicious and adequate to the type and needs of the clients. We were also impressed by the diligence with which menus were switched in accordance with particular needs.

We had thought that size was a determining factor when it came to keeping an eye on detailed attention. But we soon learned that, apart from size, there was an underlying deliberate policy. As the Spanish saying goes, the managers did not want to "outstretch the arm above and beyond the shirtsleeve". They were not interested in massive numbers. They were content with the workload they had chosen. This workload was exactly what they could handle, and furthermore, in this manner, the entire family was together. Any other option would have probably meant that the family would have had to disperse.

Thus, these people had organized their work in attention to their family conditions, and not vice-versa, as is usually the case. They had designed their own plan and had put it in practice, with freedom and responsibility. Perhaps this is why they seemed relaxed and comfortable.

It was also interesting to observe their particular division of labor. Although the mother was usually stationed in the interior rooms and the daughters catered to the public, from time to time she would appear and make small talk, regardless of whether or not we were eating, having coffee or sitting around the pool. Thanks to these moments, I became aware of two very interesting things. For example, that the family had been in charge of the interior decoration. Concretely, our attention was focused on a pretty removed area that had to be crossed in order to go from the hotel rooms to the common areas. This was a circular space occupying just a few square meters, which was decorated with armchairs and a small coffee table. Apparently, this was a mere place of passage, but it was soon converted by us into a place of encounter and of intimate conversations. The place had the "small" of a home. I subsequently learned that the decorator had been the mother.

Given the style of these surroundings, we thought that the clients also had to be special. If, that is, if we consider "special" to refer to normal people in search a place to rest, take in the natural beauty and celebrate festive events, as was our case. We could therefore have been those special clients. I thought it would be worthwhile to foster that market.

Yet the best information came from observing the mother and her daughters. This is where I grasped the

¹ The hotel belongs to the hotel chain "Rustikae", *hoteles con carácter en el campo* (www.rusticae.es) and "Rukalka", *cada hotel una experiencia*. This chain brings together two networks of small hotels that are distributed among Spanish zones having touristic worth, information concerning which can be obtained in different blogs which also appear in the mentioned web page.

best facts regarding their particular philosophy. What those people were doing was meaningful to them; they knew why they were doing it and the manner as well. This is where I discovered what some call *unity or coherence of living*.

How can we explain this philosophy? Arguments could be varied. From doing well what they had to do, to doing it in this manner precisely because this made their guests happy. From what I experienced, I think that this second argument was a priority. Many details confirm this belief. I noticed that in the dining room there were two tables, one for adults and the other for children. Close to each other, yet separate. In this manner, the children could enjoy a joyous autonomy, and yet be under the vigilance of the adults. The menus were also different and accommodated to the tastes of each group. As we ate, the waitresses would discretely walk around us. Sometimes the mother would show up. We could also perceive some special detail or other, such as prolonging the hour of closure of the swimming pool so that the guests could continue enjoying it.

Quality service, personalized attention, trusting treatment, comfort and closeness; these and other values were at the basis of our wellbeing. I believe that in other circumstances it would have been difficult to attain the degree of satisfaction that we reached on that occasion.

It cannot be overstated. The variety and richness of those details were very significant or –stated otherwise– definite in order to make our family reunion a festive event of high human quality. The philosophy that reigned supreme in the hotel could also be termed as humanistic philosophy. And given that the price was in accordance with the attention given to the guests, we could conclude that doing things well doesn't mean having to make things more costly. Stated in another manner: doing things well, at the end of the day, is doing business in the best manner.

This last discovery made me think of the people who had set up the hotel. Who were they? What did they expect from their business? Why had they set it up in this manner? We had access to advertising that confirmed what they were saying and doing. This material came by way of two volumes, "*Rustikae*", *hoteles con carácter en el campo* and "*Ruralka*", *cada hotel una experiencia*. The information contained in these volumes² was a good response to our queries.

CONCEPTS AND CONTENTS OF IRT AS A RESULT OF OUR EXPERIENCE

It is now a matter of relating the description presented in the foregoing section with its possible usefulness regarding the IRT plan. We understand that this usefulness can come from the levels of contents and of method, concretely as a didactic aid in the formation of experts in IRT.

From the standpoint of contents, we will try to relate the information given in the preceding section with the concepts that make up the IRT project. Matters concerning the method will be developed in the following sections.

Integrated Relational Tourism is an expression formed by a noun (Tourism) and two adjectives (Integrated and Relational).

This manner of presenting a title indicates that there are other manners of practising or planning tourism (for example mass tourism). This manner is original, precisely because it contains peculiar characteristics that are expressed by the two qualifying words which impregnate the noun with a certain nuance.

The concept of tourism is affected by the two attributes of IRT.

Even at the risk of evoking very well-known commonplace ideas, we wish to refer here to the generic topic

² In these publications we could read: "*Surrounded by cultivated fields and almond trees, with views on the mountain*", and "*The hotel is conceived to provide unique experiences to a sensitive guest seeking sensations linked to the cultural, historical and geographical wealth of the surroundings*".

of tourism. Tourism is understood as a human activity which entails values such as recreation, enjoyment, rest, vacations, etc. Nowadays, there are many manners of making tourism or of conceiving tourism. Some of these run counter to the qualities we have cited. Mass tourism, for example, or tour operators who end up exasperating their clients no matter how many places they take them to visit or how many festive events they organize. On the contrary, the experience of the rural hotel did none of this, but did provide the warm encounter of persons bound by family bonds and who were celebrating a private fiesta. Certainly the physical background was propitious, but what was valuable was the soul of the reunion: the feeling of having a good time by being well together. This is precisely what is at stake: having a good time for the mere fact of being together is one of the root frameworks of a manner of tourism which is hardly contemplated by collective organizations. Furthermore, this delves in the concept of recreation or leisure, which in the words of a known author³ is a "joyous activity of the mind" (more so, we would add, than of the body).

Perhaps it would be useful for students of IRT to reflect a bit on this idea, as on many others that make up the program of non-material ingredients of IRT; without forgetting that there must always be a close relationship between material structures and their functionality as per a set of objectives. But the important thing still remains in the objectives, which belong to the realm of values. Thus is how we can explain some of the details commented on in the foregoing sections: extending the time spent around the swimming pool; the decoration of the small hall enabling encounters, personalized attention, and so on. All this gave the impression that there was perfect harmony between what the guests were seeking and what the hotel managers were offering. This is probably so because both groups shared the same values. Or perhaps because both groups had a family experience.

(a) From the concept of Relation (R)

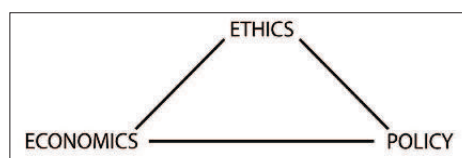
In the previous paragraphs we had plenty of opportunity to note the quality of "relation" when we were describing scenes of situations which allowed for diverse realities of a different nature. In fact, the human being is a being of relations. One is the son or the daughter of a father and a mother, and the colleague of so-and-so. To what an extent this is true that one's personal character proceeds from the relationships which that person maintains relations with other persons (one is, for example, a child of God), or with things, when the latter have been appropriated, in a certain manner, by the individual. This appropriation can be material ("I am rich because I have lots of money") or spiritual ("I am good because I carry out good deeds").

Relation, which as we have seen is an anthropological quality, is emphasized in IRT to such a degree that it appears in the definition as a root. And given that relationships affect human nature itself and its works, it is very important to tend to this aspect within the formation plan of IRT experts.

The spheres in which this particular attention given to the relational factor, within our framework, are multiple and unattainable, because each case is different from the rest. But they can be put together according to families or general concepts which are present in all cases.

Going back to the example of the rural hotel, we saw that a basic element was that of values, which had inspired an entire policy of action among owners and managers without the loss of the nature proper to a business endeavour. Thus we have the three roots of a simple structure which can be reflected in a simple triangular graph, in which the unifying lines represent the relations that are held among each other:

³ Josef Pieper, *Leisure, the Basis of Culture*, Ignatius Press, San Francisco, 2009. Originally published in 1952 by Pantheon Books Inc.; English translation, 1963, by Knopf Doubleday (a division of Random House).



The operation we have just carried out can be seen, at first sight, as a synthesis. In this case, we have ascended to the realm of general concepts, but we can also descend to matters of detail (differential aspects within each of the three chosen concepts, or others). Then important thing is that we have made a synthesis out of a narration; we have sought concepts which are universal and therefore are applicable to other cases; we have elaborated a structure as a model to analyze a more complex reality.

In the end, we have followed a process of inductive learning and we have achieved the conceptual definition of singular facts.

This simple example has helped us (at least me, who hails from the Human Sciences) to come closer to the analysis of complex situation by applying a method.

Apart from this, methodical analysis is of great help in order to delve more deeply in the very sphere of contents.

(b) From the concept of Integration (I)

The term "integration" can be understood in the sense of synthesis, as we have seen, slightly, in the above graph. The triangle represents the final synthesis of a previous process of analysis. It seems to me that there has to be more, but I do not exactly know what. I am going to propose a hypothesis. If I am off the mark, this is of no consequence because research does not consist of seeking what has been said, but rather of asking questions without knowing the answer.

I remember that on one occasion Professor Urbani drew, in front of me, a few lines and some circles which were united among each other. I had the intuition that he was amplifying the scenarios of the tasks of IRT. It seemed to me that he was referring to an extra-national market in which contacts were established which organisms which were not necessarily linked to tourism (telecommunications, for example).

This was an eye-opener for me, although I hardly understood anything. Perhaps for this reason the term "integrated" is inserted in the formulation of IRT. What I do know is that to integrate is to join, to articulate the diverse in order to build a unity which is richer than the original unity. If this is so, I would like to believe that the scenario of IRT has been extended to other areas which go above and beyond tourism, to embrace fields so diverse as technology, international relations, politics or economics. And, of course, all this without renouncing to the humanistic philosophy which has been, and always shall be, a brand name.

**INNOVATION FOR SUSTAINABLE TOURISM?
THE MARATHON OF NICE AND ITS FUTURE “UMBRELLA” STRATEGY**

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The Mediterranean basin, the hub of tourist attraction worldwide (42% of world tourism) and the birthplace of Olympic sport must become an area where new tourism offerings will be tested. The experiments aim to restructure tourism along the lines of «Sustainability» to cope with the negative excesses of mass tourism, started in the 60s and characterized by seasonal, spatial concentration of infrastructure, urban sprawl of housing coastal areas. This provoked the physical and environmental impacts of destructive land and maritime natural heritage. To those drifts were grafted systematic economic abuses illustrated by the business strategies of international tour operators who have created dominant commercially positions. They have led to the gradual disappearance of «small producers tourism» premises. Since the late nineteenth century, NICE was able to host and organize many cultural and sport events who have participated in developing its image and its reputation around the world. In the field of tourism, NICE, since 1880, is one of the sites where it is good to be a tourist, with Hyeres, Cannes, Antibes, MONACO, etc.. The tourism industry has developed throughout the twentieth century from a seasonal tourism winter to summer tourism to achieve today in tourism increasingly seasonally adjusted and more permanent. This development is the result of changes in behavior of the tourist population of all the «blue planet». This population aspires to meet so good as possible, the needs of escape, discovery, encounters, experiences in places extra-ordinary in company of indigenous people. This trend has led to two contradictory effects, one positive and one negative on the economic and social world.

Positiv effects of tourism	Negativ effects of tourism
<ul style="list-style-type: none"> • Increases and complete the P.I.B. • Improves equipment and infrastructure • Allows more effective investments for the conservation of cultural / natural • Slow or stabilizes the emigration of local populations • Educates local population and tourists to the environmental, cultural and social values • Improves the sociocultural level of locals • Facilitates the marketing of quality local crafts • Allows exchange of ideas, customs, lifestyles 	<ul style="list-style-type: none"> • Increases consumption of natural resources • exhausts the soil, destroying the landscape by new buildings and infrastructures • Increases the production of waste and rubbish • altered the natural ecosystems and local biodiversity • Concentrate flow of tourists in limited areas • Encourages the use of natural elements as a few memories • Causes the loss of traditional values and homogenizes cultures • Increase prices, encourages all speculations, pushing the locals outward.

Source U.N.E.S.C.O.

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From a highly secure and standardized tourism, based on the relaxation as a sign of wealth, demand is changing, handling the rural or urban adventure, the exotic or social difference, a kind of rediscovery of the "true", authenticity of nature, local cultures and identities. At the edge of mass tourism, mainly bathing, develops an offer aimed at an audience of more educated consumers in search of excitement and knowledge of emergency, supported on an imaginary recreation sports, active, culturally and geographically exotic. These practices suggest market niche mixing sport and culture with the discovery, relaxation and sporting activity to a discourse based on authenticity and sustainability. The population is valued by the identification of local cultures. It participates actively to the success of the process, by volunteering as a key to the organization of mass sporting events.

This has given rise to an approaching tourism more concerned about respect for the blue planet, to counteract the tourism and its corollary the mass transport that distort the world by causing pollution: economic, social, cultural and environmental. Recognizing these negative tendencies and behavioral changes in travel demand policy makers and private tourism industry must innovate to win their catalogue offerings. These innovations affect all forms of tourism, be they recreational, religious, health, business, cultural, sports, ... They allow destinations to gain access to new markets by improving and supplementing their competitiveness. We can identify these innovations into two categories: innovations "heavy, meaningful," such as construction of tourist infrastructure (airport, subway lines, circuit racing ... cf. JO BEIJING 2008 F 1 Grand Prix in Abu Dhabi) and incremental innovations more diffuse like tourism events (art exhibitions, opera tower, concerts, sports trails edutainment, ...) which correspond to demand more and more focused and offer more and more segmented.

This trend leads tourism professionals to develop strategies "one to one" to offer a more refined for this industry which is tourism opening. Tourism in both factor and topic of globalization has been multiply innovations for adaptation to compensate for a lack of supply response to demand more and more demanding (see value) This trend implies that "true Tourism professionals" adopt a tactic of constant innovations. They can be both technical, human, organizational or business. The policy permanent innovations is also a disability which disturb social order because it poses risks for the public and private "establishment" (see OJ BEIJING and closure of roads for tourist and sporting events of mass, or the debate on the new tram line on the Promenade of the English in NICE, ...)

Aware of developments, the city of Nice as well as many of its private and public partners in the tourism sector have gradually since the early 90s, noted the interest that could represent the choice of structured development strategy of the tourism offer based on the many tools that sports tourism has in his toolbox.

Faced with this situation, an innovative experiment was developed in Nice on the Cote d'Azur to develop a new emblematic image of tourism leisure. This experiment is based on leisure and sport offers which Nice Côte d'Azur hosts and regularly organize since the 90s. These deals have allowed the region to promote an image of youth, sport and eco-responsibility. The latest work has created the first Nice-Cannes marathon whose course runs on the beach, the the English Promenade in Nice to Cannes Croisette. A first study² was conducted among 10000 "Tourists participating athletes," study that tracks a glimpse of innovative tourism development. This research has allowed for a comprehensive monograph of the participants in this tourist-sport event. They are young, educated, in search of thrills and social and cultural otherness, all based on an imaginary recreation assets. On this knowledge, an umbrella strategy appeared credible. NICE and the Cote d'Azur in its entirety (from Menton to Cannes) have since the early development of the tourism industry, designed and implemented sports both popular and fashionable to animate the tourist season addressed to tourists and locals. Without being exhaustive we can cite the oldest in the latest

2 Massiera B., Parisot D., Ben Mahmoud I., Paget E., Macioci N., «Monographie des coureurs. Marathon des Alpes Maritimes, Nice-Cannes », Novembre 2008, Laboratoire de motricité humaine, Education et santé (LAHMES), Université de Nice Sophia Antipolis, Nice. L'étude a porté sur 810 questionnaires (méthode des quotas) parmi les 10000 inscrits au marathon Nice-Cannes.

The Regatta CANNES 1860

- Croquet Tournament 1861
- Horse Racing de Cannes 1867
- First tennis court in Cannes France 1881
- First Grand Prix F. 1 MONACO 1912
- Tour de France rider and MONACO NICE
- World Championship Boxing MONACO (years 70/80)
- NICE Davis Cup Final 2003
- World Championship Figure Skating NICE
- Etc...

Referring to the well known umbrella brand of «marketers» of the entire «business world» we can identify this new tourism strategy by the surname «umbrella strategy» whose components are:

- Branding
- Product Catalog / offers
- Variation of Offer
- Know-how
- Workers Partnership
- Approval of local

Brand:

NICE “capital of the Riviera” tourist destination reference since the beginning of the twentieth century, despite increasing international competition, is one of the most popular destinations for all international tourists with 10 million tourists by year or 1.1% market share of global tourism (see WTO sources and House of France).

Product Catalog / offers:

The catalog NICE COTE D’AZUR is both very diverse and complementary. It also meets the needs of tourists than those of traditional highly targeted visitors who have very specific needs. The offer consists of all forms of tourism:

- Tourist resort
- Business
- Cultural
- Shopping
- Senior Citizens
- Juniors
- Health
- Event
- Sport
- Edutainment Sports
- Fair
- Etc ...

The advantage: A sport event of high symbolic potential in a tourist site

Sport tourism is born, part of the expansion of sport activities and recreational sports, on the other hand of the need to develop complementary products to basic services in tourism. This approximation tends to nest more strongly tourism and sports³.

³ Hall E., (1992)

Practice Marathon often brings a movement and a stay in a place dedicated to this practice. This can also be the first pretext to certain destinations to create an event or incentive to participate. The Olympics, the New York Marathon and many others, are illustrious examples. In addition to the sporting side, people are taking advantage of a new country discovery, a new culture simultaneously promoting tourism in the country hosting. Sport tourism often results in "economic impact, sociocultural, environmental and health"⁴. Tourism stakeholders therefore become necessary to develop and facilitate certain sporting activities. The sport became a means to support tourism and vice versa. Becoming a part of society, sport is becoming more commonly integrated into tourism products⁵.

Since the emergence of sport in tourism (fifty years), link them together and has continued to grow. Two blades of funds have gone through, not without foam that period: the emergence of a society of leisure and the rise of a consumer society⁶. The consumer movement has given rise to new solutions to local development. It is from this link between tourism and sport events such as sporting Nice-Cannes Marathon can develop their originality. This event takes place as potential regular event, held annually at the same time and in the same territory.

It aims to become "a major event recurring, limited duration, developed primarily to increase the awareness, appeal and profitability of a tourism destination in the short or long term"⁷. The sporting event in itself is considered an attraction that draws visitors⁸. The Nice-Cannes Marathon, implement close cooperation between a private association believes (Azur Sport Organization) which aims to create, promote and organize sporting and cultural leisure activities and services of the cities concerned Alpes Maritimes for that purpose is to promote the commons and tourism.

A tourist consumption induced by the sporting event

The purpose of an event is primarily to achieve good performance in sport and consequently the tourism aspect is not the priority of the organizer. The tourism impact of the event is considered as an induced effect of particular interest to tour operators and public authorities. In a time of year (November), far from being conducive to tourism, the sporting event has generated a tourist movement and therefore economic well above that of the previous year, during the same period. It has been estimated at 3 000, the number of vehicles (total number of trips by car), use of 20 000 rail travel (total travel by train). Regarding athletes Parisian and foreign runners, 2000 Air travel has been used for a budget estimated at 250 000. After transport, what are the different modes of accommodation and food have been analyzed. The non-local runners (half of them) spend an average of 2 nights and 3 days away from their primary residences, resulting in 40 000 nights spent in a hotel located in the department with a preference for Nice and Cannes and causing 1.5 million euros of revenue in accommodation (total number of hotel accommodation). However, riders and local leaders not consume 24,000 meals in the restaurant for a recipe of 1 million euros (total number of meals in restaurants).

Out of their participation, riders and coaches and rest are shopping on the Riviera for a budget of EUR 700 000 (total addicted to shopping). The economic benefits for the entire department of Alpes-Maritimes, rising between 3.4 and 4 million euros excluding transportation costs and benefits related to spectators. The results show that indeed, a tourist consumption has been driven by the Marathon des Alpes Maritimes.

4 Standeven J. (1999)

5 Sobry C., (2005)

6 Pigeassou C. (1997)

7 Richie

8 Middleton (1998)

Declination of tenders: The example of the Marathon des Alpes Maritimes Nice-Cannes

Each of these offers may naturally be declined. Our communication is limited to presenting one of the versions developed by NICE COTE D'AZUR regard to sports tourism and leisure sport. This variation is the Marathon des Alpes Maritimes CANNES NICE whose first edition took place on 28/29/30 in November 2008.

This marathon has been recognized by all participants, business partners, local people as sport end leisure tourist event of the year with a satisfaction rate of over 91%⁹, recognized success both locally, nationally and internationally with a first edition with 10,000 registered from 37 countries. Regarding the forecast for the second edition, taking into account the state of late registration in August 2009, forecasts are realistic 11,000 bibs from over 45 nations. The entire French Riviera, particularly the cities of Marathon partners will therefore develop an "umbrella strategy" to complement and enhance their offering of tourist entertainment event (Nice, Cagnes / Mer, Villeneuve Loubet, Antibes, Juan LES PINS, Golfe Juan, Cannes). This strategy relies on what the event umbel becoming Marathon NICE CANNES. (see Chart Strategy Parasol)

The riders monograph¹⁰ conducted and provide a set of key figures in socio economic geographical

origins of the participants: - Alpes Maritimes 44%, foreigners 13.3%

Female 25.4%, men 74.6%

74.7% are couples

More than 50% have 2 or more children

Foreigners most represented in order of importance: German, English, Swiss, Italians

The 5 continents are represented

For 30% of foreign Marathon was the source of their 1st visit to the Coast, which seems good for the Advancement of Côte d'Azur

The public is foremost advocate of individual sport unconstrained nature of logistics

The average age of riders is 44 years, 58.4% were between 36 and 52, the youngest is 19 years old, the oldest 78 years

- 53% are graduates of higher education
- 42% belong to higher social classes
- 46% of riders are accompanied by more than 4 people
- 66% of carers are spouses or friends
- The average number of nights is 3.04 for French, 4.67 for foreign
- The hotel is hosting the formula most used, 30.7% French, 70.4% foreign
- Budgets means riders are:
 - Accommodation 83 € (243 € for foreigners)
 - Food 50.4 € (114.5")
 - Activities outside marathon € 70.7 (161.9")
 - Total turnover for the accommodation 1 500 000 €
 - "Restoration 1 000 000 €
 - "Shopping 700 000 €
 - A rider is accompanied by 2.2 persons
 - 50,000 spectators accompany marathoners

⁹ Massiéra B., Parisot D., Ben Mahmoud I., Paget E., Macioci N., «Monographie des coureurs. Marathon des Alpes Maritimes, Nice-Cannes », Novembre 2008, Laboratoire de motricité humaine, Education et santé (LAHMES), Université de Nice Sophia Antipolis, Nice. L'étude a porté sur 810 questionnaires (méthode des quotas) parmi les 10000 inscrits au marathon Nice-Cannes

¹⁰ Massiéra B., Parisot D., Ben Mahmoud I., Paget E., Macioci N., «Monographie des coureurs. Marathon des Alpes Maritimes, Nice-Cannes », Novembre 2008, Laboratoire de motricité humaine, Education et santé (LAHMES), Université de Nice Sophia Antipolis, Nice. L'étude a porté sur 810 questionnaires (méthode des quotas) parmi les 10000 inscrits au marathon Nice-Cannes

Know-how:

Most marathoners (90.1%) recognize the quality of the organization.

This finding is not due to chance. It is the result of an experiment on mass races gained since 1991 with the 1st half marathon and completed by the Prom'Classic from 1995.

This experience helped to construct a logistics transportation, information, accommodation, catering, security, health level of a quite remarkable given the low rate of dissatisfaction, for a 1st edition, identified by the survey (9.9%).

It should be noted that the quality of this knowledge is due to the professionalism of the crew of Azur Sport Organization associated with the "amateurism" of over 500 volunteers involved fully in the success of this event.

Public / private Partnership:

The close partnership and effective Azur Sport Organization with public authorities (prefecture, municipalities, police, fireman, ...), the public economic sector (Société Nationale des Chemins de Fer), the private economic sector (hotels, restaurants, shops, ...) has helped to further access to the proposal and implementation of a product / quality event. The term quality is taken in a broad sense (economic, social, cultural, images, ...).

The quality of this partnership is the result of consistent policies and strategies of each group involved.

Acceptance and approval of the local population:

Historically, it is accepted that the quality of tourism going on, first, by the quality of care offered to tourists by local people.

Naturally this quality can be achieved and only if local people are intimately persuaded and convinced that tourism is in harmony with their lives everyday, it will not disturb their daily lives.

If this happens the "welcome" will naturally appointment.

To facilitate this, the organizers should make an effort towards educational premises. This, through an information campaign that will start well before the event, which will rise in power until the day of the event through use of the media (local press campaign, display, website) PR and word of mouth.

Local people will therefore be the additional crew who will make the difference and allow access to the highest step of the podium, that of success. Obviously we should not forget to thank the local press by voice and other media support to ensure their communion for future editions that may be associated with the warm welcome of the native population of exaltation five senses of human beings throughout the course on the Cote d'Azur:

- The view: beautiful scenery, the sea out of sight and the massive alpine snow in the back.
- Smell: spray and marine scents that awake the marathoners senses of smell. Traffic is blocked thereby rediscover the pleasures of a life with less "assault vehicle"
- Hearing: The only rocking flow and ebb of the great blue along the path trodden the pace of marathoners
- The taste of both iodine floating around and participants arriving through tastings of regional culinary identity
- Touch: the "unattainable dream" (cf. J. BRELL), which becomes reality through the coin as the "finisher" is proud to bear, to bring, keep and show to their relationships saying "you can do (see NIKE and B. OBAMA). Speech, the more credible it is (see quality BAO), which serve to promote the event more effectively than traditional media materials.

The motivations of participants in the Nice-Cannes Marathon

Two hypotheses are advanced. The attractiveness of the participants and attendants turns first to the sporting event but also leads to aspects of another nature. The motivations to engage in the marathon are influenced by the mythical aspect of the event and its development in a tourist site.

Higher is the level of the athlete, more important is the choice of destination. However, the choice may be determined as the venue and various motivations will then be combined¹¹. The discovery of the place is a source of pleasure and reinforces the pleasure of driving experience through aesthetic emotion developed by the original experience of the natural environment. The tourism environment is an amplifier of sport motivation. The control and / or technical expertise of a motive and ability to run leads to. This focus on self-mastery and progress, self-knowledge and thereby affirming identity. The impact of environment on this type of experience is second. Athletic competition comes as the main motivation sports tourists. It gives rise to multiple trips of short stays when they reached a certain level of excellence in practice. It is also a motivation that strengthens the competitive sport of amateur sports. In this case, competition is an additional attractive tourist environment of the sporting event. In other words, the discovery of a new environment, the practice of his sport in an unusual place, surpassing oneself and ultimately the spirit of competition are determining factors in the decision, preparing the motivation to participate in such particular sport event. The motivations animating men and women to participate in this type of sport event is almost homogeneous. We can therefore say that the location of the event (discovery of an environment) is the major factor in the decision of participating athletes. Running on one of the most beautiful coastlines in the world, bordered by the Mediterranean is highly attractive and unusual for a large portion of athletes involved. The Nice-Cannes Marathon brought together in a single stroke of great substance, two different types of runners in terms of motivation, but equal in the passion of sport, leaving an opportunity for practicing "common" to tread a path "idyllic" and participate in an exceptional race.

Summary of the marketing approach:

With this success, thanks to the local tourism potential and to master new trends of market demand edutainment sports tourism, the public and private partners will refine the establishment of an umbrella strategy, based on logical transverse offering tourism involving:

- Freedom
- Pleasure
- Sport
- Health
- Environment

This "new offer" sticks perfectly to the new behavior in recreation that prospective surveys conducted by WTO and consulting firms in tourism were highlighted and confirmed. Tourism demand is more concerned with sustainable development and seek to travel otherwise.

This alternative tourism, mindful of the scenery, historical interest, local culture, natural environment, should grow faster than any other segment of the tourism market and represent over 20% of travel within 10 to 20 years. This finding may therefore allow us to consider the representation of the virtuous circle of sports tourism edutainment.

Develop a new umbrella strategy?

Recommendations to maximize the tourism potential of the event "Marathon"

Regardless of the nature of the event, its success depends on identifying the classic four Ps of marketing by the organizer of the event and "the place of your event can dictate not only the presence but also the public character and personality of the event"¹². The relationship of public communication is "a major element of the marketing mix with everything that is connected to the distribution of event such as the media, radio, television ... The communication generated at the Nice-Cannes marathon was concerned essentially the event itself (the programming quality of the race, place ...) and very few assets of the region's shelters in the hotel and catering, its nature and culture. Yet the quality of tourism (hotels,

¹¹ Pigeassou C., (1997)

¹² Hoyle L.H., (2002)

catering, transport, leisure) part of the satisfaction of participants and leaders and therefore the overall success of the event. It is therefore essential to explore how to better integrate the tourism objectives among the overall objectives of the event, and not regarded as marginal or secondary effects.

While the practice of sports over the years have become major elements in tourism activities and are increasingly integrated with the holidays offered by tour operators or the many specialized structures. To get a better value both socially and economically, it is necessary to bring together tourism and sports players. A sporting event can be a total success as tourism through active cooperation between event organizers and promoters of tourism. A true partnership would be to formalize between different actors in the context of a Local Organizing Committee consists of:

- The event organizers, who remain the guarantors of quality sporting event.
- Representatives of tourism, which brings expertise in marketing terms of supply and demand, "packaging" of the event (integration and enhancement of tourism assets of the territory), and marketing of the event.
- Representatives from business planning, providing a practical vision of how to involve businesses in the event.
- And finally, the local communities who play a leadership role partnership and balances between the cultural, sporting, economic, social and tourism. Some websites are already dedicated to the creation of packages for different marathons in France shortly¹³. France suffers from a lack of "packaging" in its events and especially marathons compared to other European countries.

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**TRAVELLING WITH DISABILITY, WELCOMING DISABILITY.
DESTINATION MANAGEMENT FOR ACCESSIBLE TOURISM**

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Abstract

Disability is the loss or limitation of opportunities to take part in the normal life of the community on an equal level with others, due to physical and social barriers (Hughes 1999).

Such barriers show to have a strong impact also on the decision of travelling by people with disabilities, having more challenges to face before and during a trip than travellers without a disability and yet experimenting the same desire to travel.

Since the number of people with disabilities is expected to increase all over the world as a result of increasing life-span, decreases in communicable diseases, improved medical technology and improved child mortality (Yau et al. 2004), a significant but often ignored tourist market niche is growing (McKercher et al. 2003; Murray and Sproats 1990; Ray and Ryder 2003).

This is true for Italy, too, where an increasing number of destination managers, tour operators and single tourist businessmen have recently begun to pay attention to the needs of such travellers and, consequently, to the planning of services and strategies for the development of what can be defined "accessible tourism" (SL&A 2008).

Starting from such considerations, this paper proposes an overview on the demand and the supply for such kind of tourism, then looking at the case of Italy and focusing on Sicily as a potential "accessible tourism destination". Since human relations with local tourist operators and residents are one of the crucial holiday components for travellers with disabilities (Crawford and Godbey 1987; Smith 1987; Daniels et al. 2005; Grösch 2007), an Integrated Relational Tourism (IRT) approach aiming at considering accessible tourism from both the demand and the supply side is adopted in the paper and explained in its first section. The framework derived from such theoretical stream and its application to the analysis of accessible tourism are here interpreted within a *destination management* perspective (Buhalis 2000; Franch, Ed. 2002; Pechlaner et al., Eds. 2003), as explained in the first section.

The second section presents an international literature review on the characteristics of the disabled travellers in terms of a) their different pleasure travel constraints, especially the "interpersonal" and "structural or environmental" ones (Crawford and Godbey 1987); b) their travel needs and motivations; and c) their holiday decision making process.

The third section looks at the supply side of accessible tourism, enlightening the role of different tourist and not tourist stakeholders on its development.

The fourth section presents early results from a desk research on the demand of accessible tourism within the Italian market, finally focusing on Sicily, where a research has recently been conducted on the issue of the physical and social access to tourism (from the sole supply side, yet).

Finally considering the case of Sicily as a prospect "accessible tourism destination", the last section summarizes some issues about the development and the marketing of this kind of tourism.

Key words: Disability, accessible tourism, Integrated Relational Tourism, destination management, Italy

INTRODUCTION

Disability is the loss or limitation of opportunities to take part in the normal life of the community on an equal level with others, due to physical and social barriers (Hughes 1999).

According to Yau et al. (2004), «Living with a disability poses unique challenges and can influence participation in many activities. Tourism is one activity that many people with disabilities feel must be sacrificed as it requires an orchestrated cooperation of physical, mental, and social capabilities, which are often adversely affected or compromised by a disability. Nevertheless, it is widely accepted that desire to travel is the same for persons with or without a disability» (Yau et al. 2004, 946-947).

Since the number of people with disabilities is expected to increase all over the world as a result of increasing life-span, decreases in communicable diseases, improved medical technology and improved child mortality (Yau et al. 2004), a significant but often ignored tourist market niche is growing (McKercher et al. 2003; Murray and Sproats 1990; Ray and Ryder 2003). For this reason, an increasing number of destination managers, tour operators and single tourist businessmen have recently begun to pay attention to the needs of disabled tourists and, consequently, to the planning of services and strategies for the development of what can be defined "accessible tourism". According to a recent research (SL&A 2008) such interest has been growing also in Italy.

Starting from such considerations, this paper proposes an overview on the demand and the supply for such kind of tourism, then looking at the case of Italy and focusing on Sicily as a potential "accessible tourism destination". Since human relations with local tourist operators and residents are one of the crucial holiday components for travellers with disabilities (Crawford and Godbey 1987; Smith 1987; Daniels et al. 2005; Grösch 2007), the theoretical approach adopted within the paper refers to what has been defined as "Integrated Relational Tourism". The framework derived from such theoretical stream and its application to the analysis of accessible tourism are here interpreted within a *destination management* perspective, as explained in the first section.

The second section presents an international literature review on the characteristics of the disabled travellers in terms of a) their different pleasure travel constraints, especially the "interpersonal" and "structural or environmental" ones (Crawford and Godbey 1987); b) their travel needs and motivations; and c) their holiday decision making process.

The third section looks at the supply side of accessible tourism, enlightening the role of different tourist and not tourist stakeholders on its development.

The fourth section presents early results from a desk research on the demand of accessible tourism within the Italian market, finally focusing on Sicily, where a research has recently been conducted on the issue of the physical and social access to tourism (from the sole supply side, yet).

Finally considering the case of Sicily as a prospect "accessible tourism destination", the last section summarizes some issues about the development and the marketing of this kind of tourism.

AN INTEGRATED RELATIONAL APPROACH TO THE MANAGEMENT OF ACCESSIBLE TOURISM DESTINATIONS

Human relationships between residing population and travellers play an important role in tourism development and promotion (Ap 1992; Garrod and Fyall 1998; Gursoy et al. 2002; Ko e Stewart 2002; Jurowski and Gursoy 2004; Sheldon and Abenoja 2001).

According to several scholars, human relations with local tourist operators and residents are one of the crucial holiday components for travellers with disabilities (Crawford and Godbey 1987; Smith 1987; Daniels et al. 2005; Grösch 2007).

Over the last decade disability has started to be considered as resulting from a *social construction*, deriving from a weak ability of society to take account of people with impairments' needs (Hughes 1999; Hughes and Paterson 1997; Imrie 1996), as also highlighted by Freund (2001).

However, according to Shaw and Coles (2004, 399), «Few, if any, of the social constructs of disability have permeated the tourism literature. There has been a reluctance to explore the experiences of the disabled traveller, in addition to neglecting the wider relationships between disabled people and the tourism industry [...] However, [...] these are missed opportunities which, if corrected, can lead to a far better comprehension of the problems faced by disabled tourists».

One of such opportunity is to consider and study disabled tourists and accessible tourism according an *Integrated Relational Tourism* approach, within a more general *destination management* perspective (Buhalis 2000; Franch, Ed. 2002; Pechlaner et al., Eds. 2003).

According to the definition provided by ARCES University College (ARCES) and the Institute of Tourism Studies from Malta (ITS), «Integrated relational tourism concerns that particular sector of the market in which supply and demand converge via balanced and combined management of interpersonal relations [...] In this context human relations [...] reacquire importance in commercial exchange itself, by providing visitors with the possibility of building up relationships of an economic nature with the "local people", thus consolidating the social-economic growth generated» (ARCES and ITS 2007, 3).

IRT is based on managing at least two kinds of relationships: those among operators and those among clients and operators (besides the usual ones among clients) (Ruisi 2004).

Under this viewpoint IRT approach is consistent with the *destination management* perspective: since destinations are amalgams of individually produced tourism amenities and services, and a wide range of public goods (Buhalis 2000), one of the main purposes of destination management is to reconcile the interests of all the local stakeholders involved in the development and supply of tourism products, and to facilitate both their mutual relationships and those with travellers.

The following section will be focused on disabled travellers as one of the final target group that IRT and destination management aim at reaching.

TRAVELLING WITH A DISABILITY: A REVIEW ON THE DEMAND SIDE

Existing literature has always tended to study the relationships between being persons with disabilities and holiday making in terms of *constraints to leisure* (Crawford and Godbey 1987; Hawkins et al. 1999; Jackson et al. 1993; Jackson and Scott 1999; Samdahl and Jekubovich 1997; Turco et al. 1998). Such constraints can be considered as *barriers to participation* (Henderson et al. 1988; McGuire 1984; Murray and Sproats 1990; Smith 1987).

According to an interesting review by Daniels et al. (2005), scholars agree that leisure constraints can be distinguished into three main categories:

- Intrapersonal constraints, which «are associated with a person's psychological state, physical functioning or cognitive abilities [...] and include areas such as stress, anxiety, lack of knowledge, health related problems and social ineffectiveness [...].
- Interpersonal constraints "arise out of social interaction or relationships among people within social contexts" (Scott, 1991). Interpersonal constraints can occur during interactions with an individual's social network, service providers or strangers, or because one lacks a partner with whom to engage in some leisure activity [...].
- Structural or environmental constraints are said to intervene between preferences and participation [...]. *Examples of structural constraints include financial challenges, lack of time, ecological influences, transportation difficulties and barriers due to regulations» (Daniels et al. 2005, 920).*

As Yau et al. (2004) reported, scholars as McGuire (1984), Murray and Sproats (1990) and Smith (1987) found that *intrapersonal constraints* «are felt to be the greatest obstacle [...]» (Yau et al. 2004, 948). According to other researchers, physical barriers that affect movement and travel are perceived as the most disabling (Freund 2001; Imrie 2000).

Shaw and Coles (2004, 399) remarked that «Detailed research on disabled travellers is fairly limited within tourism studies and what work that does exist tends to focus on the problems of physical access», whereas a limited amount of investigative research on the pleasure travel needs, behaviours and intrapersonal and interpersonal constraints has been conducted so far.

Research by Shaw and Coles (2004) highlighted that «access and costs are two significant controlling factors for many disabled people» (Shaw and Coles 2004, 401). They have to face a range of physical barriers – both in public and private spaces, especially regarding transport – which limit the range of holidays to be chosen. For this reason, they tend to make domestic trips. Since they often depend on their family, constraints of the family budget further affect their travel choices. As also Berthoud et al. (1993) remarked, disabilities restrict the access to the world of work and such a limitation has relevant economic implications on holiday making.

Shaw and Coles also showed that disabled travellers tend to give «strong emphasis to rest and relaxation and, more importantly, a time for carers within the family to be partly relieved of their duties. In this context, holidays represented a time of respite for everyone» (Shaw and Coles 2004, 402), as also pointed out by Smith and Hughes (1999) in their research on the meaning of holiday to disadvantaged families.

Daniels et al. (2005) found out that «Within the context of pleasure travel, individuals with physical disabilities are, in most respects, similar to other travelers [...] However, every stage of the travel process requires significant planning time and careful attention to detail [...] Attention to accessibility is particularly important in less structured settings [...] Failure to provide information, inflexibility, intolerance to change, inappropriate facilities or technology, unwillingness to enforce safety rules and lack of individualized services are examples of barriers of omission [...]. Travelers with physical disabilities were also keenly aware of the presence or absence of other persons with disabilities» (Daniels et al. 2005, 928-923).

Besides considering needs and constraints experienced by persons with disabilities, it is important to take account of the decision making process they go through when planning to travel. With regards to individuals with mobility or visual impairments, Yau et al. (2004) stated that they experienced five different stages in the process of becoming *travel active*:

- *Personal stage*, which involves the *acceptance* of their disability, particularly if this is acquired, and their *reintegration*, in terms of *rehabilitation*.
- *Reconnection stage* is a period «where the individual begins to establish him or herself fully in community life [...] generally, little tourism occurs as the individual focuses on learning to live independently» (ibidem, 952). Since persons with an acquired disability wish to be reintegrated into their usual environment – now perceived as new and unfamiliar – reconnection stage represents for them a period of *exploration for future travelling*.
- *Travel Analysis stage* is characterized by taking account of the idea of going on a journey and resolving a range of practical concerns about the desired holiday. In order to face such problems, travel analysis stage represents a period of *search for information*, involving a detailed preplanning.
- *Physical Journey stage* is based on attitudes and behaviours of *compensation* and *compromise*, which are necessary for people with disabilities to manage their travel experience. To allow disabled travellers to live a satisfying holiday experience, tourist operators should reduce the range of the ordinary compromises for them and their need of *negotiations strategies* (Daniels et al. 2005).
- *Experimentation and Reflection stage* represents the final stage of travel, which determines «whether the individual will try again, with experience playing a crucial feedback role in determining future interests» (Yau et al. 2004: 958). In particular, according to Ray and Ryder (2003: 57) people with disability «are impressed by “personal inspection” of hospitality facilities and accommodation».

The core lesson that can be derived from the studies on the process of becoming travel active is that the tourism industry and the way its operators manage the relationships with disabled travellers has a strong impact especially on the last three stages of the process. Consequently, tourist operators wishing to develop accessible tourism plans have to identify the key-variables affecting such stages and the constraints and needs as experienced by different segments of disabled people, so to enhance the whole process and increase their propensity and frequency of travel.

WELCOMING DISABILITIES: AN OVERVIEW ON THE SUPPLY SIDE

From an integrated relational tourism perspective, besides analysing the tourist demand, it is also necessary to consider the attitudes and behaviours towards disabled travellers by the different stakeholders¹ working within the destination already visited or to be visited.

Travel agents, for example, are influent stakeholders, as they can work as facilitators or inhibitors of travel. McKercher et al. (2003, 472) found out that «people with disabilities are largely dissatisfied with the performance of the retail travel agency sector. Their failure to service this market, in turn, affects the ability of tourists with disabilities to participate fully in travel. The failure can be attributed to two main factors: attitudinal and structural. Education may help address attitudinal problems, but greater changes are required to resolve structural problems inherent in the industry».

The results from McKercher et al.'s research are consistent with those highlighted by Ray and Ryder (2003), who investigated the preferred sources of travel information used by individuals with mobility impairments. They found that travel guides are just the third source of information they rely on, after word-of-mouth and the Internet. As reported by Ray and Ryder (2003), scholars such as Kahn (2000) stated that «few groups have benefited more from the Internet than the disabled» (Ray and Ryder 2003, 58).

Tourist public operators and destination managers should identify and consider the importance of each information channel for different segments of disabled tourists, when planning and implement marketing strategies to reach each segment: although people with disabilities have often been considered as «a unique group», «disabled people represent not one market, but a series of different sub-markets», as suggested by Shaw and Coles (2004, 402). Consistently with such idea, Ray and Ryder (2003) stated that «careful segmentation strategies will need to be employed with the various disabled groups. For example, independence is crucial to many wheelchair-bound consumers. While they belong to support groups, sports clubs and teams, and other social organizations, [...] finding a sense of community among the mobility-disabled is difficult. Other disabled groups may have different levels of a sense of community. For example, most deaf individuals see themselves as definitely part of a social community, bound together by shared activities, social values, and most importantly, language (Baker & Cokely, 1980)» (Ray and Ryder 2003, 64-65).

This fact has important implications for destination management, since tourist public decision makers and private operators have to correctly identify the different needs and travel constraints of people with different kinds of impairments and to take account of them through focused tourism development and marketing plans.

Since residents' attitudes toward tourism have crucial effects on their support for it (Ap 1992; Garrod and Fyall 1998; Gursoy et al. 2002; Ko and Stewart 2002; Jurowski and Gursoy 2004; Sheldon and Abenoja 2001), such plans should be addressed to local communities, too, and «should include measures that would protect the use of the resource base for the local citizens or enhance their ability to access it» (Jurowski and Gursoy 2004, 308), so increasing their acceptance towards disabled visitors².

Marketers should pay attention to another type of stakeholder: interest groups and no-profit organizations

¹ See the article by Polonsky et al. (2002) about a stakeholder perspective for analyzing marketing relationships.

² See Daruwalla and Darcy (2005) about personal and societal attitudes to disability.

which connect and offer services to people with specific disabilities. In Italy such organizations often work as influent “travel agencies”, which are considered trustworthy because of their deep knowledge of their users and members. Interesting kinds of no-profit organizations that disabled persons rely on are especially those tied to the Catholic Church.

The next section is going to look at the case of accessible tourism to Italy, focusing on some recent market trends.

ACCESSIBLE TOURISM TO ITALY AND SICILY: SOME MARKET TRENDS

In Italy “accessible tourism” has been defined as «the set of services and structures that allow people with special needs to experience a holiday and leisure time without hurdles and difficulties» (Italian Department for Works, Health and Public Welfare and ISTAT 2009).

According to ISTAT – the Italian Statistical Institute – “people with special needs” can include people with disabilities, people with other health problem (such as hearth disease, asthma etc.), people with food allergies or similar problems and people who need special comforts and facilitation for travelling (for example, old people and pregnant woman).

The definition of tourist by ISTAT includes all the people who have made at least a travel during the last year.

An early analysis of the potential domestic demand for accessible tourism to Italy shows that Italian citizens with disabilities living with their family amounted to 2.609.000 in 2005. 66.2% of them are women (ISTAT 2005a). The top four Italian regions where most people with a disability live are Lombardia (12.9%), Sicily (10.9%), Lazio (8.3%) and Puglia (8.1%).

41.4% of disabled people is affected by the highest level of disability; the most spread type of impairment among people living with their family is that affecting mobility (38.3%) (ISTAT 2005b). Disabled people and not self-sufficient old people who live in welfare residences amount to 196.218 (ISTAT 2005c). 71.8% out of them consists of women.

41.3% of disabled people have made at least a travel within the last year; health problems, hurdles to mobility and economic limitation were the most frequent barriers to travel reported by people who have not made any journey (ISTAT 2005b). Such results are consistent with the ones discussed in the second section, where it was pointed out that access and costs are two significant controlling factors for many disabled people.

77.9% of the disabled have travelled with family (ISTAT 2005b), so confirming what was showed by previous research stressing the importance of family circumstances on their travel decisions (Altman et al. 1999). Younger people, people with a higher level of education, people with higher economic resources and people coming from the North of Italy tend to travel with friends more frequently than the others (ISTAT 2005b).

According to SL&A (2008) Italian disabled travellers prefer to go on a journey to bathing resorts, hills and mountains destinations, and art cities. The most important holiday components to them are the *warmth* and *helpfulness expressed by the host community* (tourist and not tourist operators, and residents), followed by the *absence of structural barriers* and the *efficiency/accessibility of public transport*.

The most important sources of information used by Italians are word-of-mouth, the Internet and brochures, consistently with the results observed on disabled travellers at an international level.

The lack of systematic data collections on the supply components in the filed of accessible tourism to Italy does not allow to make an exhaustive analysis of them.

However, some Italian destination has recently started to make surveys on the structural and relational constraints to travel among private tourist operators.

This is the case of Sicily, where a recent research was conducted in the field of accommodation services

available in the Province of Trapani (Puglia and Xilone, Eds., 2009). 295 operators were contacted, only 154 answered to the sent questionnaire (52.2%). 62 operators out of 154 (40.3%) declared to be “equipped” for receiving tourists with disabilities. However, most of such operators seem to be affected by barriers to accessibility. The most important constraints involve the relational components of the tourist experience, since such operators do not offer specialized staff for facing different types of disability. Consequently, important segments of tourist demand are neglected, such as the guests with *visual impairments* – as the recurrent absence of a menu in Braille at their restaurants seems to show – and the *deaf travellers*. With regard to the deaf-and-dumb guests, as Ray and Ryder (2003, 66) recommended, «interpreters would have to be hired, with maybe more than one sign language (in the case of multiple nationalities) needing interpretation».

In addition, most of the operators working in the Province of Trapani do not offer accessible transport services; local wildlife and archaeological reserves seem to be not able to guarantee a satisfying level of accessibility to their disabled visitors.

Although Italian disabled travellers represent an interesting tourist market niche, the above mentioned trends both on the demand and the supply side highlight the existence of some relevant issues about destination management for accessible tourism, as I am going to discuss in the next section.

CONCLUSIONS: DESTINATION MANAGEMENT ISSUES FOR ACCESSIBLE TOURISM

Starting from all the results derived both from the international review presented in the first three sections and from the preliminary desk research on accessible tourism to Italy and Sicily, this section considers Sicily as a prospect “accessible tourism destination” and summaries some destination management issues for developing and marketing this kind of tourism.

A systematic set of studies on the demand side is needed, aiming at survey:

1. the needs, travel requirements, constraints and the decision making process among the actual disabled tourists coming to Sicily; holiday experiences during the last years, in terms of travel patterns, organisation, travel arrangements and length of stay; meanings of holidays, both to the individual as well as to other members of the family;
2. the prospect demand for accessible tourism to Italy and Sicily through focused research, aiming at distinguish the *main reasons for not taking a holiday* and *the positioning of the competitors* of Sicily at the eyes of the disabled tourists who did not perceive the Island as an “accessible destination”.

The above mentioned steps will be useful for a) *identifying different segments of tourists with disabilities* with respect to some relevant variables such as type of disability, age, level of education, geographical distance from the destination, kind of journey they wish to make, etc.); b) *choosing which segments can be better served*.

Such choice should result from a systematic set of studies on the supply side, too, aiming at:

1. surveying the characteristics of the tourist and not tourist services provided by the stakeholders that can influence accessible tourism development at the destination. Such characteristics should be analysed on the basis of both the structural and the relational dimensions of accessibility discussed in section 2 and 4;
2. comparing the *expected level of accessibility* of tourist services – as defined by the actual and prospect travellers – to the *experienced level of accessibility* – as defined by the actual travellers coming to Sicily – in order to identify the strong and the weak points affecting the tourist supply within Sicily (as a whole destination or as a set of single destinations);
1. planning and implementing new single tourist services and new packages pointing at the satisfaction of specific targets of disabled tourists.

With regards to new single tourist services, the desk research on the accommodation sector in the Province of Trapani enlightened that most of the relevant travel components reported by Puglia and Xilone (Eds., 2009) – as the *warmth and helpfulness expressed by the host community, the absence of structural barriers and the efficiency/accessibility of public transport* – have been neglected by private operators, so making it urgent to enhance them on the basis of the correspondent segments of tourist demand previously chosen.

With regards to new packages, existing networks of operators could be further strengthened and oriented to accessible tourism, such the Wine and Food Routes already present within different Sicilian Provinces (including Trapani). Wine and Food Routes as new destinations of accessible tourism could benefit from the fact that «people with a disability develop other senses and select different foci to experience, which can produce a sweet, memorable taste [...] by exploring the places through descriptive words, smells, touch, and sound, they could achieve the same satisfaction as anyone else» (Yau et al. 2004, 956).

Planning and implementing new single tourist services and new packages for specific targets of tourists will require the tourist public sector to develop specific training plans for local tourist operators in order to improve their relational accessibility to the destination.

Finally, looking at retail and promotion of accessible tourism, a focused use of information channels as the Internet can allow public decision makers and destination managers both to coordinate and support the relations *among the local operators* (public institutions, local tourist offices, businesses, no-profit organizations etc.) and to reach and better serve *their final target groups* for which the Internet has recently proved to be one of the most important source of information when planning to travel.

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Sustainable Tourism

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**TARGETTING A TOURISM GOVERNANCE STRATEGY BASED ON SUSTAINABILITY FOR ENHANCING
LOCAL DEVELOPMENT OUTLETS IN MEDITERRANEAN DESTINATIONS
(APPLIED STUDY ON EGYPT)**

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Abstract

Strategies and policies based on sustainability are often used to achieve certain aims and objectives, as integration and unionization to achieve completion, guarantee benefiting future generations, enhancing a destination's competitive situation, ecological conservation, Social justice and poverty alleviation, improving the wellbeing of the local community, community participation in decision making process, environmental protection, deepening the feeling of place and identity and ensuring efficient and qualitative governance.

Since tourism has been most ideally suited to adopt sustainability, as tourism doesn't consume additional non-renewal resources, community resources (community's culture, traditions, shops, and leisure facilities ...etc) represent the core base resources for tourism, it represents one of the few available economic tools to remote communities, reduce poverty and stimulate regional development, also tourism can revitalize cultures and traditions, conserve cultural and natural assets and foster greater understanding between peoples and greater global consciousness. Therefore Mediterranean basin destinations which are very rich by their tourist resources can depend on tourism industry to enhance their local development plans outlets. And implement sustainability and achieve its' goals.

This study will display tourist abilities of the Mediterranean destinations. As well as points of strength and weakness of tourism industry in the region, aiming to suggest an ideal strategy for tourism industry management in these destinations to achieve tourism sustainability depending on four axes:

1. Tourist economic policies
This part of the study will create a value chain for the tourism industry, as well as designing an ideal tourism industry cluster depending on the features of the tourism sector in the Mediterranean countries (this cluster could be modified due to the differences between countries), As a fundamental step for tourist co-operation and integration between these destinations.
2. Efficient and qualitative governance of the industry
This part will identify the role of every stakeholder (the government, private sector, social society, and local community) in the destination concerning tourist development process (planning and implementation).
3. Revitalizing Mediterranean destinations identity
This part will settle the procedures by which the Mediterranean destinations can revitalize their identity and cultures (traditions, local arts, handicrafts, and folkloreetc).
4. Ensuring positive social effects of tourism
This part will display the policies and procedures which a destination can implement to increase the benefits of tourism to the local community through poverty reduction and ensuring social equity, as well as developing channels of communication between the tourist and local community.

Finally, the study will apply this strategy on Egypt as one of the Mediterranean destinations as a case study.

Key words: Sustainability, Tourism, strategies, Mediterranean destinations

INTRODUCTION

Mediterranean countries present the southern natural extension of the European Union, that affects its' political, social and economic stability, on the other hand Mediterranean countries are affected by the EU policies and programs, that's why both parties are interested in settling different channels and frameworks of political, economic, social and environmental co-operation to guarantee their benefits.

Co-operation between Mediterranean countries and each other on one hand, and those last ones and the EU on the other hand is mainly based on identifying actual and positive solutions for the problems and obstacles of development and stability in the Mediterranean basin, aiming to facilitate ideal economic, socio-cultural, political and environmental interaction and co-operation in the region..

In spite of what is mentioned above, the region is suffering some political, social, environmental, and economic problems that hinder the progress of co-operation and integration between partner countries, these problems such as "freedom deficit", the political situation in many of the countries of the region is characterized by the need to further democratic reforms, including free and fair elections and respect for the rule of law and for fundamental freedoms and human rights. While constitutions in the region often provide for freedom of thought, opinion and association, legal provisions may also stipulate numerous restrictions, in some cases under the pretext of safeguarding national security or national unity. In recent years several countries have made considerable progress in these areas. At the same time, the rapid rise of moderate and reformist political Islam movements as well as political extremism has put severe pressure on political regimes in the region and sometimes slowed down progress towards more political openness and pluralism. Unresolved conflicts are also perceived as obstacles to reforms. (ENPI 2007) ¹

Also economic problems are a big obstacle facing the region, which is represented in wide variations in levels of GDP per capita, ranging from around 1 000 US dollars in Egypt and the Palestinian territories to 5 200 US dollars in Lebanon and over 17 000 US dollars in Israel. Moreover since the signature of the Barcelona Declaration in 1995, economic growth in the region has averaged 3.9% per year. However, strong population growth of about 2% per year, and especially strong growth in the working age population, leaves little room for increases in employment, income per capita and real wage rates. Unemployment has remained broadly unchanged over the period. The incidence of poverty varies widely across the region, from 7% in Jordan and Tunisia to 44% in Egypt. Macro-economic stabilization policies have improved, as demonstrated by the fall in inflation in the region, from 12% in 1995 to 3% in 2004, and reductions in the government deficit. However, the situation has deteriorated again in recent years and further consolidation efforts will be required.

Political uncertainty, security risks and weak economic competitiveness continue to weigh on investors' sentiment about the region and foreign direct investment flows remain quite low, after a peak in 2001 and following the September 11 events. The total volume of FDI varies between 5 and 8 billion US dollars per year², with Israel and the Maghreb being the main destinations. ²(UN 2005) This is due not only to external factors but also to domestic economic policies. Assessments of the business climate in the Mediterranean show that it remains significantly below that in the new EU Member States, except for Israel, Jordan and Tunisia. Available economic governance indicators show rather weak institutions and serious concerns about corruption in most countries. This has a negative impact on the business environment, competitiveness, and attractiveness for both domestic and foreign investors.

The degree of economic integration among Mediterranean partners remains low. This can be ascribed

¹ (1) *European Neighborhood and Partnership Instrument (ENPI), "The Euro-Mediterranean Partnership", regional strategy paper 2007-2013, p7.*

² (2) *UN World Investment Report 2005*

to both political and economic factors. Among the latter are often mentioned the similar production structures and exporting patterns of Mediterranean partners and the relatively high tariff protection vis-à-vis each other. South-South trade experienced only a marginal increase from 4.4% of foreign trade in 1995 to 5% in 2003. However, recent efforts (including the conclusion of the Agadir Agreement and the agreement reached on a single protocol of origin including provisions for the accumulation of origin among all pan-Euro-Mediterranean partners) should facilitate South-South economic integration among Mediterranean partners.³

Socially, the combination of fast (though decelerating) expansion of the working population and a relatively slow economic growth rate leaves little room for reduction in unemployment and poverty. This situation is attributable not only to the insufficient pace and depth of reforms in the economy but also to other factors in society. Apart from the above-mentioned freedom deficit, the UNDP Arab Human Development Reports pointed to two other factors that hinder social progress:

Women's empowerment deficit. Arab women's participation in economic and Political life remains among the lowest in the world. In many countries in the region women suffer from inequalities in entitlements. Society as a whole suffers when half of its productive potential is stifled. In some countries, gender equality is recognized and protected by law.

Access to knowledge and education. Most countries in the region have made tangible progress in improving literacy. Adult illiteracy dropped from 60% in 1980 to less than 40% in 2002. Female literacy tripled over that time span. Yet many remain illiterate and, as a result, have limited access to knowledge. The region spends a higher percentage of GDP on education than many other developing countries. The region is characterized by a wide variety of educational systems and levels of access to basic education. Enrolment rates in higher education remain limited to about 13%. Over and above gaps in the formal education system, knowledge accumulation is limited by low expenditure on research and development and very limited access to information technology and the internet.

Despite nearly thirty years of international efforts to protect the Mediterranean environment, it remains fragile and continues to deteriorate as pressures increase. On current projections 50% of the Mediterranean coastline could be built on by 2025⁴, just one illustration of the speed of this decline. Studies have begun to quantify the cost of degradation of the environment in several countries⁵(www.metap.org 26\ 8\ 2006). As an example, the cost of environmental degradation was estimated in 1999 at between €2.7 and €5.1 billion per year (or 3.2-6.4% of GDP) in Egypt, €1.5 billion per year (or 3.6% of GDP) in Algeria and €1.2 billion per year (or 3.7% of GDP) in Morocco. Clearly, if economic development and the health of the region's people are to be protected then inaction is not an option. Mediterranean countries must act now to safeguard their natural resources. However the key environmental problems of the region are:

Quality and quantity of water. This is one of the most serious environmental problems currently facing all the countries in the region. Water scarcity is set to worsen with the projected increase of the population in the region, while poor water quality or water pollution tends to result from high salinity due to over-abstraction and poor irrigation techniques, pollution from agricultural run-off and uncontrolled discharges of wastewater and effluent.

Inadequate municipal and industrial solid waste management, largely caused by factors such as rapid urbanization; absence of policies or strategies to rationalize waste management approaches; weak control of illegal dumping; lack of adequate landfills and other disposal facilities; and land shortages.

Poor air quality due to transport and industrialization.

3 (1) *Ibid*, p 8.

4 (2) *A Sustainable Future for the Mediterranean – The Blue Plan's Environment and Development outlook.*

(3) *Mediterranean Environmental Technical Assistance Programme (METAP) Cost of Environmental Degradation Studies - http://www.metap.org/main.php?id_menu=12,26\ 8\ 2006.*

5

Marine pollution and coastal degradation due to uncontrolled economic activities (including tourism) and urban development, most of which tends to take place in coastal areas.

Land degradation and desertification due to the region's naturally fragile terrestrial environment, which is very vulnerable to soil erosion, contamination and nutrient depletion.

The region's rich **biodiversity – both marine and terrestrial** - continues to be threatened, with alien invasive species and habitat destruction being the two most significant contributions to its loss.

Environment ministries in the countries of the southern and eastern Mediterranean generally have insufficient capacity to address these serious problems and there is also at present insufficient political willingness in the countries of the region to develop and enforce environmental regulation⁶(ENPI 2007)

Sustainable tourism is one of the best qualified tools that could be activated and used -if properly- to solve these problems ideally, preparing the region to achieve ideal interaction and integration between partners due to its' numerous positive effects on the tourist destinations, which most Mediterranean countries are considered from them. As well as the fast and high rate of development progress that tourism industry can present to these destinations.

METHODOLOGY

Questionnaires have been spread on 70 tourism projects in Luxor and Hurgada to identify the problems facing them, they claimed that the investment environment concerning tourism marked some progress, but incentives still not adequate, besides long investment procedures, limited role in development decision making process, weak community links, high production costs and less qualified human resources.

Another questionnaire has been spread on 300 persons from Luxor and Hurgada, indicated that most jobs created in tourism sector are given to employees from lower Egypt (CAIRO in particular), low wages rate in tourist projects, low level public services compared to those offered in tourist sites, high priced essential products (food, housing, cloth.....) and marginalization of local community concerning development decisions.

SUSTAINABLE TOURISM: A MULTIDIMENSIONAL TOOL OF DEVELOPMENT

The concept of sustainable tourism was developed in the alpine regions of Europe by German, Swiss, Austrian, French and Italian academics, conservationists and tourism professionals. It is known by a number of other names green tourism, responsible tourism, post-industrial tourism; meta-tourism and alternative tourism are but a few. It was developed as an answer to the pressing problems of mass tourism in the Alps and the Mediterranean. It can best be described as a system of long term tourism planning which is friendly towards the long term well-being of communities and habitats, the visitor, and the tourist industry. It envisages these three players in the tourism equation being in a triangular relationship. In unplanned mass tourism, the industry dominates decision making, to the detriment of all parties because of the operation of the "resort cycle" theory, which envisages that a resort will have a finite life because of eventual overcrowding and deterioration. The Sustainability Concept gives power and knowledge in equal amounts to each party, resulting in careful, slow optimization of each other's aims.⁷ (OCDE 1994)

Sustainable tourism is based on a positive relationship between the economy and the environment, with careful concern given to the social and cultural effects of economic growth. This does not, however, mean that economic growth and increased prosperity should be discouraged. The cultural and environmental

6 (4) *European Neighborhood and Partnership Instrument (ENPI), "The Euro-Mediterranean Partnership", regional strategy paper 2007-2013, Op, Cit, P 9.*

7 (1) OCDE, (1994), "Tourism strategies and rural development", organization for economic co-operation and development, Report No 013927, Paris, p 33.

resources of a destination are the assets upon which tourism depends. This can be a starting point in the search for new growth models, to give greater consideration to the vulnerable features of a particular tourist region and to the general well-being of its inhabitants. Bearing these remarks in mind, and referring to the Cape Town Declaration, sustainable tourism could be defined as "A form of tourism which is economically viable, with direct economic benefits for local people; socially and culturally responsible; ecologically sound; and offers a high-quality end product and visitor experience, that is through tight commitment to principals of integration; intergenerational equity; sense of place and identity; tackling poverty and promoting equity; good governance."⁸(nrg4SD 2004) – Definition.

Due to the previous definition, sustainable tourism can maintain appropriate solutions for the problems of the region in general, as well as the problems facing tourism industry, through settling clear policies and strategies that identify the role of every stakeholder on the country level, as well as the regional level in the cadre of sustainable tourism principals.

EGYPT: A MEDITERRANEAN DESTINATION THAT NEEDS AN URGENT IMPLEMENTATION OF SUSTAINABILITY IN TOURISM

Besides, the problems that the Mediterranean region is suffering from in general, Egypt in particular is suffering some other problems concerning the decreasing role of tourism sector in local development, resulting in limiting Egypt's opportunities to interact and integrate with other Mediterranean destinations, these problems could be illustrated through the following indicators:

1. Low share of tourism industry in GDP (3.4%) if compared to agricultural sector (13.4%) and industrial sector (17.1 %) in the fiscal year 2007\2008, which is a very low rate due to Egypt's tourist abilities.
2. In spite of the increasing rates of the Egyptian tourist revenues, tourism sector's share in services exports is getting low (39.2% in 2006 \ 2007), (41.3% 2005 \ 2006), (42.6% 2004 \ 2005), that is because of the slowing down progress of the sector.
3. Official statistics reported that tourism sector provided 1.71% of the total job opportunities created in Egypt in 2006 \ 2007, which is a very low rate due to the nature of tourism as a high density labor industry. Some studies stated that this is because of the reducing rate of the implemented tourist investment (2.7% in 2006 \ 2007) compared to (3.2% 2002 \ 2003).⁹
1. Tourism education programs in Egypt still dose not meet the demands of the tourism labor market, including all educational levels, though graduates suffer high rate of unemployment because of the lack of personal and technical qualifications.
2. Most Egyptian tourist governorates (Red sea, upper Egypt, north Sinai) suffer from the lack of pure and safe drinking water, safe road networks and other public services, especially concerning local community.¹⁰
3. Tourism global competitiveness indicator for the year 2007 indicated that Egypt occupied the rank 58. Also Egypt came number 85 internationally concerning business atmosphere and tourism infrastructure indicator, and finally the rank 68 concerning human, cultural and natural resources, which means that Egypt occupied poor ranks due to the tourism competitiveness indicator and its' sub-indicators.¹¹

8 (2) nrg4SD, (2004), "Sustainable Tourism ", Network of regional governments for sustainable development, ,policy paper No SDSP (03-04) 24 - Annex C, Cardiff, pp 1-2.

9 (1) Arab republic of Egypt, ministry of economic development, (2008) " official statistics ", Egypt.

10 (2) Arafa,H. (2009), " Evaluating the role of tourism industry in alleviating poverty in local communities in the Egyptian destination", D Phil thesis, Helwan university, Cairo.

11 (3) Egyptian ministerial council, IDSC, (December, 2007), " Tourism in Egypt , an ideal tool of economic development", information reports series, vol, 12, Cairo.

4. Weak tourism investment incentives, - economic incentives in particular -, especially after the cancellation of the law number 8 for the year 1997 concerning investment guarantees and incentives.¹²

Sustainable tourism approach can provide ideal solutions for these problems to activate tourism's role in enhancing development policies outlets, through identifying the role of each stockholder in the destination and applying collaborative economic policies.

CLUSTERS AN IDEAL TOOL TO ACHIEVE TOURISM SUSTAINABILITY

Cluster-based economic development is a targeted strategy, usually drafted by economic development officials, to recruit and retain innovative companies. Innovative companies not only pay higher wages but also are capable of constantly creating new products and services. Thus industry clusters could be defined as:

"A cluster is a geographically bounded concentration of similar, related or complementary businesses with active channels for business transactions, communications and dialogue that share specialized infrastructure, labor markets and services, and are faced with common opportunities and threats".¹³(Martinez, 1998) Definition

Tourism as a complex industry consists of numerous fragmented industries and businesses, which share markets, labor markets, infrastructure, opportunities and threats, and links and effects on the local community, can accomplish great progress in developing its products, as well as its' share in developing the destination, through building a well linked tourism cluster including all the businesses and industries related to tourism.

Clustering tourism industry businesses can accomplish great advantages for the industry itself and the whole community as well. That is because the development of industry clusters in a county or region results five principal benefits:¹⁴ (Barkley and Henry, 1997).

1. **Clustering Strengthens Localization Economies.** The concentration of an industry at a particular location may result in significant cost savings to firms in the cluster. These cost savings are referred to as *localization economies*. Sources of potential savings include a greater availability of specialized input suppliers and business services; a larger pool of trained, specialized workers; public infrastructure, investments geared to the needs of a particular industry; financial markets familiar with the industry; and an enhanced likelihood of interfirm technology and information transfers.
2. **Clustering Facilitates Industrial Reorganization.** The transition in industrial organization from large firms engaged in mass production to small firms focused on specialty production is well documented. This change in industrial structure is attributed to increased global competition and the emergence of new production technologies (e.g., computer-aided manufacturing). Clusters are attractive locations for the small, specialized, computer-aided manufacturers for several reasons.
 1. The adoption of new production technologies is more prominent and easily attained among firms in industry clusters.
 2. Proximity between the more specialized firms and their input suppliers and product markets enhances the flow of goods through the production system.
 3. Ready access to product and input markets enables firms to quickly adapt to market changes.

12 (4) Arafat, H., (2005), "Evaluating investment incentives in Egypt, applying to tourism sector", Master Phil thesis, Helwan university, Cairo.

13 (5) Martinez, C., (1998), "Industry clusters: Competitive Advantage Through Innovation", industry clusters number 1, Hunter regional development organization (HURDO).

14)) Barkley, D. L. and M. S. Henry. (1997). "Rural Industrial Development: To Cluster or Not to Cluster?" *Review of Agricultural Economics* 19(2), pp. 308-325.

4. A concentration of firms provides the pool of skilled labor required by the computer-aided technologies.
3. **Clustering Encourages Networking Among Firms.** Networking is cooperation among firms to take advantage of complementarities, exploit new markets, integrate activities, or pool resources or knowledge. This cooperation occurs more naturally and frequently within industry clusters. Surveys of firms in manufacturing networks show that networks generate significant advantages for firms through cooperation with their counterparts. Networking firms are more likely than non-networking firms to engage in collaboration and information sharing in marketing, new product development, and technological upgrading. The networking firms also report that their competitiveness and profitability are enhanced by interfirm cooperation and collaboration.
4. **Clustering Results in Larger Local Economic Impacts.** The total employment and income effects associated with attracting a new firm include the direct effects (firm employment and income) and indirect effects (employment and income changes at input suppliers for the new firm). The indirect employment and income changes generally are referred to as the multiplier effects. Programs supporting cluster development will have relatively large multiplier effects for the local economy because of strong linkages among cluster firms. That is, the total employment and income gains from recruiting (or retaining) cluster members will likely exceed those associated with non-cluster firms of similar size.
5. **Clusters Facilitate Entrepreneurial Activity.** Industry clusters encourage new firm start-ups and growth by fostering innovation and facilitating the commercialization of new products and technologies. Entrepreneurial activity, in turn, leads to further cluster growth. Thus, industry clusters and entrepreneurial activity reinforce one another, leading to more rapid local economic development through cumulative causation. The role of entrepreneurial activity in cluster development is especially important in areas where clusters are small or existing clusters are in declining industries.

THE ROLE OF STAKEHOLDERS IN ACHIEVING TOURISM SUSTAINABILITY

To obtain a successful well linked tourism cluster in a country or a region, roles must be identified clearly and accurately to every stakeholder to guarantee the required results; these roles could be mentioned as follows

1. **Tourism regional and international organizations:** These international bodies play a huge role in achieving sustainability, through establishing various technical and financial aid programs to support small and medium tourist projects which implement sustainability principals while practicing their business.
2. **Destinations' governments:** Governments have a leading role in achieving tourism sustainability, through adopting ideal investment climate, facilitating micro loaning for medium and small tourism projects, innovating tourism infrastructure as well as for the local community, supporting local tourism projects that depends on local resources, participating private sector and local community in tourism planning process, guaranteeing equal share of marketing and tourist flow for different local destinations, issuing legislations that guarantee a minimum level of wages for tourist labor and minimum quality level for tourism services and activate linkages between local stakeholders.
3. **Destination management authorities:** These authorities are responsible of finding a mechanism of managing, promoting and developing tourism, through creating business linkages between tourist projects and the local community, by supplying these projects by full information about the local labor resources and local suppliers, as well as providing technical aid to enhance local products quality, and supply tourists by full information about these products to encourage them to buy it, and providing a financial support for different local tourism development efforts and projects.

4. **NGO'S:** They are responsible for co-coordinating between private sector and local community, through investing in building the technical capacity of the local community to enhance the community's awareness of tourism industry and its' importance, as well as providing well qualified tourist labor.
5. **Private sector:** Create linkages and relations with local community elements related to tourism industry, provide direct and indirect job opportunities through hiring local people and using local raw materials in production, play a major role in building local technical capacity, through investing in educating and training the staff and local community people, using local inputs, and creating new and creative local tourism product.¹⁵ (WTO 2004)

CONCLUSION

Tourism industry is a complex one which affects and is affected by a wide variety of industries and economic activities in a destination, that is clarified by the tourism value chain displayed above, thus tourism can provide a successful economic cluster in Mediterranean destinations in general and in Egypt in particular, especially that these countries owe all the factors needed for such clusters, preparing the region to maintain a Mediterranean tourism cluster benefiting all partner countries economically, socially, politically and culturally.

RECOMMENDATIONS

1. Mediterranean destinations must stick to the demands of tourism sustainability, besides providing all possible tools and methods needed to accomplish ideal sustainable tourism industry.
2. Every destination must process an inclusive creative and actual tourism management policy, according to sustainability principals, as an initial step on the way to a Mediterranean tourism policy including all Mediterranean countries and reflecting the regions distinguished feature.
3. A tourism management policy must depend on a tourism cluster organizing relations between tourism industry stakeholders on one hand, and tourism sector and other economic and social sectors on the other hand.
4. Analyzing tourism value chain in a region is essential to create a successful cluster, depending on tourism added values.
5. Roles must be specified accurately and spread among different stakeholders in the destination, according to the national tourism policy emphasizing the necessity of mutual co-operation between public sector, private sector and the local community.
6. Linkages must be built between the tourism private sector and the local community to guarantee benefiting local community from tourism. And it's loyalty to the industry as well.
7. Tourist co-operation between Mediterranean countries must be activated to guarantee accomplishing a wide rang of tourism sustainability in the region

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**SOME REMARKS ON THE ACTUALITY OF "TOURISM AREA LIFE CYCLE" (TALC) THEORY.
THE CASE OF ITALY¹**

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Abstract

The tourism area life cycle (TALC) theory, originally proposed by Butler in 1980, has been in the long run subjected to validations, revisions and confutations, anyhow conveying a certain fascination in many scholars. New concepts, closely linked together, are more and more applied to understand the present periods of development and, above all, of crisis: particularly, the regulation theory is useful for a combined approach with the power distribution theories, in an age in which, even in tourism, the state power lowers, while globalist pushes and, at the same time, localist ones rise. Actually, the TALC has still great correspondence above all in the small mono-product places, where the force of changing the actual schemes of tourism output is very low. On the contrary, where the local community is hale and hearty and can express a certain political power in planning the path of tourism development, there could be also a complete repositioning of these areas in the international tourism market. So, there have been many attempts to enlarge the point of view of Butler's theory, mostly in the last years, introducing more sociological readings or hypothesizing a global restructuring. Italy is certainly an excellent case of study, where the debate on the future of tourism and the end of its spontaneous growth era raise crucial issues to scholars' attention. Italy is now a country in great difficulty to keep leadership positions on tourism markets, notwithstanding the good performances in the last years. The crisis or, anyhow, the stagnation of some products is not uniform in all the country, but has some remarkable territorial differentiations. Trying to reconstruct a diachronic reading is a first step to observe the consistency of the Italian case with the TALC and to hypothesize new reading keys of this theory in the light of a contemporary world, being more and more complex. In the final part of this work, two meaningful case studies are focused: Chianciano Terme, is a small spa town, trying to rejuvenate its main tourist product and, at the same time, creating new attractions; Ravenna, the last Roman capital and the most important Byzantine town in Italy, is a bipolar resort mainly based on its seaside resorts, that only in the last years had a new impulse in developing the historical inheritance, also due to a decrease in the number of tourist arrivals on the coast.

Key words: tourism area life cycle (TALC), collaboration theory, empowerment, governance, Italy.

INTRODUCTION

The question probably most interesting, on which the tourism scholars are focusing, regards the evolution of visitors flows in the different areas. During the course of time many scholars, on that matter, have tried to follow the evolutionary trajectories of tourism areas, among which Gilbert, Wolfe, Christaller, Miossec, Stansfield and Gormsen. But the theory mostly under discussion on its effective applicability to real life is surely that proposed by Butler (1980), regarding the Tourism Area Life Cycle (TALC, the acronym commonly

¹ Even if this article has been conceived together by the two authors, the first and the fourth paragraphs have been written by Fabrizio Ferrari, while the second and the third by Ramona Elena Badea; the concluding remarks and the bibliography have been redacted in common by the two authors.

used). Without illustrating this theory and dwelling upon the dense debate about it (Lagiewski, 2006), it is important, however, to stress two important elements: it follows the Vernon's Product Life Cycle model steps (1966 and 1979) and has been conceived in an age of strong tourism growth, mass destinations promotion and great development of package tours.

There have been made some important remarks to that theory: above all, the Vernon's model is based on a strong technologic determinism that disregards all the other components of the productive system, chiefly the social and spatial environment in which it is immersed. Tourism is, however, a sector with low technology and modest economic barriers to entry; it is not so important for that sector the innovative features bound to physical components, as the immaterial ones. So, the creativity of the actors in moulding products (or images in a certain sense) is crucial, able to capture the tourist gaze (Urry, 2002), that is the Schumpeterian creating energy. But not only the actors mould the tourism, rather all that forces (visitors, public operators, etc.) that focus themselves on this sector, sometimes collaborating, other times opposing one another; so tourism appears like the outcome of many powers, continuously influencing and shaping it (Church and Coles, 2007). Thus, a scheme of development of tourism areas should consider also the sociological implications (Bianchi, 1994).

Moreover, Butler's model supposes that tourism areas should react in every respect like single products, but this presupposition is observable only in the mononuclear and unipolar localities, using Lozato-Giotart's terms (1987). In other places, where the local community is hale and hearty and can express a certain political power in planning the path of tourism development, there could be also a complete repositioning of these areas in the international tourism market, often changing the global image and suggesting a new and energetic one, besides the traditional one. So, the Butler's sequence of stages could be twisted in these areas by new policies and strategies of development.

On that matter, Baum's hypothesis (2006) is interesting: it is based on the utilization of Handy's sigmoid curves (1994), supposing that the tourism area would have a peculiar product, following the life cycle stages; soon or later, however, to avoid a probable decline stage and a consequent exit from markets, it is necessary to launch on markets new attractions. According to Handy, it is better to plan that strategy when the traditional product reaches the peak of its development, when the local community has a sufficient power to invest in new activities and avoid the possible decline. So, unless there is a tourism area unable to create new products, it is necessary, at the same time, to research market rejuvenation strategies, on the one hand, and, on the other one, to propose new appeals in the more and more dynamic tourism markets, where the repetition of holidays in the same place is increasingly rare (fig. 1).

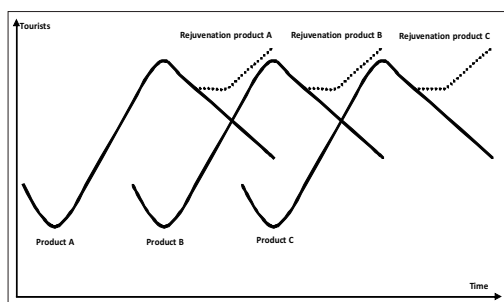


Figure 1. An ideal scheme of a multi-product tourist area life cycle, applying Handy's sigmoid curves.

A TALC scheme, in which it is hypothesized different curves for each tourist product that the locality intends to launch on markets, implies a crucial matter, regarding the careful planning, by local actors, of all activities to undertake for the success of the area.

The regulation theory, originally proposed by Aglietta (1976), hypothesizes a continuous mechanism of feedback in the resource planning, which should follow opportunely the instances of markets. Boyer and Freyssenet (2008), on that matter, analyzing the automotive sector, point out, as the better way of production in the future, the one defined as diversity and flexibility, in which different products are planned according to the customers, renouncing to the large scale production, but remaining sensible and attentive to the qualitative and quantitative variations of demand, quickly adjusting products to fit for the markets. That strategy, called by the authors *Hondism*, seems to be quite suitable also for tourism, together with another typology hypothesized, named *reflexive production*, in which it is preferred the development of practical and symbolical quality of products, renouncing to huge output volumes. Moreover, in a complex and polymorphic sector as tourism, is suggested by Du Tertre (2002): an approach of governance progressively cooperative, with the creation of a space of initiatives, in which all the actors could confront one another; a professionalization process; a constant evaluation of initiatives.

So, tourism needs a collaboration culture (Jamal and Getz, 1995) among the actors, going further the concept of industry to create a real system, viewed as a dynamic process-oriented strategy. That approach should be able to plan the destination in a sustainable way, gaining the consensus of inhabitants; however, it is important to continuously identify the facilitators and inhibitors to collaboration inside and outside the community.

TOURISM IN ITALY: A MATURE SECTOR FACING THE CHANGE

The role of Italy on tourism international markets in the last years has given rise to much controversy, both with worried visions and optimistic ones. In reality, Italian tourism is a complex system, which includes inward many smaller systems: so, there are areas passing through a stage of maturity or even decline, but there are also other places, especially in South Italy, in the development stage, or still in a pre-tourism period.

There are many motivations that led to the structural difficulties of tourism in Italy (Landini, 2007; Ferrari, 2009), to which are added in the last years the well-known relevant turmoils of global markets. Really, if we observe the trend of arrivals and overnights in Italy from 1981 on (fig. 2), we will note as there has been a growth almost constant; effectively, the remarkable decrease of nights was mainly due to the phenomenon of continuous shortening of vacation periods, mostly since 2000, a well-known global tendency, not diffuse at all only in Italy.

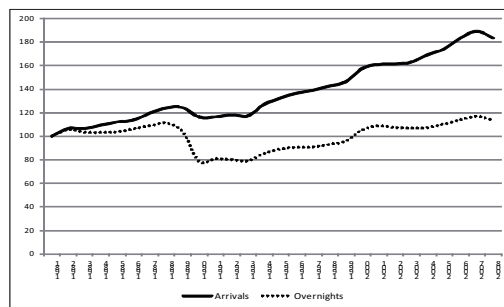


Figure 2. Arrivals and overnights of tourists in Italy in the period 1981-2008 (1981=100).

So, it is necessary to argue about a hypothesis of slackening and standstill for the tourist sector in Italy in its whole, rather than on a regression period; in fact, at a more careful observation of some areas and products dynamics, we can note, on the contrary, that many localities, especially some small mono-product historical places, are passing through a crisis, because they are not able to react to the actual tendencies.

For instance, the TALC analysis developed by Formica and Uysal (1996) suffers exactly from the limit of having formulated generalized considerations for the whole Italian territory, without any distinction of different trajectories of places inside the country macro-system. However, the authors single out some of the difficulties of Italian tourism, among which the seasonality, the low development of Southern areas, the overcrowding of some localities, pointing out on the necessity of a strategy more focalized on quality for the future.

In the present work, we are going to set some case studies, to help the theoretic composition of a very fragmented scheme; laying no claim of exhaustiveness, however, we want to invite to reflect on the necessary utilization of diachronic methodologies of research in tourism areas, together with the synchronic ones actually the more diffuse.

THE CRISIS AND THE POSSIBLE RE-MARKETING OF SPAS: THE CASE OF CHIANCIANO TERME.

The Italian thermal sector has a long and excellent tradition in the tourism development scheme, being one of the first modern forms of aristocratic relax appeared between the end of XIX century and the beginning of XX century. After the II World War, lost the characteristics of upper class tourism, the thermal sector enters in a "social and curative" stage, framing it into the National Sanitary System as a medical treatment. Even if in that way the spas initially had their number of visitors increased, in the long run that fact caused a disqualification of their image, seen as tourism areas for old and sick people. In the last years, however, it began a new phase of "thermal wellness"; many spas are transforming in centres for beauty treatments and body regeneration, with techniques aiming to let the customers live a unique and impressive experience.

The history of Chianciano Terme, a municipality with a little more of 7,000 residents, is quite similar to what described for Italy; the thermal springs near the town had been probably exploited since the Roman age; since the XIX century, there have been utilized in an intensive way the establishment of Acquasanta and, later, the other springs. In the first years of XX century, some entrepreneurs took the spring concessions from the municipality and started to improve the establishments; so, there were built some luxury hotels (the first of them was raised in 1905). From 1940s on, the spas became a State property; in the first years after the Second World War, the municipal administration tried to renew the town tourism image, with a new architectural planning for the town and for the spas, even building a plant for bottling the thermal waters. But tourism in Chianciano suffered in the last years a contraction as the whole Italian thermal sector for the crisis of the traditional sanitary segment (Ferrari, 2009), exclusively focused on national market and hotel accommodation (fig. 3).

In fact, the national customers in Chianciano, that in 1978 were the 99% of total arrivals, in 1991 dropped to 80%, while in 2008 there have been recorded a further decrease at 63%. So, the trend was only partly negative in the period 1991-2008, thanks to the increase of foreigners (even if again there is a lowering in the last years). However, in 2008 there were 244,072 arrivals (153,381 Italians) and 913,294 overnights (676,813 registered by national tourists). We have still to note a huge contraction in the tourist average stay: in 1978 the Italians stayed for about 11 nights, the few foreigners for nearly 8; in 1991 the national tourists registered about 7 nights, while the foreigners only 2; in 2008 the Italians lowered to 4 nights, whereas the foreigners rose to 3 nights. These data reveal a change of the vacation scheme, with the progressive renouncing to long stays to follow medical treatments, in favour of short holidays of amusement.

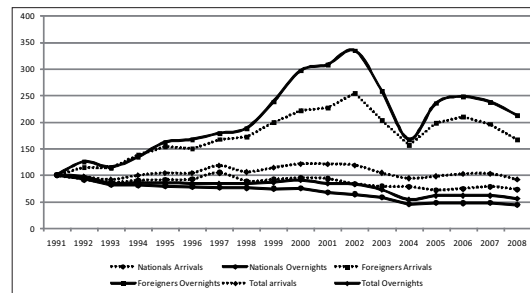


Figure 3. Evolution of arrivals and overnights in Chianciano Terme from 1991 to 2008 (1991=100).

The stakeholders reaction to this evident tourism crisis in the last years has been, however, considerable, even if it is still not able to spread its effects, also because many projects have been recently planned.

Recently, the spa has been partly privatized, creating a New Company, participated by the municipality, by some banks, by a private cosmetics company and by the local hotel-keepers consortium (Mercury, 2007); the new industrial plan hypothesizes a complete rejuvenation of the product and its image, with the creation of the “sensorial spas” (which could be packaged in “sensorial holidays”, for instance, exploiting the local oenogastronomic traditions), the “thermal swimming-pool” (for balneotherapy, etc.) and the “thermal village” (with a playground and entertainment activities).

Together with the reorganization of the main product, new tourism segments should be developed, to make Chianciano the “multi-town of hospitality” as defined by the new Municipal Structural Plan. First of all, the congress tourism, in which the town already is among the first ten localities in Toscana, able to grow thanks to the considerable number of hotels available and to the Congress Centre inside the thermal establishment; moreover, the planning of a new Congress Palace has been carried out utilizing a municipal project financing announcement to collect the necessary funds. The other sector to develop is the cultural tourism improving the town museums (Art Museum, Civic Archaeological Museum of Waters), but also the historical inheritance, mainly the Etruscan and Roman monuments (among which are the thermal establishment ruins of Mezzomiglio). Finally, there is also the objective to develop the active tourism to revitalize the image of Chianciano, particularly the sport segment; on this purpose, there is a project of carrying out a golf course.

So, Chianciano evidences a wearing down of the tourist product, quite similar to what has been forecasted by the TALC; but, in this case study, the local policies are trying to oppose to the decline both with rejuvenation of the spas and, at the same time, with the attempt of creating new products, according to the Handy’s model.

TOURISM AND CULTURE: THE CASE OF RAVENNA.

The Italian cultural patrimony has always been one of the fundamental elements of tourism, but often has been placed on the background. However, in the last years, there is a revaluation not only of the main localities, but also of the minor places, able to express, in some cases, an important historical and cultural fascination. Even if the official statistical classification does not allow to consider many areas, especially in South Italy, as cultural attractions, we can, however, observe that this segment has the 35% of total arrivals in Italy and the 25% of overnights; if we consider only the foreigners, there is an increase to 46% for the arrivals and 34% for the overnights, largely concentrated in the main tourist cities.

Ravenna is classified by ISTAT as a "cultural locality", among the first places in Italy for this kind of tourism, with 557,496 arrivals and 2,853,523 overnights in 2008. In reality, its tourist evolution (fig. 4) has some characteristic features: a relevant Italian presence (80% of total arrivals against the 42% of the national datum for cultural localities), a high average stay (5.1 overnights against the 2.8 ones in the whole Italy), an intense development stage since 1990s, mainly due to the national market impulse, while the foreign demand is almost still from the same period.

Those anomalies in comparison with the other cultural localities are due to the fact that Ravenna has developed for long time as a seaside resort, especially for long family vacations made by Italians coming from neighbouring places, with a supply side mainly constituted by campings. This reason justifies the high average stay that arrived at 10 nights per tourist in the early 1970s, with modest differences between nationals and foreigners customers.

The beaches of Ravenna (among which there are Lido di Savio, Marina di Ravenna and Punta Marina Terme) became a very cheap mass tourism area, growing above all in the 1960s. However, from the end of 1970s the number of hotels and then of beds diminishes on the shoreline, due to overcrowding problems and progressive lack of spaces; but, in the last years there has been a new moderate expansion stage, justified also by the transformation of many traditional landlord activities in hotels and tourist residences (fig. 5).

On the contrary, the town centre, located 15 kms away from the coastline, with a rich historical and artistic inheritance, particularly the most important testimonies of Byzantine Age in Italy, has been neglected by many visitors, so the tourist supply was never able to develop; since the 1990s there has been a strong increase in the number of beds. In 2008, there were 2,134 hotel beds in the historical centre and 8,639 on the coastline; so, now the town has about the 20% of hotel supply, while in 1989, year in which the coastline registered its highest number of beds, the same percentage was only the 11%.

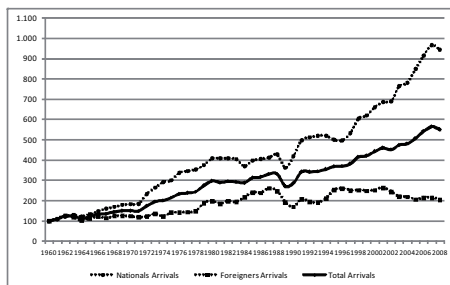


Figure 4. Nationals and foreigners arrivals in Ravenna from 1960 to 2008 (1960=100)

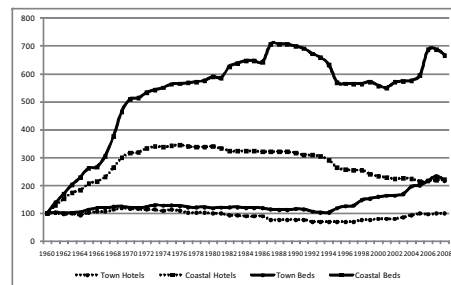


Figure 5. Evolution of hotels and beds in Ravenna from 1960 to 2008 (1960=100)

So, the development of urban tourism became remarkable above all since 1990s, while, from the same period, the coastal area denoted symptoms of overnights slackening; particularly, on the coastline from 1999 to 2008, the foreigners lowered by 37% of arrivals, only partially compensated by the increase of national ones (fig. 6). Thus, there is in the last years an important growth of national market both in town (75% of total arrivals in 2008, while in 1999 the percentage was 70%) and on the coastline (increasing from 68% to 83% in the same period).

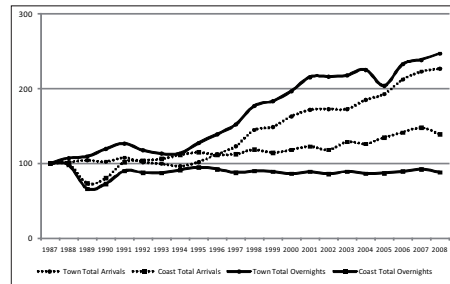


Figure 6. Arrivals and overnights in the town and on the Ravenna coastline from 1987 to 2008 (1987=100)

The shifting of tourist polarization towards the historical core is due to a resolute will of emphasizing the historical and artistic image of the town, a process culminated with the UNESCO decision of inscribe eight monuments of Ravenna in the World Heritage List since 1996. Both the province and the municipality inserted in their most recent planning the objective of strengthening the cultural supply, promoting a lecture more unitary and complete of the historical and architectural inheritance, not disregarding, however, further enlargements and requalifications along the coastline.

The reduction in the attractive force of the coast and the more attractive of the city centre, however, have highlighted some critical outcomes: surely, the most evident is the remarked reduction of the overnights; in facts, in the seaside accommodations, in the period 1987-2008, there was a decrease from an average of 10.4 nights per tourist to a datum of 6.6 for the same index, while, in the same period, the urban centre still remained on a very low value (1.9 nights per tourist in 1987, with only a slight increase, 2.1 overnights per visitor, in 2008).

So, tourism in the town centre has still the features of a transition destination and not of an area suitable for long holidays; its valuable inheritance is probably not much appreciated yet from the customers. Obviously, there could be also the choice of a stay on the coast, where the tourist infrastructure is wider, with a daily moving towards the historical centre. But another important matter is essential for a reflexion on the effective appeal of cultural attractions in Ravenna: observing the trend of visitors in the State archaeological areas, monuments and museums from 1996 to 2008, we note a decreasing tendency (fig. 7). The necessity of improving the fruition of the historical resources is felt also by their managers, as testified by the decision to close for more than two years the so-called Palace of Theodoric (reopened since April 2009).

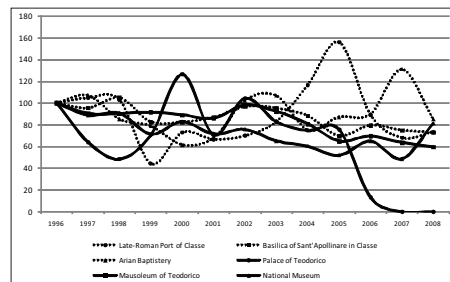


Figure 7. Visitors in the Ravenna national museums and monuments from 1996 to 2008 (1996=100)

Moreover, since 1991 it is offered also an integrated ticket of the three principal monuments (the Basilica of Sant'Apollinare in Classe, the Mausoleum of Theodoric and the National Museum), but this initiative has so far not been particularly appraised. Lastly, it is necessary to reflect about the efficacy of management policies in Ravenna, considering the following fact: the Basilica of Sant'Apollinare in Classe gathered 325,650 visitors in 1996, without charges to pay; nowadays, there is an entrance fee for the access in the Basilica, following a decision taken in 1999, with the consequence of a relevant contraction of the flows (in 2008 the visitors were 237,499, but 155,619 of these were non-paying ones).

Thus, the original analysis proposed by the TALC will not allow appreciating the effective trend in the case of Ravenna, if we do not separate the development of the two osmotic but substantially independent subsystems, the coast and the historical centre.

CONCLUDING REMARKS

The Butler's model is an evident simplification of the real world; nevertheless, the most relevant paradigm coming out from this theory is the need of a diachronic and exhaustive study of tourism tendencies. The uncertainties of markets in the last years, their fluctuations due to exogenous phenomena, the financial and economic crisis, impose the necessity to focus the tourism studies, not only as photographs of the present time, but also as retrospective analyses, reconstructing the tendencies in the course of time of localities, so to have a more complete picture of the inquired system, in particular investigating its future perspectives and resilience degree to external shocks.

Obviously, a better picture of tourism trend could give a noticeable impulse to the draft of well fit governance policies. The need of a careful planning of resources and resorts is the second matter to point out: the spontaneous system, almost mechanical, proposed by Butler, nowadays has to be replaced by a perspective of frequent arrangements, continuous researches of transitory balance points of different powers unfolding on territories, with the constant aim of a quick response, if not anticipated, to market variations.

In Italy, the tourism planning only in the last years is acquiring relevance, however often comprehended in the local general plans (PRGs, PSCs, PTCPs, etc.). The cases of Chianciano Terme and Ravenna are paradigmatic: in the first of them, we observed as a small mono-product resort, developed spontaneously thanks to a natural feature, the thermal waters, nowadays needs to draft a heedful scheme for the future tourism development, setting up new products beside the spas; in the second, we noted a dualism between two tourist subsystems, that needs more careful analysis tools to appreciate the different trends, and then a systemic recomposing vision of the whole picture, so to be planned in an integrated way.

Finally, the diachronic vision tool to gaze at tourism is appreciable to point out the strengths and the weaknesses of different places, especially in countries that reached the maturity stage like Italy; there is the necessity, however, to carefully analyze every area as complex systems, in which the industry and the tourist product are only some of the essential components, but plunged in a dense network of human material and immaterial interactions.

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APPENDIX

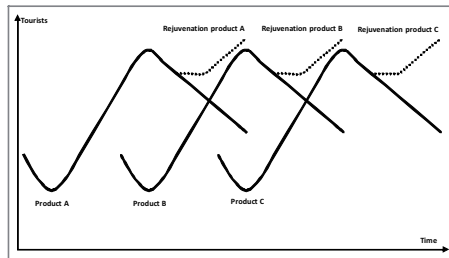


Figure 1. An ideal scheme of a multi-product tourist area life cycle, applying Handy's sigmoid curves.

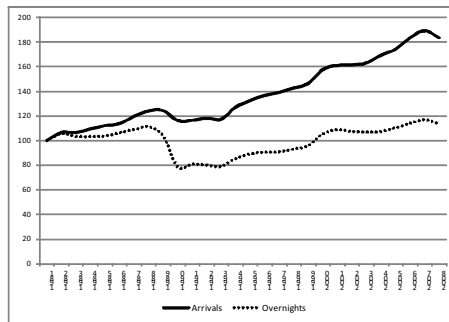


Figure 2. Arrivals and overnights of tourists in Italy in the period 1981-2008 (1981=100).

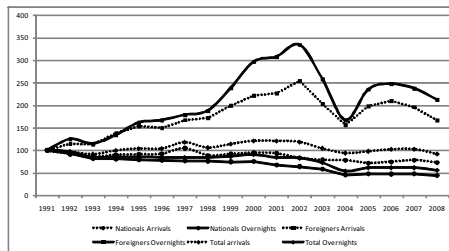


Figure 3. Evolution of arrivals and overnights in Chianciano Terme from 1991 to 2008 (1991=100).

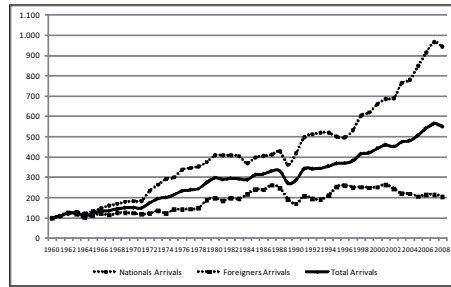


Figure 4. Nationals and foreigners arrivals in Ravenna from 1960 to 2008 (1960=100)

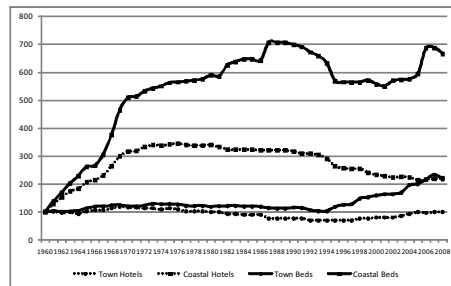


Figure 5. Evolution of hotels and beds in Ravenna from 1960 to 2008 (1960=100)

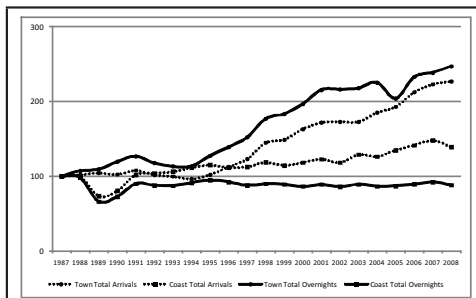


Figure 6. Arrivals and overnights in the town and on the Ravenna coastline from 1987 to 2008 (1987=100)

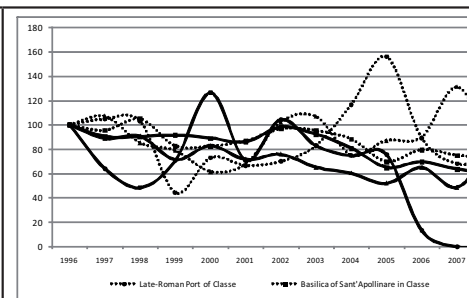


Figure 7. Visitors in the Ravenna national museums and monuments from 1996 to 2008 (1996=100)

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**HOW TO PROMOTE TOURISM IN THE MEDITERRANEAN SEA AREA
(YOUTH TOURISM)**

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Abstract

All the previously mentioned points involves the Tourism as a mean to improve the economy of the countries in the area. On the othe hand my research is about a different kind of Tourism, it is the most and unique one, because it gives the human being an outstanding richness that cannot be obtained by money. In addition it concerns the youth who has no mean to travel and to discover the world. The normal tourist enjoys the beauty of the visited country but his journey usually add nothing to his knowledge. Eventhough he visits the monuments which have been explained by the tourist guide, nothing remains in his mind because most of the tourists are old in age and are not interested to know about the other, their interest is to have fun, to relax from workburden or from the boredom of their retired life.

The normal standard tourist luxury, quirness, good food, beautiful weather, nice atmosphere and that's all. On the other hand, we have to work hard in order to offer more to the tourist in terms of culture and knowledge and not focus on the material side only. Thus my research seeks to redefine tourism in a more cultural way. The following points are the main ideas of my research.

Tourism does not only enable you to discover the past of the visited countries but their their present and their future too. In that way young students could help people of the visited countries who need help. They can share their social and economical problems, by giving them ideas and opportunity of exchanging their experiences. This Institution is a kind of charity Association which has to be sponsored by private companies, universities, businessmen etc. People working in this institution has to be volunteers, and to receive only the expenses of their work. It is time to stop using tourism as a way of gaining money only, but to sirect it for the benefit of the humanity.

\commercial tourism does not fulfill tourist's need in knowledge, it is only a way to make profit like any other business. In fact, tourism has to be considered from a different perspective which is an enrichment of minds. This kind of tourism will not compete with thw tourism we have nowadays, but it is different, and it aims to realize love and peace allover the world. It has no material benefits but cultural, spiritual and human ones. I am not talking of the Tourism which increases the economy of the countries, but I am approaching and advocating a new kind of tourism which doesn't include any material profits but it realize what money cannot do.

My personal experience in the summer courses organized by the Catholic University of Milan in Italy, gave me the opportunity to know everything about Italy, as people, culture, history, art, customs etc.. Things that I ignored before, I became so attached to this beautiful country and I feel that I am belonging to it as I am belonging to Egypt.

I wish to realize this precious experience among the youth of the mediterranean area.
With peace and love we can realize happiness allover the world.

Key words: Mediterreanean

INTRODUCTION

In this research the negative impacts of tourism are highlighted in order to introduce and give an incentive for another kind of tourism called cultural tourism for youth to take place. This new aspect of tourism is the main focus of this research.

- The Mediterranean has been identified by WWF as one of the most important regions in the world for its outstanding biodiversity features. It is one of the cradles of civilization with a rich natural and cultural heritage. The Mediterranean sea is the region with the highest percentage of endemic species- species living only in this part of the world- just after
- Given the fact that tourism occurs in environmentally fragile areas, rich in biodiversity, its impacts on the environment is significant. On the other hand, large scale mass tourism is on the main forces behind the ecological loss and destruction in the region.
- Particularly Coastal and marine areas that still maintain high natural values and are important to safeguard biodiversity. Through inappropriate practice and development once pristine locations have been damaged, sometimes beyond repair.
- Similarity in the climates make the tourist feel at home, he is not shocked by the changes of the weather, so he feels more comfortable and willing to enjoy his journey.
- Nobody can deny the bonds between the different Mediterranean people, the Ethiopians, the Libians areas thousands of years ago, since the time of the pharaos till now, and than the Persians, the Asiatic, and finally the Roman Empire which monuments remain till now in these areas especially in Egypt.
- Thus people in these areas feels that they are not completely different, their roots are similar in behavior, character, beliefs, way of living, and even if they are a little bit different they can at least understand the habits, the religion and the costumes of the other habitants.
- We cannot deny also the social and cultural impacts in theses areas.
- Exchanging goods through these countries, many years ago make the prosperity of the people because of the commerce.

Background on Tourism in the Mediterreanean ¹

- The Mediterranean region is the most frequented tourist destination. Tourism is mainly concentrated in the Coastal areas which receive 30% of international tourist arrivals. The most widely used tourism development model in the region is based on seaside summer holidays and the attainment of quantities goals, of the total 46,000 km of coastline, 25,000 km is urbanized and have already exceeded a critical limit.^{(*)2}
- International Tourist arrivals (excluding domestic arrivals) in 1999 totaled 219.6 million (4.7% increase over 1998). Projections show that this figure could reach 350 million by 2020. 84% of the tourists in the Mediterranean come from Europe, mostly from northern and western countries.
- Germany is the largest market followed by the United Kingdom, France and Italy. Spain, France, Italy and Greece receive almost 80% of Mediterranean tourism.^(*)
- The Mediterranean receives 1/3 of the income of International Tourism. Tourism receipts in 1999 totaled US \$ 131.8 billion. Over the last three years, 2/3 of the income returned to the hands of less than 10 tour operators from northern Europe.^(*)

THEORETICAL AND METHODOLOGICAL APPROACH

Mass tourism threats in the Mediterranean:

¹ Data sources: WTO World Tourism Organization (*)

²

The Mediterranean is under threat due to the inappropriate practice and development associated with mass tourism. With current development models based on quantity, the projected growth of tourism development in the region can cause soil erosion, put pressure on endangered species, further strain on water resources, increase waste and pollution discharges into the sea and lead to cultural disruption.^(*)³ The Mediterranean Sea receives 10 billion tones of industrial and urban waste per year with little or no purification. The production of wastewater and solid waste in tourist area often exceeds the carrying capacity of local infrastructures due to the high seasonal demand. Pollution also negatively affects water quality in beach areas and drinking water supplies. The human health is affected severely. The negative effect of tourism is also great, as tourism contributes to all forms of pollution (water-waste and atmosphere) and is adversely affected by the impact of pollution on the natural resources they rely upon.

Social and cultural impacts:

A dramatic problem of labor market exists, particularly among youth. The north is not able to absorb the considerable pressure of emigration from southern and eastern Mediterranean countries which are faced by the need to create over 30 million new jobs by 2025.

Talking about tourism in Egypt, as it is my country among the mediterranean area. I noticed that most of the tourists coming from abroad are old people, enjoying the rest of their life visiting different countries, that's why they are not interested to know anything about the culture of the visited places, or the habits of the habitants, or the story of the Monuments they are visiting. If they have a guide, they cannot retain any information; they are coming to enjoy and not to be updated of the problems, the suffering of the people of the visited countries. Getting acquainted with the history, the social, political and religious lives of these people, the visited monuments should be introduced.

EGYPT'S SUMMER RESORT: THE RISE AND DEVELOPMENT:

God has gifted Egypt long charming beaches, bounded north by the Mediterranean Sea and south by the Red Sea. Similarly, the River Nile, which the Egyptians used to call "Bahr el Nil" until recent times, extend along Egypt from south to north. They also used to call the two big seas "El Maleh".^(*)⁴

Egyptians, unlike several peoples, like summer and enjoy its pleasant breeze and river banks. They call it "sea air". Hence, spending summer holidays by moving from internal places to beaches has become a social tradition by all Egyptians. Summer holidays making has a particular nature, due to the climate and features of the country. The climate, as described by late Professor Dr. Gamal Hamdan is "extremely continental", and its features make it open to the Mediterranean Sea without barriers or obstacles whether on the natural or human level. Spending summer holidays has been related, for a long time, to travel to Alexandria which has been the destination of high classes such as landlords and senior statesmen. But soon, it has become the destination of all classes. It still maintains its charm and beauty that captured the Egyptians' minds and hearts. But soon, the society's cream has moved from Alexandria to other places, and sometimes outside Egypt. Even, other middle classes has begun moving to other destinations along the north or east beaches on the Mediterranean and Red seas. Thus, a tremendous urban revival starts in such untraditional places, such as the northern coast, Hurgada, Sinai and others.

RAS EL BAR...A TRADITIONAL STAGE

Amongst all summer resorts, Ras El Bar is the most special, as it represented basically a transitional stage From pleasure and entertainment which distinguish Alexandria, to a sea-seeking that is now preferred by The Egyptians.

³ Data Sources : WTO World Tourism Organization (*)

⁴ Tourism in Egypt – Wikipedia (*)

It is a quiet beautiful small city at the north of Egypt on the Mediterranean Sea. It is Distinguished for being both a summer and a winter resort, for its warm weather. It is also famous for being The meeting point of the river Nile and the Sea, as the Egyptians have used to describe this phenomenon As the meeting point of "Al Maleh and Al Azb" the salt and the sweet, in reference to the drinking water of The Nile and the salty water of the sea.

HURGHADA...THE RED SEA PEARL

It is the red land as called by the Pharaohs due to its reddish mountains, and the colourful coral reefs, particularly the red ones. The Red Sea coast is 1000kms long, whose cities are known for their historical and Charming nature such as Ez-za'faran, Hurghada, Safaga and Mersa Alam. Hurghada is the most attractive For thousands of tourists and summer holiday makers from Egypt and the world, to enjoy its clean water Famous for its therapeutic characteristics, varied blue colours, magnificent sea creatures and entangled Beautiful coral reefs. More than twenty years ago, Hurghada had only one tourist village and a hotel. Now It has more than 350 tourist villages and hotels. It is now the pearl of the Red Sea.

MATRUH.. THE BEACH OF LOVE

It lies in the west north of Egypt on the Mediterranean Sea, It is the city of serenity and happiness where Yellow sands wonderfully embrace blue water. It inspired artists at the beginning of the 1940's, where an Arabic film titled "The Beach of Love" was shot. Since then, it has turned into an attractive beach for Those who seek tranquility and contemplation, whether Egyptians, Arabs and foreigners.

THE NORTHERN COAST... A TOURIST ATTRACTION DESTINATION

It has become an important attraction destination for Egyptians, Arab and foreign summer holiday makers It is widely famous for being the summer resort of the society's elites, artists, movie stars and the rich Egyptians and Arab persons, as it includes all the aspects of splendor represented in villas, palaces and Chalets spread along the coast in the famous villages such as Marina, Marabella, Marakia, Sidi Kreer and Sidi Abdel Rahman where are the tombs of The Germans and Italians of the Second World War.

SINAI SUMMER RESORTS BETWEEN DEVELOPMENT AND ATTRACTION

After restoring Sinai fully in 1982, a few number of youth visited it to get acquainted with this rich Land that captivated the minds of tourists from all nationalities who prefer to spend their whole journey In Sinai only, provided that they make another journey to the other tourist sites in Egypt. During the period 1982-2009, North and South Sinai have witnessed tremendous development revival, particularly in the Tourist field. Many tourist villages and camps were set up in many locations such as Taba, Sharm El Sheikh And Dahab. Generally, foreigners prefer Sinai beaches at any time of the year for its varying climate whether Moderate, hot or chilly.

What is Youth Tourism?

Youth Tourism is a phenomenon, which was strongly influenced by youth movements born in the peaceful Ideal of the after war period. Today young travelers (aged 15 to 25) represent more than 20% of international tourist arrivals, according to statistics, by the world Tourism Organization. The Youth Tourism industry is divided in two categories: the qualitative and quantitative aspects. The qualitative aspect concerns the aspects linked to quality, security, flexibility and access. The quantitative aspect concerns the growth in youth tourism, its importance in relation to international tourism and the travel expenses of young people.

HOW TO ENHANCE YOUTH TOURISM IN THE MEDITERRANEAN SEA AREAS

As an example of the youth tourism, what have been realized by Salto-Youth Euromed Organization in Giordania, and I hope to form a similar organization in Egypt ^{(*)5}

I put forward the following recommendations for promoting youth tourism between Arab and European Countries and stimulating economic and cultural capabilities.

- There is a need for facilitating travel procedures and granting visas to Arab and European youth tourist groups, especially when many Arab League and Council of Arab Tourism Ministers resolutions pointed out that it is to be focused.
- Deepening cooperation between Youth Associations, Universities and Youth hostels, through mutual Collective youth visits and facilitating conditions for residence in youth hostels or university accommodation in order to lower the cost to youth groups.
- The focus should be on scientific academic trips with the support of universities and ministries or Higher education, in all Arab and European countries, to encourage meeting between Arab and Euro-Pean youth. Suffice it to note that many foreign universities send student groups and individuals on fa-Militarization trips to Arab universities and pay them travel costs.
- Airlines and other forms for transport bear some of the cost by giving discounts for youth travel.
- There should be agreements between tourism business and universities in various countries for group travel to determinate the facilities provided by each party.
- There should be a focus on scientific visits, especially during the study period and trade fairs, to expand. The knowledge of young people and promote tourism product.
- Tourism facilities, such as hotels and tourist villages, play a major role in facilitating accommodation the tourist group in terms of discounts and provide appropriate programs.
- We stress the importance of exchanging training for agreed periods, within tourist facilities.
- The Council of Arab Universities and Ministries of Higher Education can play a role through exchange.

Visit with foreigner universities and by sending student delegations throughout the year, thereby attaining scientific, tourist and economic objectives.

- Organizing joint activities such as exhibitions and joint scientific projects.
- The need for presenting youth tourist programs in television channels, magazines, newspapers in the forms of competitions and activities.
- Considering cultural tourism competitions between Arab colleges and departments of tourism and supporting these programs with tourist incentives and promotion through tourism channels, to spread awareness and promote tourism culture among the young.
- A symposium, sponsored by the Arab Tourism Organization and the involvement of television channels tourism companies, tourism enterprises and airlines can contribute to enhancing youth and student tourism and putting it on the right path.

Tourism can help to bring peoples together, it can also help to drive them apart by widening the Gulf that divides them. It can regenerate but can also be a factor of deterioration. ^{(*)6}

Students and young people all over the world need means of attraction, to receive informations, culture and knowledge about other people, they need to enjoy their vacations beside having lessons and informations about the visited country, During these journey they will make friends from young students from Different nationalities.

They will feel at home as all of them are coming from a foreigner country, they will enjoy the informations, the knowledge and the culture they receive from the visited country, and they will be acquainted with its social problems. They will have the opportunity to meet special personality of the visited country, they will live for 30 days (or less) among the people of the country, they will have the opportunity to visit some of them at their houses, they will eat their food, and enjoy their music and dance.

⁵ Salto Youth Euromed Magazine (Juillet 2009) – Bernard Abrignani- coordinator of SALTO Youth Euro.Med RC

⁶ Towards an international policy on tourism for youth (Venice – 30 March 1983) – UNESCO

They will discover another world, different of their world but very interesting to discover and to know. We can learn a lot from books but we can get more culture by travelling, because it is unforgettable, as it. Will remains always in their hearts, even when they became old. As memories (especially good ones) remains always in our mind. These kind of summer courses realize the followings:

- Solidarity between the Mediterranean countries.
- An opportunity to know the other .
- Exchanging experience and knowledge
- An atmosphere of love and peace will dominate.
- Students will be acquainted with the social and economic problems of the other countries.
- At the end they will feel as one family and will regret to leave.
- They can find an opportunity to work later on in the visited country.
- They will respect oneself, the other, our earth and the earth of our children.
- Transfer of technologies, knowledge, ideas and experiences without making money profit.
- They will help to save the Mediterranean area from pollution, lake of water, by making campaigns
- Of sensibilisation to tourists, hotel owners and travel agencies.
- Use polluted sites to sensibilise the people and then explain the impact of pollution through meetings
Between citizens, scientists, NGO's and politicians.
- Initiate common laws and an emergency fund for the whole Mediterranean basin in order to avoid

Massive pollution and to restore the environment.

- Normal tourist enjoys the beauty of the visited country but his journey usually adds nothing to his knowledge. Eventhough he visits the monuments which have been explained by the tourist guide, nothing remains in his mind because most of the tourists are old in age, and are not interested to know about the other countries, their interest is to have fun, to relax from work or from boredom of their retired life. The normal standard tourist is searching for luxury, quietness, good food, beautiful weather, nice atmosphere and that's all. On the other hand, we have to work hard in order to offer more to the tourist in terms of culture and knowledge and not focus on the material side only. Thus my research seeks to redefine tourism in a more cultural way. The following are the points to be followed in order to realize an ideal tourism in the area.
 - Summer and winter courses for the tourism of the students in the Mediterrean Area:
 - Exchanging students is a mean to enhance cultural dialogues between people of these areas.
 - Creating big Organizations for this kind of tourism having the aim to enable the young students to visit the different countries in these areas with reduced expenses. These Organization shall be sponsored by Private Universities, Businessmen, big private companies, and even people who are willing to help the new generation to discover the world before it is too late.
 - These Organizations will have branches in all the countries in this area, in order to organize this kind of trips for the students twice a year. And the High honored student is exempted from all fees.
1. These Organizations Reduce the adverse territorial and environmental impacts of tourism.
 2. Strengthen the implementation of the recommendations on tourism adopted in 1999 by the Contracting parties, identify good practices and produce an in-depth assessment of the progress made by 2008.
 3. Promote within countries, on the basis of studies of carrying capacities, a more balanced distribution of tourists in term of destination and seasons. Developing Summer courses through high schools and Universities, exchanging students from allover the world, this project must be

sponsored by international companies and businessmen, having the aim to facilitate to the young students the opportunity to know other countries' culture, traditions, social problems, languages and beliefs.

4. Exchanging summer houses, by forming an international Association based on non-profit aims developing the exchange of families all over the world. For example, in Egypt there is the North-coast area from Alexandria till Sidi Abdel Rahman and Marsa Matruh) where the Mediterranean sea is exceptional in beauty (color and safety), all this coast is full of inhabitant villages, which could be an ideal place for summer courses and exchanging summer houses.

Promoting the products and the supply of sustainable tourist facilities and increase the added value of tourism economy for local communities:

I will talk about my personal experience in this field, as I went to Italy through the summer courses organized by the Catholic University of Milan, I got to know Italy even more than Egypt. I visited the countries of the north Italy (Toscany) the south of Italy (Campania) and the north-eastern part (Friuli) I used to know everything about the people of these countries, their habits, culture and social life. I used to know young people from all over the world, and they became my friends till this moment. After this beautiful experience I feel that I am Italian and Egyptian in the same time, because all barriers has been demolished by this experience. I was so attached to Italy where I studied publicity in the catholic university of Milan and now I am waiting impatiently to visit it as if it was my native country. I wish to realize this feeling of happiness for all the youth all over the world, especially in the Mediterranean area, because people in these surrounding countries are all alike, they have common patrimonies, history, culture and so on. Therefore, I wish to repeat this experience nowadays, and during this conference I am inviting you all to collaborate to realize this wonderful aim, i.e. to know each other and transform tourism in new way to spread peace and love to the world instead of being a commercial environment only. Let's forget for a while the material part of life and concentrate on its moral side.

UNDERSTANDING THE GLOBAL PHENOMENON OF YOUTH TRAVEL

Understanding the Global phenomenon of Youth Travel offers a global overview of the youth and student travel industry, by revealing the latest trends in youth travel destinations, products and innovations. The report, developed by the world tourism organization (UNWTO) and the world youth student & educational travel confederation (WYSE Travel Confederation), a UNWTO affiliate member, shows that the unique motivation of young travelers make this market extremely important to the key objectives of the global tourism agenda and that the personal social and economic value of youth, student and educational travel is increasingly being recognized by educational institutions, employers, official tourism organizations and governments worldwide.

This report explains the uniqueness of this segment, its wish to explore and engage with culture. It focuses on the special mix of their travel ambitions with study, work, volunteer placements and adventure.

It also explains why they tend to stay much longer and therefore spend more than the average tourist, interacting more closely with the communities that they visit and making a direct contribution to local business.^(*)⁷

Conclusion:

Promoting sustainable tourism:

Tourism in the Mediterranean is a major industry in terms of employment and incomes and cultural exchange in the region and it is concentrated mainly in the seasonal seaside resort.

Mediterranean Strategy for sustainable development in order to promote Tourism:

⁷ UNWTO Media Officer: Marcelo Risi(*)

- Draw up, as soon as possible, not later than 2010, a 10 year promotional framework programmed for the Mediterranean together with the Ministries concerned, the private sector, sustainable tourism professionals and promoters, highlighting the assets of the Mediterranean cultural and environmental heritage. This awareness campaign will aim to develop a "Mediterranean tourism quality label" promote a pilot action at the regional level to support the implementation of national and sub-national programmed.
- Develop "tourism- pay-back" formulae so that tourists contribute to the preservation of the natural environment, cultural heritage and the sustainable development of destination.
- Explore the possibility of implementing taxation systems based on transport, especially sea and air transport to islands as a mean of contribution to the sustainable development of these regions.
- Adapt tourism more effectively to the constraints and opportunities offered by protected natural areas, especially with a view to preserving bio-diversity and the natural and cultural heritage in regional parks, biosphere reserves and protected coastal areas.
- Encourage countries to promote rehabilitation programmed in destinations where hotel facilities and tourism infrastructure are becoming obsolete and where historical sites are poorly maintained. Improve governance for sustainable tourism:
- Improve coordination between countries and major operators to improve the harmonization of regulations and develop synergies at the regional level.
- Improve cooperation mechanisms between tourism and environmental authorities and strengthen the capacities of local authorities to manage the development of tourism and promote sustainable tourism.
- How to proceed to enhance the tourism of students in these areas:
- All the previously mentioned points involve the Tourism as a mean to improve the economy of the countries in the area. On the other hand my research is about a different kind of Tourism, it is the most and unique one, because it gives the human beings an outstanding richness that cannot be obtained by money. In addition it concerns the youth who has no mean to travel and to discover the world. The nns will deal with charters aero plans.
- Summer schools on the shore side, touristic villages, and small motels are to be ideal places for the summer or winter courses dedicated to give the student a large scale of knowledge and to give him the joy and happiness for an exotic vacation, where he can obtain both culture and leisure.
- The aim of this kind of tourism is to exchange, culture, and experiences, and young students all over the world could share other students their social and economic problems.
- This is an ideal way to spread love and peace allover the world.

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TOWARDS A WELLBEING CENTRED APPROACH FOR ENHANCED TOURISM SUSTAINABILITY

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Abstract

The sustainable development approach to tourism is based on the idea that the majority of the resources upon which the industry depends are regional and local in nature. Thus, recent approaches to tourism development put the community at the centre of the development process through a framework that advocates for community development and micro-entrepreneurial models, using approaches such as participation and consultation. At the heart of the process is an emphasis on self-sufficiency and local control over change with the declared aim of enhancing the wellbeing of the communities involved.

Despite an equity component supporting the integration of local people and broader communities into the development process, this model has been criticised since micro-enterprises development projects are being used to legitimate increasing tourism development by creating linkages between growing foreign investment of tourism multinationals and small-scale entrepreneurs. Although, sustainability of community-based projects has been questioned if not linked to mainstream industry, with market forces and government allocations determining where the costs and benefits of tourism are directed. Ultimately, therefore, encouraging actions to remove barriers to market access and enhance governance is essential. This article uses critical literature review to induce and contribute to the theory stressing the need for a multidisciplinary approach to tourism development. The article does not mean to criticise one approach or another but, it stresses the idea that the implementation of participatory strategies can only be put into practice with a deep knowledge of economic, political and social structures of the destination under study, rejecting pre-conditioned models either them bottom-up or top-down.

Furthermore, although the industry appears to have made progress in coming to terms with the importance of preserving the beauty and viability of landscapes and ecosystems, it still lags behind in the reconciliation of these efforts with local people's needs and aspirations. This derives from the fact that at the centre of the existing tourism system lays the tourists' satisfaction and industry profitability, with little consideration being devoted to the long-term wellbeing of the host population.

It is argued that tourism development projects tend to focus on single aspects such as economic benefits or socio-cultural impacts, but more often than not, a broader picture on livelihood issues is missing. A holistic view of political structures, economic processes and anthropological dimensions can generate better policies and strategies to maximise gains for local people that would help switching to a wellbeing perspective and create a win-win loop where the wellbeing of the guests and the hosts is enhanced.

Key words: Sustainable tourism; community development; human wellbeing; multidisciplinary approach.

¹ *The findings, interpretation, and conclusions expressed in this article are those of the authors and do not necessarily represent the views of the UNWTO.Themis Foundation, its Board of Trustees, and the governments they represent.*

INTRODUCTION

With the spread of tourism from the developed to the developing countries during the 1960s, the connection between tourism and development was established under an optimistic premise that led to the description of tourism as a 'passport to development' (de Kadt, 1979). In those days tourism was predominantly seen as a source of monetary benefits, job creation and impetus for infrastructural development (Dann, 2002); later, with the lack of substantial economic benefits for the recipient countries and the abundance of socio-cultural and environmental tangible dilemmas, the significance of tourism with respect to development was sidelined (Ibid). More recently, the renewed recognition of tourism as a major global economic force, coupled with the shift of focus in the development discourse towards effective strategies for sustainable and more equitable growth, has led to the expectation of harnessing tourism as a driving force for the alleviation of poverty² (UNWTO, 2004). As a result, tourism has definitely entered the debate on growth and is considered a fundamental element of the global development policies for poverty alleviation. Specifically, recent approaches to tourism development put the community at the centre of the development process through a framework that advocates for community development and micro-entrepreneurial models.

These approaches use methodologies such as participation and consultation to concentrate on income generation. Nonetheless, there seem to be serious socio-cultural costs associated with the economic benefits of tourism and such methods can be criticised mainly from two main points of view. First, in spite of an equity component supporting the integration of local people and broader communities into the development process, such claims are made in an instrumental manner since micro-enterprises development projects are being used to legitimate increasing tourism development by creating linkages between growing foreign investment of tourism multinationals and small-scale entrepreneurs. Secondly, by increasing the number of "stakeholders" in tourism development, micro-enterprise projects are helping to institutionalize existing inequalities of gender, class and ethnicity (Ferguson, 2007).

It follows that given the constantly increasing volume of tourists in developing countries, it is legitimate to continue to investigate new strategies and keep tourism in all its forms (including those claiming to adopt an ethical approach) under attentive scrutiny. This is particularly important in relation to development issues, if the attempt to promote responsibility among travellers, operators and governments is to become a genuine one, as well as making sure that the economic benefits of tourism are definitely and indisputably contributing to the livelihoods and wellbeing of the communities involved.

METHODOLOGY

The research has been conducted using a critical literature review methodology. The focus of the literature review was driven by the topic of each section and followed from the findings and conclusions of previous sections, in the attempt to link three main areas of enquiry: tourism and development in context; the global-local nexus; the human wellbeing perspective to enhance sustainability in tourism development. Hence, we looked at the evolution of the different theories³ and the debate among them. This piece of literature review concludes with the discussion about the most recent strategies for the development of tourism in developing countries: community-based tourism and micro-enterprise.

From the analysis of theory and practice, participation of the community in the development process was found to be an important element. Therefore, we also looked at the limits to community participation in

2 After disbanding its tourism department in the mid-1980s, the World Bank renewed its interest in the sector in 1998 and now supports investments in tourism infrastructure and training, site development and heritage as part of a new focus on poverty alleviation (Mastny, 2001). As noted by Geoffrey Wall in "Tourism Development and Growth: The challenge of sustainability" (Wahab and Pigram, 1997), sustainable development is considered as an example of alternative development paradigm in contrast with modernization, dependency and neoclassical theories of development.

3 Modernization; Dependency; Neoliberal and Sustainable Development theories.

the tourism development process in developing countries. We concluded that a link seems to be missing in the complete understanding of local realities and the bridging of multiple ones – cultural, ecological, economic, social, political, personal and collective, local and global - that at various levels construct human wellbeing. Based on these conclusions a literature review on wellbeing has been conducted, with the attempt of proposing a new framework to enhance sustainability in tourism development. Overall, the literature review covers many different aspects that were not discussed in great depth due to the limited space afforded by the article.

TOURISM: A DEVELOPMENT PERSPECTIVE

Tourism is a socio-cultural, economic and environmental phenomenon, serviced by the travel and tourism industry, which comprises all the activities of tourists away from their home environment (Holloway, 1985). From an economic perspective, the tourists represent the demand side whereas the supply side includes all the facilities, programmes, attractions and land uses designed for and managed on behalf of the visitors (UN, 2003). The supply side factors are generally under the control of private enterprises, non-profit organizations and governments (ibid). The supply and demand sides are linked by flows of resources such as capital, labour, goods and tourist expenditures into the destination; and flows of marketing, promotion, and tourist artefacts from the destination back into the tourist generating regions (ibid).

Tourism flows are continually increasing worldwide (UNWTO, 2007), and in developing countries tourism is increasing with growth rates exceeding those of developed countries (ibid). Cultural and natural environments in particular are continually attracting increasing numbers of visitors to countries which are rich in attractive resources such as sunny weather, beautiful beaches, unique wild life, tropical forests and exotic cultures (ibid). As a result, there appears to be growing recognition of the important role tourism can play in developing economies, to reduce poverty and promote sustainable development (UNWTO, 2004). A UN report on pro-poor tourism states that (2003, 1): “[s]everal governments and international aid agencies have experienced first-hand the positive impacts tourism development brings to a country by creating economic opportunities which improve people’s quality of life”.

This positive view contrasts with much of the tourism literature which often paints a depressing picture of tourism impacts, thus supporting Gossling and Hall (2005, 305) observation that “tourism cannot claim to have any moral high ground”. Specifically, it has been repeatedly noted that the economic arguments do not appear to be as sound as claimed⁴ (e.g. Mowforth and Munt, 2003) and tourism can differentially affect development outcomes by increasing inequality of wealth and social stratification in countries which already experience great levels of inequality (Crick, 1989; Ferguson, 2007). By giving an example related to tourism development in Turkey, Tosun and co-workers (2003) highlight spatial and social inequalities particularly from the perspective of balanced regional development related to tourism, advocated as an alternative growth strategy but shaped and directed without considering many fundamental developmental issues. Consequently, there is recognition that tourism “is not the smokeless industry it claims to be” (Gonsalves 1996, 19) and that there is the need to find better ways to practice tourism (e.g. Whelan, 1991).

Recent approaches to tourism are embraced under the notion of sustainable tourism which advocates for “harmonious relationships between local communities, the industry and the tourists” (Zhang et al. 2006, 182) therefore, true sustainability should include the human dimension as well as the natural one (Cater 1993). However, there are many sustainable tourism approaches (see for example Stabler and Goodall,

⁴ *The proportion of money captured from international tourism by developing countries is usually low, with only 20-40% of the retail tourist price paid for a package tour remaining within the economy of the destination country due to the out-flow resulting from imported services/goods and foreign ownership. This is referred to as the ‘leakage problem’ (Gossling, 1999).*

1996) and some researchers are arguing that the industry has redefined it merely to suit their own needs and to 'green' their own image, for example: "sustainable tourism may represent the mainstream industry's attempt to invent a new legitimization for itself: 'sustainable' and 'rational' use of the environment, including the preservation of nature as an amenity for the already advantaged" Mowforth and Munt (1998, 96) quoted by Saarinen (2006, 1132) and also "at this moment sustainable tourism seems little more than a marketing instrument, making the ethical nature of its use in advertising dubious and more a marketing ploy" Lansing and De Vries (2007, 83).

From the material reviewed, it is clear that tourism is not an easy 'passport to development'. The concept of sustainable development of tourism may not be as sound as it promises to be and the focus on either sustainability of the industry or the environment means that the local socio-cultural dimension is often underestimated (Carrier and Macleod, 2005). As a result, there is a need to reconcile the concept with the human side which would require "much more than simply estimating the direct effects of tourism on the physical and human environments of destination areas" (Butler, 1999, 20).

THE MISSING LINK

Undoubtedly, tourism is a global process that is consumed locally, for this reason a key issue is the way in which tourism expansion, development and in some cases retraction, can influence communities. The economic geographers Milne and Ateljevic (2001, 371) argue that "it is essential to look at how interactions between the global and the local shape development outcomes for individuals, households, communities and regions". Tourism is a transaction process which is driven by the global interests of multinational corporations, geo-political forces and broader forces of economic change which at the same time involves the complexities of the local, "where residents, visitors, workers, governments and entrepreneurs interact at the industry coal-face" (Ibid, 372). Such complex mix of processes, act simultaneously in a multifaceted way on more than one scale making the analysis of tourism in relation to development issues difficult. For instance, Steiner (2006, 1) on poverty reduction associated to tourism in Egypt, argues that there is "a missing nexus between micro- and macro-perspectives" resulting in deficient consideration of local socio-political structures and their influence on development problems. Moreover, given that development is inevitably a multidisciplinary field where anthropology, ecology, economics, politics, psychology and sociology interweave, promoting collaboration, cross-fertilisation and integration across of all these and other related subjects becomes vital if major advancements in tourism related development policies are to be devised and implemented.

Some progresses in this direction have been accomplished thanks to the mounting evidence and awareness of the danger of seriously straining the ecological and social capacity of tourism destinations in parallel with the emergence of alternative development practices to tourism particularly centred on the concern for eco-sustainability and local participation (McLaren, 2003). In particular there has been great expectation from ecotourism products and community-based tourism development, which often have been coupled together because the community level is considered a key factor in influencing positive outcomes for both the industry and the community involved⁵. Therefore, it has been argued that governments should place communities at the centre of their development strategies in an attempt to "create economic regeneration and remedy social ills, challenging the atomizing nature of free market liberal economics and its detrimental consequences for socio-economic wellbeing" (Milne and Ateljevic, 2001, 374). However, "meaningful participation necessitates a systematic local autonomy" (Tosun, 2000, 628), but too often development projects focus only on the visible aspects of the processes.

5 It should be noted that the success of ecotourism products is more likely to happen when communities are involved (Tosun, 2000). This sanctions communities as resources to be developed and it shifts the attention again to the interests of the industry.

Even if one of the assumptions of these models is that all parties must have an equal opportunity to participate in the policy process, it ignores broader issues such as the real spread of costs and benefits of tourism development (Joppe, 1996). Moreover, Tosun (1998 and 2000), analysed the limitations of community participation in the tourism development process (TDP) highlighting three groups of causes: those related to the operational level; structural limitations; and cultural limitations. These limitations ultimately, severely compromise the livelihoods and wellbeing of local people in the tourist destinations (e.g. Mowforth and Munt, 2003).

Therefore, even if tourism presently embodies a great potential for sustainable development by supporting genuine growth and conservation activities through participatory approaches, it is reasonable to assume that there is a lack of glue to bind these approaches together and coherently drive the various disparate efforts to move beyond the 'business as usual' approach. Although, it would be easier to carry on with conventional sectoral approaches, this may jeopardize any chance of successfully improving conditions in tourist destinations in developing (as well as developed) countries through the industry itself, undermining its own future.

The challenge of development is always to do better. This is usually tackled by identifying problems and developing enhanced policies. In this manner, different approaches to tourism development appear to aim at establishing sustainable tourism policies and operations to obtain beneficial outcomes from tourism. However, something is restricting the effectiveness of these efforts. A link seems to be missing in the complete understanding of local realities and the bridging of multiple ones – cultural, ecological, economic, social, political, personal and collective, local and global - that at various levels construct human wellbeing. A focus on the complex multidimensional processes that lead to human ill/wellbeing outcomes could provide the much needed glue for a new, more functional trans-disciplinary/multidimensional integrated approach as well as reinvigorating and improving existing ones. This proposition however is a very challenging one. What exactly does a wellbeing approach entail and how can it be made operational from a tourism perspective? In particular, how the tourism industry can be developed while also ensuring that quality of life is maintained or even enhanced for the communities involved in the tourism industry? This is not a straightforward task, nonetheless these are very compelling questions that need to be addressed in order to shift the centre of attention towards wellbeing as a valuable concept for tourism development in line with the industry's declared objectives of sustainability.

WHAT IS THE POTENTIAL OBTAINABLE FROM A WELLBEING CENTRED APPROACH?

Attempts to broaden the scope of tourism planning in developing countries have focussed in particular on education, conservation and participation (e.g. Lodge, 2003; Hewitt, 2002; Vaughan, 2000), for example in community-based projects (e.g. Stem et al. 2003). These are very important endeavours. However, they are likely to suffer from the sort of problems mentioned above. On the research side a deeper analysis of tourism has been derived from the sustainable livelihoods approach, here exemplified in the words of Ashley (2000, 14): "tourism is often seen by economists as a route to macro-economic growth, by the private sector as a commercial activity, and by conservationists as an element of sustainable use to create conservation incentives. But none of these prioritise livelihood concerns of poor people, nor, therefore, suggest ways to enhance local impacts. A fourth approach adopted by some NGOs, is to view community involvement in tourism as a strategy for rural development, but in practice this too often focuses on cash income and employment generation. A livelihoods perspective helps to shift the focus to a broader range of tangible and intangible costs and benefits".

This represents a major breakthrough which challenges conventional approaches. Hence, why advocating a wellbeing centred approach then? Would wellbeing provide simply a replica of this? The livelihoods approach sets a good basis for advancement towards a more responsible tourism, however wellbeing could lead much further and offer a truly holistic 360° vision which certainly encompasses the livelihoods perspective (see Gough

and McGregor, 2007). For instance, wellbeing with respect to poverty builds on the work from the sustainable livelihoods tradition (e.g. Lawson et al. 2000), and enables to look further into what poor people have and are able to do, rather than just focussing on their deficits (Camfield, 2006). In addition, it is a dynamic and multidimensional notion which integrates the material, relational, and cognitive dimensions of people's lives allowing for a deeper perception of what people value and to what they aspire (ibid). From a sociological perspective, wellbeing represents a paradigm shift towards person-centred and dynamic understandings of people's lives, whilst recognising the importance of their entrenchment in particular socio-cultural contexts (Gough et al. 2006). The novelty is in the focus on people's feelings and judgments of their life satisfaction ('subjective wellbeing'), which can be directly accessed to complement assessments done through objective evaluations (i.e. use of 'objective wellbeing' indicators). This can help to obtain more credible and respectful representations of people's lives and inform tourism policy and practice, hopefully leading to tourism which helps to create the conditions for people to experience wellbeing, rather than undermining it.

The attractiveness of the wellbeing concept lies in its openness, which could allow moving from several mono/multi/inter-disciplinary views to a trans-disciplinary unified approach with greater possibility of success (Albrecht et al. 1998). It could also lead beyond the self-damaging, anthropocentric deterministic view of the world. This is conceivable precisely because, by putting human wellbeing at the centre of the picture rather than only wealth, and considering the overall determinants of human happiness, all other dimensions are more likely to coalesce around it and not only include but also positively re-evaluate the ecological and social dimensions (Dodds, 1997).

Human wellbeing comprises many elements/determinants and although money, commodities and economic growth are a component of wellbeing they are only a very limited part of it (e.g. see Offer 2006). Such great complexity is an obstacle; however limited views of wellbeing are more likely to produce only sub-optimal and unsustainable policies (Gough and McGregor, 2007). Additionally, a dichotomised view separating anthropocentric from bio-centric welfare seems to persist which hinders the understanding of human wellbeing as deeply interdependent with that of other non-human species and the whole of the earth's spheres. Understanding the complexity of the interactions between the various economic, socio-cultural, and environmental components of wellbeing would require integrated research strategies that go beyond multidisciplinary frameworks. As a result, a crucial challenge for progress in this field would be the move towards a more integrated trans-disciplinary wellbeing approach drawing from the most advanced existing multidisciplinary research frameworks⁶.

In theory, it should be possible for almost any tourist attraction or product to strive towards sustainable tourism objectives (i.e. operationalising sustainable tourism policies through the application of different strategies for local development, such as pro-poor, community participation, environmental and ethical codes of conduct, etc.). In practice however, agreement on strategies and demonstrable examples of real and long-term benefits are rare (Ashley and Goodwin, 2007; Ferguson, 2007; Milne and Ateljevic, 2001; Tosun, 2000) and the main focus on economic and technical issues appears to cause limitations. To overcome these difficulties, attention to Integrated Relational Tourism (IRT) strategies concerned with supply and demand convergence through fair management of interpersonal relations, could provide a synergy to drive participation and consultation to a meaningful level and onto the centre stage of tourism policymaking to enhance governance effectively. This seems particularly relevant for countries on the southern Mediterranean coast for instance see Caffyn and Jobbins (2003) for examples from Morocco and Tunisia.

Furthermore, keeping in mind that tourism has the tendency to resemble prostitution⁷ and that too often fragmented forms of business are conflicting or self-contradicting by carrying the danger of ultimately 'loving to death' the very places that should aim to preserve, it is greatly desirable to press for greater

⁶ *A trans-disciplinary approach differs from the interdisciplinary approach, which studies phenomena at the intersection of two disciplines that are usually close to each other and it is not equivalent to multidisciplinary, in which researchers from different disciplines work side by side, enriching their own understanding as a result of their colleagues' input, but where coordination does not necessarily lead to integrated actions (Lebel 2003).*

⁷ *This connotation wishes to imply misuse of talent for gain.*

attentiveness to be directed towards local culture/history and the environment through deeper social relations with the local populations. The great potential of IRT is to be found in the chance to drive attention to the importance of the relational component of human wellbeing and in the multidisciplinary formation of professional personnel to place at the complex interface of tourism development and management. To fasten together these promising approaches with valid development goals consideration and use of the notion of wellbeing (for instance by incorporating it in the educational components of professional specialised IRT operators) would allow for protection from the mere exploitation of the historical, natural and cultural resources targeted by touristic consumption. Creating unique tourist products, rich in history and tradition is desirable only if the capacity to foster positive relations between host and guests and the wellbeing of the entire recipient community can be guaranteed and possibly enhanced in relation to sustainable development objectives.

CONCLUSIONS

Tourism development takes advantage of the rich cultural and biological diversity of host communities but grants limited attention to the overall wellbeing of the destination. This attitude can backfire because intertwined economic, ecological and social costs arising from tourism can create deep ill-being in the host communities which ultimately can threaten the sustainability of the tourism business itself (Gossling, 2002a,b). Hence, the call for shifting attention to the notion of wellbeing for the ultimate benefit of all the parts involved in tourism planning, supply/production, delivery and fruition.

From excessive leakages to insufficient linkages, tourism is far from bringing economic prosperity to the developing world. Nevertheless, 'new' tourism practices (from both demand and supply sides) are viewed benevolently and are attracting most of the attention aimed at alternative forms of fruition and management. Yet, if tourism is to contribute not only to economic but also to social development, and the human wellbeing of both hosts and guests, the environmental, economic, social, cultural, and ethical domains affected by tourism would all deserve equal attention for further research which can help structure a comprehensive and responsible tourism strategy.

The wellbeing literature shows that there is a large spectrum of concepts and research related to human wellbeing; what transpires is that understandings of wellbeing processes can facilitate the design of enhanced strategies for development, therefore it is important to appreciate that researching and understanding wellbeing can have important repercussions in relation to the sustainable development of tourism. The importance of a well-balanced 'anthropo/bio-centric' vision highlighting the inter-relatedness of all earth and human systems could also be supported by a holistic/integrated approach to human wellbeing. This should be facilitated by trans-disciplinary investigations of the subject.

Another important idea introduced is that of a synergy between sustainable development and IRT strategies by incorporating the notion of wellbeing as a potential overarching and unifying concept under which there is scope to identify and weave together in a coherent way all the vital elements and necessary means to support and regulate a good quality of life by developing integrated research/knowledge and education/training.

Wellbeing could also help reorient tourism development from its strong concern with growth to a more unambiguous goal of improving the condition of the less fortunate in society, by making all the stakeholders more aware of those practices/developments paths which are detrimental to human wellbeing⁸. The difference from currently devised practical approaches lies in the study and recognition of the complexity of human wellbeing processes, from which new and better tools and techniques are

⁸ *Although the notion of wellbeing recognises the importance of economic security, it suggests an orientation of tourism quite different from what presently exists where the emphasis is on prioritising the profit enhancement of the products and the tourist satisfaction before the local needs and expectations.*

more likely to ensure a no-nonsense system to deal with the problems currently afflicting the supply side of tourism activities. In synthesis four key practical features/functions of wellbeing can be identified which are relevant to tourism, these are:

1. Analytical in particular for tourism and the human/nature relationship.
2. Integrative to facilitate the integration of different disciplines, stakeholders and approaches.
3. Monitoring (and evaluation) of different dimensions of tourism development (i.e. economic, environmental, socio-cultural) via the use of objective and subjective wellbeing indicators.
4. Planning (policymaking design) to improve policies but also implementation; not only through improved understanding of localities but also through a responsible wellbeing approach.

A synergic use of these four aspects can help in the identification of the benefits and costs of tourism which support and undermine wellbeing and hence help to limit or avoid negative impacts and threats to human wellbeing from the outset of planning to the implementation stage.

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TOURISM COMPETITIVENESS IN THE MEDITERRANEAN REGION

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Abstract

In the Mediterranean basin the tourism represents one of the main productive sectors around the economy of vast coastal areas revolves, but at the same time it configures itself as one of most powerful agent of territorial and environmental change, able to upset the coastal scenery, to compromise ecological balances and to set at the local level diffuse processes of de-territorialization with negative repercussions on local dynamics of development. Tourism competitiveness of the Mediterranean Area resides in the capacity of promoting a sustainable tourism able to raise the present well-being of coastal people, preserving environmental, landscape and cultural qualities of the relative territorial contexts.

Any valuation about the competitiveness of the Mediterranean tourism cannot apart from an in-dept analysis of bonds that the respect of these conditions puts to the development of the supply from local scale to transnational scale. As a consequence the sustainability and the competitiveness are indissolubly tied in a relationship of reciprocity that the tourism development, in the Mediterranean area as in the other areas of the world, has always undervalued or unheeded –further to the building aggression stood in the last years by our coasts.

Regarding to the tourism the Mediterranean Area represents a geographical complex reality where divergent tourism configurations alternate in the same coast as in term of environmental sustainability as in term of competitiveness, making impossible every strategic or interpretative generalization. The unit analysis of a tourist and differentiate region may seem contradictory, however it is justified by to two different valuations: competitiveness and environment. On the one hand, the presence of a global competition, where the Mediterranean basin must match against other emergent and attractive tourist regions, suggests a strategic cooperation among Mediterranean countries; on the other hand environmental and territorial questions related to tourism development are a transversal reality in the Mediterranean area and they need strategic and conjoint answers by coastal countries.

Analyzing deeply economical and occupational role of tourism in the Mediterranean basin and its environmental and territorial questions, the aim of the article is to individuate the strategies at the regional level able to promote a redistribution of tourist functions and a territorialization of policies of interventions. This purpose can be reached focusing the tourism development on the local communities in order to promote endogenous developmental models which must be efficient interpreters of the territory and save it from speculation and homologation of globalization.

Key word: sustainable tourism, tourism competitiveness, Mediterranean area.

INTRODUCTION

In the Mediterranean area, tourism is one of the main activities for many coastal economies but at the same time, it is one that has the power to change the local area and the environment and, if pernicious, can damage the coastal landscape, jeopardize the ecological balance and finally trigger “local de-territorialization processes” with negative effects on local development.

The competitiveness of the Mediterranean region’s tourism lies in the countries’ abilities to promote sustainable tourism, in order to increase the present and future well-being of coastal communities, and

preserve the quality of environment, landscape, and culture. These local features are considered, in their richness and variety, the potential draw card for the Mediterranean tourist region and its main competitive asset.

Any evaluation on Mediterranean tourist competitiveness must necessarily include an in-depth analysis of the threats on a local and transnational scale. Sustainability and competitiveness are also involved in the relationship of interdependence which is often underrated in tourism developments, as shown by the building boom along the Mediterranean coast during years of economic growth.

The Mediterranean area is made up of a complex geographic situation, in which there are different tourist provisions both in terms of sustainability and of competitiveness, making any interpretative and strategic generalization impossible. So, talking about the region may appear confusing but it is justified by two sorts of factors: competitive and environmental. On the one hand, competition on a global scale due to the entry of attractive new regions suggests the importance of developing strategic collaboration between the Mediterranean countries; on the other hand, environmental and local problems require strategic and integrated choices by coastal countries¹.

THE ECONOMIC AND OCCUPATIONAL ROLE OF TOURISM

On the basis of a WTTC (World Travel & Tourism Council) estimate (2008), just under 8.9 million people are employed in the Mediterranean tourism sector, while about 11.4 million employees operate in sectors connected to tourism, or more generally, in a range of heterogeneous activities considered "tourist related". In relative terms the contribution of tourism to employment varies greatly: from 5.6% in Algeria to 28.7% in Croatia. The contribution of tourism to GDP (Gross Domestic Product) in 2008 was over 407 billion dollars and, if we include the indirect economy, this contribution exceeds 940 billion, 12.3% of the total GDP of Mediterranean economies. Tourism's economic impact is evident also in tourist demand. Over 700 billion euro were spent by visitors in 2006, divided as follows: 69.8% domestic spending, 26.4% international spending, 3.8% direct public expenditure. If added to the demand for capital investment, visitor export and indirect government expenditure, this is over 920 billion euro. This level makes tourism one of the main *driver* of the Mediterranean economy. Every year all of the Mediterranean countries attract about 310 million international tourists and domestic tourist flows. Mediterranean tourism is made up of three different types of tourist flows.

1. *domestic tourism*, expression of inbound demand;
2. *regional tourism*, expression of outbound demand from other Mediterranean countries.
3. *international tourism*, expression of outbound demand from countries outside the Mediterranean region.

Although most of the Mediterranean countries have a lot of landscape and cultural attractions available, international arrivals tend to be concentrated in the north-west of the Mediterranean basin. The concentration level of attractions increases with a geopolitical clustering. European countries alone absorb more than 84% of the International flow, reaching 95% if the new EU member states are considered. The low percentage of southern and eastern countries is a consequence of their geopolitical and geoeconomic conditions and, in the same time, of the geographical configuration of supply and demand. While on the one hand, the attractiveness of the north-western countries is caused by their high-level infrastructure, on the other hand, the geographical continuity with the main core area of Continental Europe is of great benefit. European countries bordering on the Mediterranean show a "self-contained" tourist flow: a large

¹ *The perspective of tourist integration is for many authors a consequence of transnational nature of Mediterranean problems; as is correctly observed "the commonality of problems reinforces the need for a unified effort to share resources, to undertake co-operation promotion, to exchange information, and to co-ordinate actions with regional co-operation" (Apostolopoulos, Loukissas, Leontidou 2001, 10).*

part of the tourist demand is directed to national tourist destinations or destinations in other European partner states². With reference to the European countries, the outgoing expenditure and presence is higher than that of other Mediterranean countries. In fact, European countries can depend on a substantial inbound demand and ability to attract the outgoing tourists from neighbouring countries, while the rest of Mediterranean countries present a low development of inbound demand and little outgoing tourism from neighbouring countries. Therefore, southern and eastern countries show a deficit due to the cultural distance from the main core region.

Mediterranean tourism presents a high level of differentiation. It is not a homogeneous tourist region, and differentiation is present to the same degree at various local levels. Except for some coastal parts of the western area, tourism is characterized by development in certain points and tourist destinations are often surrounded by places with little or no tourism infrastructure.

Tab. 1 – Travel and Tourism contribution to GDP in Mediterranean countries

Country	GDP					
	T&T Direct		T&T Indirect		T&T Total	
	mn \$	Inc.%	mn \$	Inc.%	mn \$	Inc.%
Croatia	6.903,70	12,1	7.653,60	13,4	14.557,30	25,5
Montenegro	425,10	12,7	398,20	11,9	823,30	24,6
Malta	923,60	11,3	958,40	11,7	1.882,00	23,0
Cyprus	2.280,20	9,6	2.797,10	11,8	5.077,30	21,4
Morocco	8.257,90	11,0	5.956,30	7,9	14.214,20	18,9
Tunisia	3.754,50	9,3	3.378,00	8,4	7.132,50	17,7
Greece	21.400,00	7,8	26.000,00	9,4	47.400,00	17,2
Spain	102.500,00	6,4	174.200,00	10,8	276.700,00	17,2
Lebanon	1.357,70	5,7	3.069,70	11,9	4.427,40	17,1
Egypt	11.600,00	8,3	11.000,00	7,8	22.600,00	16,1
Albania	513,20	4,1	1.331,90	10,6	1.845,10	14,7
Syria	2.044,40	6,1	2.840,70	8,4	4.885,10	14,5
Lybia	1.671,90	2,2	7.711,10	10,4	9.383,00	12,6
Slovenia	1.238,00	2,4	4.863,10	9,5	6.101,10	11,9
France	115.700,00	4,1	95.400,00	4,9	211.100,00	10,9
Turkey	26.400,00	4,6	39.300,00	6,2	65.700,00	10,4
Italy	94.000,00	4,0	132.100,00	5,7	226.100,00	9,7
Israel	4.200,00	2,4	7.600,00	4,3	11.800,00	6,7
Algeria	2.189,50	1,6	6.543,10	4,8	8.732,60	6,4
Med. Region	407.359,70	5,3	533.101,20	7,0	940.460,90	12,3

Source: our processing on WB, WTTC, WTO data

This type of geographical distribution can be seen as the result of a process of evolution from the spreading phase to local forms of tourism (Miossec 1976), but often the existence of these local assets leads to a different, structural interpretation of these imbalances. The concentration of tourist provisions in one area, initially caused by the distribution of attractions and by differences in accessibility, tends to a consolidation with attractions in synergy, thus leading to the expansion and diversification of local tourist provisions. Usually there is an accumulation of tourist functions in Mediterranean coastal regions corresponding to urban centres

² For example 70% of Italian outgoing tourism is absorbed by European Mediterranean countries.

with some specific attraction, which leads to the tendency to condense basic accommodation facilities in a limited space. Sometimes along the same coastal area there is the alternation of different sorts of tourist places: from international centres, usually characterized by a wide range of tourism options with high quality services, to local centres characterized by poor infrastructure and low-level services. This type of specialization is frequently found in the northern tourist region due to competition between different target groups.

Much more evident are the different findings in the national tourism system. Tourism has a different spatial organization and economic and occupational role inside each Mediterranean country.

In the Mediterranean region tourism's contribution to GDP varies greatly. Nevertheless if we exclude Cyprus and Malta, whose economies depend on tourism for evident geographic reasons, and some Islamic nations, such as Libya and Algeria, which for political reasons have a low level of openness, the contribution of tourism ranges from 4% to 7%. But the role of tourism in the economy ranges from 10 to 20 % in WTTC estimates, where all economic activities directly or indirectly connected to tourism are considered. There are also certain situations that should be underlined. For example, in spite of Slovenia's large potential to attract tourists and recent efforts to increase infrastructural level, it presents a tourism contribution to GDP of 2.4%, not far from Libya and Algeria. In this case, there is often also the fact that activities are unable to activate indirect contribution. Nevertheless there are countries that have a low tourism contribution to GDP, but a good capability to activate indirect activities, like Slovenia or Libya.

Similar considerations can be made about the occupational role of tourism. There is a close relationship between the economic and occupational dynamic. Employment in tourism is higher for *labour intensive* features of the tourist sector. Excluding Croatia, Cyprus and Malta, where the sector for direct or induced activities absorbs about one third of total employment, the contribution in the Mediterranean area is around 13%.

A higher level is reached by Greece and Montenegro where tourism-related employment is over 20%; in the eastern region the best result is reached by Lebanon with 18.4%, while on the southern coast in Morocco and Tunisia, tourism employment accounts for 16,4-16,6% of total employment.

Tab. 2 – Travel and Tourism contribution to employment in Mediterranean countries

Country	Employment					
	T&T Direct		T&T Indirect		T&T Total	
	N°	Inc.%	N°	Inc.%	N°	Inc.%
Croatia	159.000	13,6	177.000	15,1	336.000	28,7
Malta	24.000	15,8	19.000	12,3	43.000	27,8
Cyprus	55.000	13,5	55.000	13,6	110.000	27,2
Greece	496.000	10,8	467.000	10,1	963.000	20,9
Montenegro	17.000	10,8	17.000	10,5	34.000	20,9
Lebanon	80.000	5,9	172.000	12,6	252.000	18,4
Spain	1.427.000	6,9	2.260.000	10,8	3.687.000	17,7
Tunisia	287.000	9,1	234.000	7,5	521.000	16,6
Morocco	1.035.000	9,6	727.000	6,8	1.762.000	16,4
Syria	512.000	6,9	618.000	8,3	1.130.000	15,2
Egypt	1.467.000	7,0	1.366.000	6,5	2.833.000	13,5
Slovenia	28.000	3,3	85.000	9,9	113.000	13,2
France	1.349.000	5,2	2.016.000	7,8	3.365.000	13,1
Lybia	56.000	3,1	160.000	9,0	216.000	12,2
Albania	41.000	3,3	107.700	8,6	148.700	11,9

Italy	1.006.000	4,4	1.485.000	6,4	2.491.000	10,8
Israel	92.000	3,4	125.000	4,6	217.000	8,0
Turkey	679.000	2,9	980.000	4,3	1.659.000	7,2
Algeria	138.000	1,5	368.000	4,1	506.000	5,6
Med. Region	8.948.000	5,6	11.438.700	7,2	20.386.700	12,9

Source: our processing on WB, WTTC, WTO data

* N°.: Absolute value in thousands of employers - Inc.%. Contribution % of total employment

The considerations made so far are representative of the heterogeneous nature of Mediterranean tourism and, at the same time, of its complex causes, depending on the different level of tourist development or the strategic aim of national tourist system and the political choices involved.

The use of demand growth or other dynamic indicators to analyze Mediterranean tourism, such as accommodation development index, allows us to have information about trends and differences present in present and future positioning of every national tourism system. Using the theory of tourist destination life cycle as the interpretative model, it is possible to see that each Mediterranean country is present in different phases of the development process: from a country where tourism is in an introductory phase characterized by the recent opening of international tourism and a range of undifferentiated service points, to a country where tourism is at a saturation level with negative effects, both on tourist attractiveness and environment and local aspects. The tourist life cycle is a theoretical forcing of an interpretative model, whose application to tourism is a critical constraint.

COMPETITIVENESS IN THE MEDITERRANEAN TOURIST REGION

Recent years and, above all, the 90's, were characterized by the development of new tourist destinations: some of these, small in geographical size and with provisions for specialized forms of tourism, like some of the archipelagos in the Indian Ocean; others, instead, larger, with integrated provisions that can satisfy a wide range of target demand. Sometime these tourist regions present a supranational extension level as in the case of south-eastern Asia or central America. For transcalarity of tourist effects these regions are characterized by a high level of geographical differentiation of the provisions in tourist sub-regions, each one with a specific form of attraction. The Mediterranean region is representative of this differentiation as a result both of the geographic specificity of each part of the Mediterranean area and of the different historical evolution of different tourist phenomena. Therefore, although a comparison between tourist regions at transnational level is affected by the heterogeneous nature of the geography, this comparative analysis is justified by the presence of competition between Mediterranean tourist places and other regions with a thriving tourist industry.

In recent years the Mediterranean region has suffered from competition with consolidated tourism regions and new tourist destinations; and this is a factor that has had important effects in modifying pre-existing balances (Apostopoulos et al. 2001, 7).

Nevertheless what is needed is an analysis of the factors that, directly or indirectly, bear on market share dynamics.

First, the geographic development of the supply (increasing geographical diversification of tourist destinations) has corresponded to an increase of the number of core areas. Changes in the geographical composition of international tourist flows has substantially created advantages in tourist competitiveness connected to geographical proximity with the core market. In fact, if there has been an expansion of international tourism it has been caused by development of new core areas creating advantages to neighbouring countries.

While in the past the strategic role of the Mediterranean was determined by proximity with main tourist core area (West Europe) or by geographical coincidence between core and destination area, the evolution of international demand has reduced this competitive advantage.

Second, allocentric behaviors of tourist demand coming from western countries³ that have always helped to enhance Mediterranean tourism. The evolution of tourist demand motivation, has promoted farther destinations, in terms of spatial and cultural distance. The search for "elsewhere" pushes a number of tourist towards areas or destinations that are clearly culturally and environmentally different from the place of residence. This phenomenon is supported by innovations in transport, that make it possible to reduce time and costs of travel, above all for long distance.

As with the evolution of motivation and behaviors, also geopolitical and geoeconomic factors can change flows of geographic distribution and the competitive balance between the attractions of different regions.

For instance, war and terrorism are considered elements destabilizing competitiveness, and tend to reduce national and international tourist demand. The Mediterranean example is the consequence on regional tourism caused by political instability of each coastal country, the war of the 90's in the Balkan area or, recently, Islamic terrorism, affecting, at different levels, the attractiveness of all Mediterranean countries. This phenomenon has determined a redistribution of tourist flows inside the Mediterranean area or a total flow contraction⁴.

Changes in geographical distribution of international demand can be caused by geoeconomic dynamics. An example is the exchange rate; if a country suffers a currency depreciation compared to the tourist source areas, its attractiveness increases at the expense of direct competitors; similarly, a currency appreciation can reduce attractiveness and direct flows to competitors.

The competitiveness of a tourist region, a Mediterranean area, depends not only on political and economic factors but also on aspects of the provisions, such as quality, quantity and type. The attractiveness of tourism provisions depends on political and economic dynamics, but also on the correspondence between the present and future needs of supply and demand. This represents a competitiveness gap for the Mediterranean area; some tourist destinations, above all in the northern area, respond to this gap with a repositioning strategy, with infrastructural and environment improvement and an expansion of the services and attractions *bundle* (Loukissas, Skayannis 2001, 241).

Despite this gap, the Mediterranean basin in the mid 90's increased its market share, going from 20,1% in 1995 to 21,6% in 2000 and 19,3% in 2005. This performance concerns all Mediterranean tourist regions, showing an increase of international tourist demand share, higher than other regions in the world.

The competitiveness of Mediterranean tourism depends on two factors: concentration of environmental and cultural attractors and geographical proximity to the main tourist source area. This criterion generates a geographical overlap of the northern area of the European Union.

The Mediterranean region enjoys of a wide range of competitive advantages.

First of all, environmental attractions; climate conditions have an important role (mild winter and long summer) for the extension of the tourist season. Nevertheless climate conditions are different from south to north; in fact in northern areas the tourist season is shorter. This competitive advantage increases in tourist regions of the tropical belt where positive conditions are guaranteed all year round. In tropical regions, the climatic competitive advantage tends to change during the year (with frequent and intense rain), but in comparison with western countries, can be offered, during the winter season, as sea destinations by tour operators. Therefore, in southern countries tourists can practice seaside activities also in winter. The fragmentation of seasonal periods and their distribution throughout the whole year has promoted a development of seaside tourism, with benefits for tropical countries and, though less, for southern countries.

³ The distinction between allocentric and psychocentric destinations was introduced by Plog in the 70's in reference to destination competitiveness (Plog S., *Why destination areas rise and fall in popularity*, in "The Cornell H.R.A., Quarterly, n.15, pp.55-58).

⁴ Usually problems of one destination tend to reflect on the border area, often considered as a single entity by the demand.

If climate condition is an important competitive factor, another environmental attractor is the sea. The sea temperature, the beauty of the sea bed, the quality of beaches, the richness and variety of coastal landscape represents the core tourist attraction of the Mediterranean for seaside and naturalistic target. For this reason, the de-qualification of the coastal area represents one of the main risks for Mediterranean tourism. The quality of sea water, the overcrowding of beaches, the building boom on the coast risks jeopardizing these positive competitive factors.

Another competitive factor is the naturalistic and landscape richness of Mediterranean tourist regions: an attractor both in the northern and in the southern area. Recently National parks and protected area have increased due to greater awareness of the environment in the local community, government, and tourist demand that with their behavior can influence business strategies and political decisions. The Mediterranean area has most of the National parks that attract an increasing number of visitors demonstrating alone a capacity to attract tourist flows.

Another positive factor for competitiveness is the heritage resources. The richness and variety of Mediterranean countries' cultural heritage is one of the main competitive factors of this tourist region, both for cultural and seaside tourism target demand.

More than 80% of the Mediterranean sea destinations base their tourist provisions on the availability of heritage attractions in their area or very near them. This are often archaeological and monumental, historical sites and, also artistic resources. The archaeological sites are the most visited in the world. The importance of cultural heritage is confirmed by the Unesco list of sites declared "World Heritage Sites" (Società Geografica Italiana 2005, 53); more than 27% are situated in the Mediterranean area, with a concentration in the north-west part (about 55%)⁵.

The intangible cultural heritage of the Mediterranean community, such as folklore and local typical products, has an importance for the capacity to attract various tourist target demands⁶. For instance, enogastronomic resources must be considered as tourist attractions.

The main competitive advantage is the wide diversification of Mediterranean configurations, at regional and local level. The integration of attraction factors in a dynamic *bundle*, offered according to different needs of tourist flows, becomes the best strategic solution to respond to the complexity of the market and to improve the competitive position of Mediterranean tourist destinations.

Tourism in the Mediterranean has a long tradition that allows the development of a hospitality system with services of different qualities. Therefore, this tradition has contributed to develop a hospitality culture. Hospitality is a widespread value in the coastal population, based on open minds and sense of identity.

Accommodation in the coastal area tends to reflect in price/quality positioning the features of the tourist flows it attracts, adopting strategies as a result of local competition processes, a feature that allows Mediterranean tourism to attract a wide range of target tourism.

THE THREATS TO DEVELOPMENT AND THE ENVIRONMENTAL QUESTION

Despite the competitive potential of Mediterranean tourism, there are many threats to tourist development.

⁵ Contribution of Mediterranean area, even if is high, is reduced significantly if we consider only coastal administrative regions (20%).

⁶ Unesco defines the intangible cultural heritage as the practices, representations, expressions, as well as the knowledge and skills (including instruments, objects, artifacts, cultural spaces), that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. It is sometimes called living cultural heritage, and is manifested in the following domains: oral traditions and expressions, including language as a vehicle of the intangible cultural heritage; performing arts; social practices, rituals and festive events; knowledge and practices concerning nature and the universe; traditional craftsmanship. The Unesco promotes numerous initiative in order to increase the value of intangible cultural heritage. For example, "Navigation of Knowledge" programme aims to improve multicultural aspects (see. Società Geografica Italiana, 2005).

The main threat is represented by political and social instability of some regions like the Balkan area, with ethnic war in the 90's, and the middle-east area with Israeli-Palestinian conflict, and the fundamentalist terrorist threat. Terrorist risks have negative effects on international tourist demand also in the most moderate southern Islamic countries, hit by "fundamentalists" with the aim of economically damaging "collaborationist" governments, or perceived by tourists as part of the same Islamic region. More evident, but spatially more limited, are the currently latent effects of the Turkish-Cypriot conflicts, or national terrorism, as threats for tourist development.

The pacification of these areas, as verified for the Croatian coast in the 90's, can foresee a tourist development that bears positively on political and social stabilization processes, if supported by an effective territorial infrastructural policy.

Nevertheless, tourism can constitute an "engine" of development for local economies with positive effects on social and political fields, but active participation of local communities must be promoted and the over-exploitation of tourist resources must be forbidden.

An intra-generational and an inter-generational equity principle must be supported with the ethical principle of sustainable development.

Another threat to tourist development is crime, usually linked to social imbalances. This is a risk for the whole Mediterranean area, but in the northern area, crime has spread beyond urban boundaries, where it usually emerges and develops.

A preventive action with a strategy for the control of the local area to reduce the negative effects of crime and to reassure the tourist demand is required in order to maintain the level of attractiveness and to develop tourism. The criminal phenomenon is frequent also in other tourist regions supported by certain socio-economic conditions, often characterized by underdevelopment or cultural conflicts between residents and tourist. These conditions increase tourist segregation processes as is found in a certain form of accommodation, such as a self-contained resort, or tourist enclave: circumscribed areas build on tourist needs where access to the local community is limited and selected with a strong operation of local control.

One of the most important risks that jeopardize Mediterranean tourism development, above all with reference to the northern area is the environmental degradation of coastal areas and sea water pollution. The phenomenon is directly connected to the carrying capacity in the coastal area with excessive tourist use. Tourist urbanization of the coastal area has contributed to upsetting environmental balances and landscape contexts, as the main attraction of Mediterranean tourist provisions (Daclon 1993, 155). In some consolidated tourism countries – but is also frequently found in new destinations like the west coast of Turkey – this urbanization is continuing with penetration into the hinterland. Tourist facilities tend to be concentrated along the same part of the coast, including preexisting urbanized centers with cultural or natural attractions, and with this degradation process contribute to the loss of competitiveness, causing also by the increasing awareness of tourist demand.

Tourist concentration along the coast, although varying in kind, represents a seaside specialization. This specialization that cause negative effects on the environment and the economy resulting in seasonal tourism and is also vulnerable as competitors can base their provisions on the same attractions. Instead, if the Mediterranean region aims for a mix of attractions, it could reach a competitive position, attract new target demand and promote out-of-season tourist flows. This would increase tourism's contribution to employment and the economy.

A competitive re-positioning of Mediterranean tourist areas has emerged after the development of new tourist regions with the potential to attract international outgoing tourism. For example, the Caribbean area initially owed its development to the proximity to the north American target market, but recently has based its success on the market share of the European tourist market, benefiting from the reduction of air transport prices. There are increasing effects of transport price reduction for long-distance tourist

destinations, such as south-east Asia and Polynesia. So the breadth of this region varies, from select points along the Red Sea coast or Indian Ocean area, to the widespread offering of the Caribbean area. The organizational level on offer tends to be higher and features a strong horizontal and vertical integration of different elements on offer, a phenomenon caused by external tourist development processes and the lobbying of big international players, and not systemically and endogenously driven. The tourist provisions on offer can be seen as resulting from tourist colonization, against the sustainable development principle or as a push of competition involving international tourist relationships.

Few levels of Mediterranean tourism offer integration, excluding "all inclusive" forms of accommodation, deriving from the lack of local collaboration between players, and more generally between public and private players.

Collaboration is required due to at least three factors:

1. the need to offer complex *bundles*;
2. the evolution of tourist behaviors, the reduction of travel period and consequent "stress" of fruition periods;
3. the intensification of local competition and need to create shared strategic responses.

For this reason collaboration is a fundamental condition of tourist development and represents a strategic role in all local areas aiming at an international market and interested in consolidating their competitive position in the international market. This strategic coordination must be able to orient and re-orient what the local area offers towards shared aims and long-term actions. Effective governance is required, and its creation is easiest where there is a social and political climate of collaboration. This lack of collaborative culture also has a bad effect on operative coordination.

This phenomenon is generalized in the whole Mediterranean area, but is frequent in areas with consolidated tourism or involved in reconfiguring the local tourist system.

A low level of coordination inside the tourist sector is caused by not using planning tools for strategic direction and governance at local and national level.

Tourist development is characterized by spontaneous actions, not planned or directed by public players, who often passively accept environment and territorial damage. The strategic role of planning, to induce sustainable processes, is confirmed by international organisms like WTO and WTTC, also to maintain tourist competitiveness (WTO 1997). At the local level a lack of planning generates unsustainable effects and inadequate provisions on offer. So private players prefer to include all tourist facilities in a single place with accommodation that can respond to the needs of the tourist market. A phenomenon that reduces the economic and occupational effect on the whole local area creating provisions that are disconnected and limited to select points, thus blocking the cross-fertilization processes that can give rise to and develop endogenous processes and an integrated and systemic offer.

CONCLUSION: FOR MEDITERRANEAN TOURIST INTEGRATION

Mediterranean tourist competitiveness depends on the solution of problems as described: from environment problems linked to sustainable tourism and goals through to preserving attractive qualities of the local area and the environment, to organizational problems connected to opportunities to offer an integrated system that responds to the needs of the regional and international tourist market. The strategic convergence of processes in the tourist sector all over the Mediterranean area is required, in order to develop Euro-Mediterranean partnership; to promote an economic and social convergence able to guarantee the development and balance of western and southern countries; to tackle coordinated and joint actions for environmental problems; finally to enhance the whole region in the international tourist system, creating a circuit of competitive collaboration between coastal countries and, at the local level, between single destinations.

There are a lot of opportunities to achieve public-private collaboration. The first opportunity is to set up a shared regional project for strategies and actions to develop sustainable tourism. This project would aim to achieve competitive improvement of the regional tourist provisions and to preserve sensitive Mediterranean ecosystems. Economic opportunities for the Mediterranean area exist, such as a co-marketing strategy between countries for tourist promotion, with the aim of promoting the Mediterranean region's attractions on the main international market. Transnational tourist packages or cards offer tourist the opportunity to travel to other Mediterranean areas, promoting tourist mobility and integration processes of tourist provisions.

Infact, the integration as consequence to develop regional cruising product is considered different; in this case, the stimulus of integration coming from the supply and not from the demand. The idea is to create a flexible product to offer tourists, with the possibility of modifying stops (timing extension) on cruising itineraries according to the desires and needs of the demand.

Tourist integration is a process to be promoted at National level, with strategic agreements between countries, but must be carried out at local level, involving all actors involved in deciding the tourist provisions. Developing strategies, such as decentralized planning models, must involve the local economy with active participation of public and private players, with governance that can guarantee the persistence of local partnership and sustainability.

In this way tourism can be considered a stimulus to integration in the Mediterranean region, able to facilitate economic and social processes.

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**SUSTAINABLE TOURISM AND CARRYING CAPACITY IN THE MEDITERRANEAN AREA
FOCUS ON SICILY**

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Abstract

Tourism plays more and more an important role in a Country's general economy, in some cases it significantly contributes to local development representing the main source of income for residents. The importance of this sector has been widely recognized and in recent years we assisted as well to a new interpretation of the tourist phenomenon in a sustainable key.

This study offers the theoretical basis on this topic, following the most important milestones of the development and evolution of this concept, describing the initiatives taking place in the Mediterranean area, finally focusing on Sicily because of its insularity.

Tourism carrying capacity is defined as "the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction" (WTO, 1981). Even if this concept seems to be quite clear, at least from theoretical point of view, its practical application is not that easy. In fact this is not a defined instrument, a neutral and independent one, able to give defined rules of behaviour to tourist operators. Therefore this concept should be used with care, always bearing in mind that it deals with an hard balance between variables expressed in quantitative terms (like demographic analysis or stocks evaluations) and qualitative indicators (such as the individual self-realization or the theoretical definition of "landscape"). The measurement of tourist pressure on the environment using these factors is a quite complex task.

Our research uses simpler indicators, which assess the impact exerted by tourism on environment by considering both the receptive structures existing in a defined area (*supply approach*) and the tourist fluxes converging on it (*demand approach*). These indices provide an objective measurement of pressure and tourist density, because they use real data: presences, beds, population, territorial extension.

The analysis has been referred to the Mediterranean area, which is quite relevant because of its strong tourist connotation and its political implications that in recent years have been reflected on european policies as well as on regional policies of Sicily region.

The research demonstrates that the areas mostly interested by tourist pressure are the coastal zones. This is the case for Sicily as well. Despite the richness and variety of its tourist offer, the region is mainly perceived as "sun, sand and sea".

In order to change this perception, the tourist system should encourage the local "talents" (intended as landscape and human resources) in all their variety and specificity, in order to distribute tourist fluxes in every seasons of the year, involving internal areas of the island. This would avoid concentration in the coastal areas. A new cultural and managerial model should be created: an innovative one, able to break with the traditional logic oriented to incremental development, turning towards a qualitative improvement of the offer. The most adequate solution could be the adoption of an environmental marketing strategy aimed to protect the most vulnerable sites and to re-qualifying the tourism orientating tourist fluxes towards "eco-touristic" structures, such as agri-tourism and bed and breakfast.

Key words: Tourism, Sustainability, Sicily, Mediterranean area

INTRODUCTION

In recent years a particular attention has been given to the relationship between tourism and environment. If the *homo faber* was traditionally recognized as the polluter by definition, last years demonstrated that also the so called *homo ludens* can be responsible for environmental damage; it came out a general consciousness that tourism, as well as the other economical activities can determinate negative impacts on environment.

An excessive and non-controlled development of tourism could alter the environmental equilibrium, leading to a degrade and a depletion of natural resources. The phenomenon of seasonality and therefore the concentration of touristic fluxes in a specific period of the year, weigh upon waste production, water and energy disposal, atmospheric and marine pollution, and determines an over-sizing of tourist facilities that risk to remain void during several months of the year.

Everywhere mass-tourism determined space occupancy ad natural eco-systems' devastation, creating among other diseases, the quotidianity and the chaos that people want to leave apart while being on a vacation.

Why, right in the tourist sector, the theme of environmental preservation reveals to be felt as more and more urgent? The answer is quite simple: environment constitutes the inner value, the ground on which the tourist activity is built. Tourism is probably the economic sector that mostly uses environmental resources as a "capital". Tourism sector's dynamicity, tourists' satisfaction and eco-system's protection are strictly linked variables, right because, while on the one hand environment constitutes for tourist industry a primary resource, on the other hand tourism itself represents for the environment a chance of valorization and protection.

A tourism policy that does not take into account environment variable is going to fail. In the delicate relationship between tourism and environment a vicious circle can start between the attraction that destinations exert on tourists, environmental degrade connected with excessive tourist levels and the repulsion feelings that tourist fluxes manifest for degraded destinations. The pure logic of low-cost resources' exploitation determines an un-avoidable feed-back effect which voids any economic benefit impoverishing at the same time natural patrimony. This is why the idea of applying the sustainability concept also in tourism sector is taking always more interest.

First official formulation of sustainable tourism may be found in Manila Declaration (1980) and in the agreement between World Tourism Organization (WTO) and United Nations Environmental Programme (UNEP), which was followed by the WTO's definition of sustainable tourism as a tourism "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Sustainable tourism products are those which are operated in harmony with the local environment, community, and cultures, so that these become the permanent beneficiaries and not the victims of tourism development". This definition has been structured on the basis of the sustainable development definition contained in the famous Brundtland Report. As it may be noticed, the definition above is based on three pillars, namely social, environmental and economic sustainability.

The image proposed by Paul Schmidt is evocative. He writes: "Imagine a territorial container characterized by certain tourist's assets, infrastructures and services, which contains two populations, one sedentary and the other one migrant, in competition for the same infrastructures and the same services. Tourism can be defined sustainable if the expectations and the needs of residents are compatible with those of the tourists and if this compatibility, forced dynamic, is not achieved at the expense of the quality of the container like often happens" (P. Schmidt di Friedberg 1997).

To finish with, the Charter for sustainable tourism, elaborated during the World Conference on Sustainable Tourism held in Lanzarote in 1995, reads as follows: "Tourism development shall be based on criteria of sustainability, which means that it must be ecologically bearable in the long term, as well as economically viable, and ethically and socially equitable for local communities".

Also in these definitions the presence of the three dimensions is evidenced: environmental, economic and social.

METHODOLOGICAL APPROACH

One of the instruments that can be used in order to measure the tourist phenomenon is the *tourism carrying capacity*, that indicates “the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors’ satisfaction” (WTO 1981).

Even if this concept seems to be quite clear, at least from theoretical point of view, its practical application is not that easy. In fact this is not a defined instrument, a neutral and independent one, able to give defined rules of behaviour to tourist operators. Therefore this concept should be used with care, always bearing in mind that it deals with an hard balance between variables expressed in quantitative terms (like demographic analysis or stocks evaluations) and qualitative indicators (such as the individual self-realization or the theoretical definition of “landscape”) (Borzini 1999, pp. 190-191).

The measurement of tourist pressure on the environment using these factors is a quite complex task. Our research uses simpler indicators, that assess the impact exerted by tourism on environment by considering both the receptive structures existing in a defined area (*supply approach*) and the tourist fluxes converging on it (*demand approach*). These indices provide an objective measurement of pressure and tourist density, because they use real data: presences, beds, population, territorial extension.

In particular for the demand approach, we applied two indices of tourist pressure: the first one, comparing the number of the presences to the territorial surface of the interested area, is expressed in terms of people per sq. km; the second one is the rate of dynamic tourist function of Defert conceived as the relationship between the tourist presences recorded in one year in a territory and the local population, multiplied by the number of days of the year (Innocenti 1996). The result is then multiplied by 1,000 to have the measure of how many presences are registered each 1,000 residents.

As for the supply approach, we used two indices: the tourist density index, which comparing the number of bed-places to the interested territorial surface, gives the measure of how many structures insist on every sq km and the rate structural tourist function, which comparing the number of bed-places to the number of residents, expresses the measure of how the population of a specific area is devoted to tourist activity.

TOURISM AS AN AGGREGATING FACTOR OF THE MEDITERRANEAN BASIN

Tourism that in the Mediterranean area represents the perfect trinomial of “sun, sea and culture” has a strategic importance in economic dynamics of the countries of the basin.

Despite it can be hard to talk about a Mediterranean industry, a Mediterranean service sector or more generally about a Mediterranean economy, it is generally easy to talk about a Mediterranean tourism.

Tourism is a relatively unifying activity that tends with joining Mediterranean countries into a new economic dimension and that can be offered as an instrument of socio-economic cohesion and as a factor of cultural integration among peoples. Besides the benefits that this implies, in terms of regional stability and of general security, the tourism industry is able to encourage dialogue and cooperation and to activate effective mutual favourable synergies of regional development for the two sides of the basin. This unifying function can be preserved only by the development of models able to maintain and guarantee identity, authenticity and quality of the tourist offer, both regarding common social aspects among Mediterranean peoples and the peculiar characteristics of each culture reseeded in a specific area.

The cultural dimension of tourism is certainly linked to the Mediterranean. The area has centres of a great past and present cultural vitality and boasts a rich historical and artistic heritage, which is substantiated also in popular traditions, artistic production and contemporary architecture. The region also has environmental and landscape resources of a great appeal and attraction that together with its cultural potential represent an important and diversified supply which until now has not been proposed in an adequate way.

The process of massification of tourism development, which was produced in the Mediterranean since the sixties, was based mostly on climatic offer. This generated serious economic, cultural and environmental imbalances. However, since the nineties, the topics of environmental protection and native cultures' preservation began to take place also in the Euro-Mediterranean area. The sustainable tourism became one of the most debated topics in round tables as well as in official and unofficial documents of the MED area.¹

TOURISM IN THE MEDITERRANEAN AREA

The Mediterranean basin is the main tourist attraction in the world. In 2005, it received 251 million international tourist arrivals, representing the 31% of global international tourism and generated 158 million of receipts. Future scenarios indicate that in 2025, approximately 637 million tourists (foreign and domestic) are expected to visit the region, 50% of which in coastal zones (Mediterranean Commission on Sustainable Development, 2008).

Taking advantage of the extraordinary geo-climatic unit, the tourist industry was able to create a Mediterranean circularity that, like we will see, touches almost all the coastal countries. This circularity, however, is not uniformly distributed on the three edges of the basin. This produces an alarming imbalance in the ratio "resources/use", especially in the northern edge.

The EU Mediterranean countries absorb 79% of tourist arrivals and 77% of receipts (Graphs 1 and 2). The three most visited countries (France, Spain and Italy) belong to the EU and together add up to 69% of arrivals. With the exception of Turkey standing at the fourth place in the list of the most attractive Mediterranean destinations, other countries of the south and east sides occupy the lower positions. Among the EU countries, Slovenia and the islands of Cyprus and Malta show a modest tourist attraction with a number of visitors that does not exceed 2,5 million (Graph 3).

Nevertheless, this study of the impact tourism showed for the two Mediterranean islands very high levels of tourist pressure both referring to their surface as well as referring to their population. Malta counts with 23,623 tourist presences for sq km and 50 tourist presences every 1,000 residents; Cyprus with 1,615 tourist presences for sq. km and 49 tourist presences every 1,000 residents. These countries are followed by Israel (862 tourist presences/sq. km), Italy (798 tourist presences/sq. km) and Greece (409 tourist presences/sq. km) as for the pressure exercised from tourists in relation with countries' surface, while the data relation referred to the population, for the rest of Mediterranean countries, presents regular levels, with a number of tourist presences not exceeding 15 every 1,000 residents (Tab. 1).

SICILY CASE

The analysis at regional level showed that the greater pressure exercised from tourism, in terms of presences in relation both to the surface and to population, can be recorded in the province of Messina, which greatly differs from the others, significantly exceeding the average value of the island. Following Messina stand the provinces of Palermo, Siracusa, Ragusa and Trapani that show pressure values above the regional average. The remaining provinces report lower values even below the regional average (Tab. 2).

¹ Promoters for initiatives supporting sustainability in tourism come from the political and institutional world, from the associations and unions as well as from private operators. Among the several initiatives surely deserve to be remembered the "Mediterranean NGO's Declaration on Sustainable Tourism and the Participation of Civil Society" (Sant Feliu de Guixols, Spain, 1998), the "Ten Green Commandments for to Sustainable Model of Tourism in the Mediterranean" promoted by the European Federation of Green Parties (Ibiza, Spain, 1996), the Euro-Mediterranean Conferences of Foreign Ministers, the "Calvia Declaration on Tourism and Sustainable Development in the Mediterranean Tourism and Sustainable Development", the "Mediterranean action plan" on Tourism and Sustainable development (Malta, 1999) and the "Mediterranean Strategy for Sustainable Development" (Barcelona, 2005) promoted by the Mediterranean Commission on Sustainable Development (MCSD).

The values for tourist districts highlighted the primacy of Giardini Naxos both in relation to the surface and to population, with seriously worrying levels of tourist impact. Just a little detached follows Taormina, and then Cefalù, the Eolie Islands and Acireale, all of them standing too far above the regional average (Tab. 2).

Referring to the supply side, it is clear that, at the provincial level, the tourist density is low in the whole region, with some reality as Caltanissetta and Enna, where supply is not relevant at all and others such as Messina where is more elevated, but does not reach excessive levels.

As for the structural tourism function rate, it is still the province of Messina to lead the others with its 48 bed-places per 1,000 residents, a data that denotes a certain emphasis given on the tourism sector. The provinces of Ragusa, Siracusa and Palermo are placed above the regional average. The remaining provinces, in particular the ones of Enna and Caltanissetta, are placed on lower values evidencing the insufficient incidence of the tourism sector on their local economy (Tab. 3).

Another very important aspect to be estimated in order to make a careful analysis of the carrying capacity of a tourist destination is the phenomenon of the seasonality. We used a monthly seasonality index that calculates the percentage incidence of total presences for every month. This is how we can evaluate and measure the concentration of tourist flows.

Sicily, thanks to its favourable climatic conditions, has a longer tourist season. In fact, besides the three summer months (June, July and August) that are traditionally the ones in which the tourist demand is concentrated anywhere, in Sicily also the months of April, May, September and October show a good incidence of presences, definitely on a higher average than the one recorded in Italy. This long warm period from April to October concentrates an 84.5% of the presences on the island, a data that exceeds national value (79.3%) by five base points. The typical summer season from June to August, instead, absorbs in Sicily 47.3% of the total presences while it rise up to 50.1% in Italy (Tab. 4).

Therefore the island as a whole does not particularly suffer of the seasonality problem neither of the one of tourist concentration which never reaches excessive levels. The seasonal adjustment, strategy based on a more balanced distribution of the travellers' flows throughout the whole year, remains however one of the most important objectives to be reached, especially for the most typical tourist destinations such as coastal areas that, affected by a seaside tourism, are more susceptible than the others to a high concentration of tourists in the hot season. The application of seasonal adjustment, which has also economic and social implications and a positive impact on employment, is one of the steps needed for a sustainable tourism development.

SOFT TOURISM: AGRITOURISM AND BED AND BREAKFAST, A VIABLE SOLUTION?

In terms of tourist offer, one of the possible solutions identified by the Region of Sicily, in order to reach a softer tourist use which might have a lower impact on environment, is to focus on "eco-touristic" receptive structures, such as agri-tourism and bed and breakfast.

Let's see what might be the advantages of this type of structures, if brought back into a coherent framework of a serious balanced and integrated planning.

Firstly, these activities produce a minimal impact on the territory, since they develop on existing structures where the tourism activity becomes only supplementary and subordinate to the main one. Moreover, the modest structural dimensions and the small number of bed-places ensure the maintenance of low concentrations of tourists. Finally, because of their flexibility, these structures do not suffer of the phenomenon of seasonality, a problem usually perceived by traditional tourist structures, because hospitality is only a secondary activity: costs afforded by a traditional receptive structure to offer the service even in the seasons with a lower affluence, in this kind of structures, are likely to be reduced to zero.

To these environmental and economic considerations should be added the cultural value that these structures possess. The importance of the social value that they hold, in fact, cannot be neglected. The tourist who uses these facilities enters in contact with the local context, tasting customs, habits and traditions; he has the opportunity to know immediately and directly the local culture and its authentic characters.

The agri-tourism, in particular, is a response to a demand for alternative tourism that finds in the contact with the nature its main characteristic. The tourist who lives deep inside the frenetic rhythms of the city perceives a need to "disconnect" from his daily reality to find relax and rest, recovering his own connection with country life, learning more about rhythms and activities that take place in it. In a wider perspective, the value of the agri-tourism lies in its ability to provide an answer to a typical problem of the agricultural sector: its marginality. In the most marginal areas, the agri-tourism, shapes itself as an activity integrated to the rural one, this can facilitate the permanence of agricultural producers in rural areas helping to refrain the exodus from countryside to cities. Therefore, the social function of agri-tourism will be to operate on a territorial and environmental re-qualification, as well as for the recovery and the restoration of the rural patrimony maintaining and preserving traditions of the rural world in its several aspects of handicraft, gastronomy and folklore. These are the fundamental motivations that led the Region of Sicily to create a wide legislation on this matter. One of the basic requirements foreseen by the national framework law on agri-tourism (730/85) and included also in the regional legislation is the absolutely "complementary" character of the agri-tourism activity referred to the agricultural one, which must remain the main one important in countryside (Bellencin Meneghel 1991, p. 33). A pure speculative use of agri-tourism, in fact, would only divert the meaning and the purpose the agri-tourism was called for.

Sicily has been the last region in Italy to adopt a specific legislation on the subject. The regional law n.25 of the 9 June 1994 recapitulates the general purpose and scope of national legislation. Specifically, it sets in a maximum of thirty the number of available bed-places and in ten the number of rooms. The art.2 identifies as agri-tourist activity besides the receptive activity, also the provision of meals, the sale of agricultural products and the organization of recreational, cultural and sporting activities such as horse riding, fishing, swimming and tennis. Data supplied by the Region of Sicily demonstrates that the greater number of structures is concentrated in the provinces of Messina and Palermo, which together represent nearly one half of the agri-tourist activity supply on the island. Other provinces are following, with a number of structures comprised between the 49 of Siracusa and the 20 of Agrigento. Last remains Caltanissetta with only 7 agri-tourism on its territory in 2005 (Tab. 5).

Concerning bed and breakfast, at a first glance it may seem simple to define its activity, as the name itself suggests the components of the offer. However, it would be reductive to dwell only on the tangible aspects, omitting those that characterize this particular formula. In fact, it is the human factor that distinguishes the overnight stay at a bed and breakfast that allows tourists to perceive its typical aspects of "home hospitality": the simplicity and genuineness of the offer as well as its "home feeling". The bed and breakfast formula also gives to tourists probably the most direct knowledge of the place. The tourist has the opportunity to know the territory where the structure is situated, directly from the point of view of their owner-residents. In fact, from them might come suggestions that allow guests to know and join more authentic contexts.

The first experiences of bed and breakfast in Italy date back to the mid-nineties. But the lack of legislation discouraged this new formula of accommodation. Since 1997, the situation changed because it was recognized by law.² In all regional regulations a common element that concerns the real core of the offer may be recognized: the binding supplying of lodging and breakfast services.

Sicily regulated the sector by the regional law n. 32/2000 successively modified with law n. 4 of 16th of April 2003.

This last one has increased the maximum number of rooms (from 3 to 5) and the maximum number of

2 The first region to legislate on this matter was Lazio, followed by other regions, with the exception of the Toscana and of the Independent province of Bolzano that chose not to practice this type of accommodation because it was not considered as to be relevant to local culture and tradition of hospitality.

bed-places (from 12 to 20). Moreover, it has been repealed a part of the paragraph that entrusted to the province the task to establish the minimal and maximum applicable rates for bed and breakfast. Now the price system is free.

In this region, in recent years, there has been a real boom of the bed and breakfast. In 2005, in particular, 268 new exercises were created, with a relative increment of 36% (Regione Siciliana, 2005). The presence of the bed and breakfast is much more widespread and capillary, with respect to the agri-tourism structures' one. It covers all the Sicilian territory, but especially the province of Catania and Ragusa (Tab. 5)

CONCLUSIONS

It is certainly not easy to briefly summarize the research results. It emerges, in fact, a multiform and varied reality that does not allow unidirectional and homogeneous interpretation.

The analysis to regional level demonstrates that also the Sicily, as all those regions in which tourism covers a fundamental economic role, needs a cultural-receptive system, able to reducing the anthropic impact practised on the territory from the flow of the travellers and from the investments foreseen on the sector. In order to achieve such a result it is necessary to rethink the regional tourist system, to define a new managerial and cultural model, able to break with the logic of traditional strategies aiming to a quantitative development more than to a qualitative one.

The main idea is focused on so-called seasonal adjustment of the tourist offer, a strategy based on the distribution of the flow of tourists along the entire solar year and as much spread as possible on the whole territory. The research demonstrates that the areas mostly interested by tourist pressure are the coastal zones. The comparison between the Sicilian provinces has shown that the coast of Messina is the one with the highest pressure from tourism: Taormina, Giardini Naxos and the Eolie Islands have a very high concentration of tourists, especially during the summer and in relation to the surface and in relation to population. The province of Messina conquers the supremacy also regarding to the offer, given the large number of accommodation facilities that insist on the area.

Therefore, it may be confirmed that the coasts are still a strong element of attraction. This is the case for Sicily as well. Despite the richness and variety of its tourist offer, the region is mainly perceived as "sun, sand and sea".

In order to change this perception, the tourist system should encourage the local "talents" (intended as landscape and human resources) in all their variety and specificity, in order to distribute tourist fluxes in every seasons of the year, involving internal areas of the island. This would avoid concentration in the coastal areas.

The diffused recognition of the importance of the environment is likely to become the authentic and durable valorisation of the huge environmental, historical, archaeological, monumental, artistic and anthropological patrimony that makes of the island a tourist destination, unique in the world still able to resist to the competition of the banally consumerist tourism in their majority part already consumed or on their way to consumption.

But how can we intervene on the excess of tourist concentration and on saturation of tourist demand? The most adequate solution could be the adoption of an environmental marketing strategy aimed to protect the most vulnerable sites and to re-qualifying tourism orientating tourist fluxes towards "eco-touristic" structures, such as agri-tourism and bed and breakfast. The objective is not to promote a "niche" tourism, but to take advantage of all the attractive potentialities of the zone through an endowed system of a diversified entirety of integrated services and inside of which it is still possible to upgrade all usable resources.

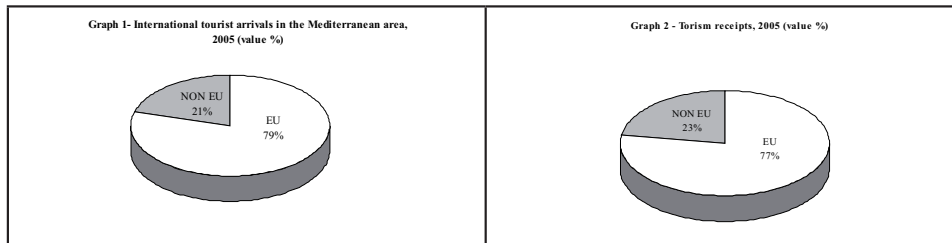
The phenomenon of the agri-tourism and the bed and breakfast is a first example of alternative tourism to hotel, one of the possible solutions that allow diversifying the tourist offer. Sicily needs an excellence tourist development, based on quality and uniqueness of its resources. It is necessary, therefore, to privilege models of tourism development that are increasingly in line with the requirements of a sustainable and durable growth. The essential condition is the maximum involvement of the parties as to create a union of purpose toward the achievement of a sustainable economic mechanism. The goal is to create preventive measures to avoid late response to environmental emergencies.

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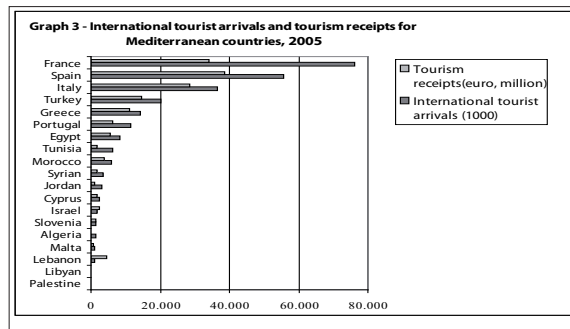
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APPENDIX



Source: our elaboration on UNWTO data



Source: our elaboration on UNWTO data

Tab. 1 - Tourist pressure indices in the Mediterranean area by country of destination, 2005

COUNTRY OF DESTINATION	SURFACE (Kmq)	POPULATION (1000)	PRESENCES PER KMQ	PRESENCES PER 1000 RESIDENTS
NON EU Mediterranean countries				
Algeria	2.381.741	3.285	2	0,4
Egypt	1.001.450	77.154	92	3,3
Libyan Arab Jamahiriya	
Morocco	446.550	30.495	34	1,4
Tunisia	163.610	9.878	222	10,1
Palestine	...	3.762
Israel	22.145	6.692	862	7,8
Jordan	92.300	5.566	60	2,7
Lebanon	10.452	4.082
Syrian Arab Republic	185.180	19.121	49	1,3
Turkey	783.562	71.169
EU Mediterranean countries				
Cyprus	9.250	836	1.615	49,0
France	675.417	61.013	293	8,9
Greece	131.940	11.064	409	13,4
Italy	301.338	58.645	798	11,2
Malta	316	403	23.623	50,7
Portugal	92.391	10.547	384	9,2
Slovenia	20.273	2.001	245	6,8
Spain	504.645	43.060	303	9,7

Source: our elaboration on EUROSTAT data

Tab. 2 – Tourist pressure indices in Sicily by province and locality of destination, 2005

PROVINCES AND LOCALITIES OF DESTINATION	SURFACE (Kmq)	POPULATION	PRESENCES PER KMQ	PRESENCES PER 1000 RESIDENTS
AGRIGENTO	3.042	457.039	343	6,2
Agrigento	245	59.111	1.589	18,0
Sciacca	191	40.868	2.252	28,8
CALTANISSETTA	2.128	274.001	62	1,3
Caltanissetta	420	60.519	139	2,6
Gela	277	77.245	181	1,8
CATANIA	3.552	1.075.657	494	4,4
Acireale	40	52.490	9.832	20,5
Caltagirone	383	39.314	110	2,9
Catania e Acicastello	190	322.201	4.133	6,7
Nicolosi	42	6.745	1.159	19,8
ENNA	2.562	174.199	41	1,6

Sustainable Tourism

Enna	357	28.312	82	2,8
Piazza Armerina	303	20.768	122	4,9
MESSINA	3.247	655.640	1.217	16,5
Capo d'Orlando	15	12.951	4.957	15,7
Giardini Naxos	5	9.378	181.342	264,9
Isole Eolie	115	13.106	3.555	85,5
Messina	211	246.323	1.774	4,2
Milazzo	24	32.586	4.572	9,2
Patti	50	13.361	1.987	20,4
Taormina	13	10.967	74.697	242,6
PALERMO	4.992	1.239.808	667	7,3
Cefalù	66	13.716	10.257	135,2
Palermo e Monreale	688	706.039	1.836	4,9
RAGUSA	1.614	308.103	548	7,8
Ragusa	442	71.969	1.154	19,4
SIRACUSA	2.109	398.330	560	8,1
Siracusa	204	122.972	3.361	15,3
TRAPANI	2.461	434.435	553	8,5
Erice	47	28.887	2.295	10,2
Trapani	272	70.872	358	3,8
Sicily	25.707	5.017.212	535	7,5

Source: our elaboration on data from ISTAT and Osservatorio turistico della Regione Siciliana

Tab. 3 – Tourist density index and touristic fonction rate, 2005

PROVINCES	BED-PLACES PER KMQ	BED-PLACES PER 1000 RESIDENTS
Agrigento	3,5	23,2
Caltanissetta	0,8	6,5
Catania	4,7	15,4
Enna	0,8	12,3
Messina	9,7	48,2
Palermo	6,3	25,2
Ragusa	6,0	31,2
Siracusa	5,1	27,2
Trapani	3,3	19,0
Sicily	4,8	24,4

Source: our elaboration on ISTAT data

Tab. 4 – Incidence % of the total presences for month, 2005

MONTH	DESTINATION	
	Sicily	Italy
January	2,2	4,2
February	2,5	4,2
March	4,7	5,4
April	7,2	5,2
May	9,3	7,6
June	11,6	11,6
July	14,6	17,5
August	21,1	21,0
September	13,0	10,5
October	7,7	5,8
November	3,3	3,2
December	2,8	3,7
YEAR	100,0	100,0

Source: our elaboration on ISTAT data

Tab. 5 – Agritourism structures and bed and breakfast in Sicily, 2005

PROVINCES	AGRITOURISM STRUCTURES	BED AND BREAKFAST
Agrigento	20	47
Caltanissetta	7	14
Catania	47	201
Enna	21	38
Messina	86	140
Palermo	60	154
Ragusa	20	167
Siracusa	49	133
Trapani	31	118
Sicily	341	1012

Source: Osservatorio turistico della Regione Siciliana

Rural Tourism

3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE - Vol.1

“BORGO PANTANO”, AN IRT PROJECT FOR SICILY BETWEEN TRADITION AND INNOVATION TECHNOLOGIES^{1*}

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Abstract

Since the second post-war, the recent history of Sicily has been characterised by a continuous depletion of the natural and historical Mediterranean landscape due to the unauthorized building often controlled by the expansion of the Mafia. Such trend was even more systematic along the coast, in the maritime villages and in the inland regions, where the new building, the uncontrolled development and the asphalt works have disfigured the landscape and wiped out important testimonies of the past.

So rather than the traditional tourism directed to bathing areas, minor islands and art towns, the new forms of Integrated Relational Tourism (IRT) are the most compromised. Indeed, in the rural areas the historical landscape, as well as the territorial memory, has been modified often due to the migratory phenomena of the last sixty years. Nevertheless, a significant part of the coastal and rural landscape of the island has been saved by the radical transformations of the 20th century: a large part of it is indeed still undamaged and constitutes a substantial resource for Sicily. For instance, lots of rural villages, abandoned since the post-war, are fairly restorable. However, only some of them are coming back to life thanks to the devotion and perseverance of few men who are carrying out projects of sustainable tourist development.

Among these projects one of the most important is focused on *Borgo Pantano*, a rural village of the Tyrrhenian-Peloritan region, harmonically integrated in a quite intact agrarian landscape. The area is characterised by a cultivation mosaic of olive-grove, vineyard, orange-groove and several kinds of orchards. The hamlet, which lies in the administrative division of Rometta, dates back to the Fifteenth century and comprises about forty houses. The church, located in the centre of the village, is dedicated to Our Lady of Grace. It is a meaningful example of rural architecture and one of the oldest of the whole district. The last inhabitants left Pantano in the Sixties. From then the village has been abandoned for decades till a descendant of one of the old inhabitants decided to fulfil a dream: bringing Pantano back to life.

So far the project has been promoted by the society “Incanti & Memorie” in partnership with the Observatory of Economic and Tourist Development in the Tyrrhenian Area (OSETT). The village has been added to the MOTRIS list, as the project is already being carried out. “Incanti & Memorie” shares the IRT aims of economic

¹ *Although this paper is the outcome of a joint research project carried out by the three authors, the introduction and the first paragraph were written by Alessandro Arangio, paragraphs 2, 2.1, 2.2 and 2.3 by Daniele Mento, paragraphs 2.4 and 3 by Gaetano Ortolano, who also developed the cartographic elaborations.

re-territorialisation, social recontextualization of regions and recomposition of cultural identities. Moreover, Borgo Pantano was the first project in Sicily to subscribe a Protocol of Ethics for the restoration of the village, it was proposed to be registered in the Sicilian Region's REI (Register for Immaterial Heritage), and has been subject for three graduation thesis. Progetto Pantano aims to recover not only the buildings but also the traditional culture of the village. The purpose is in fact to recover as much as possible the existing elements in order to restore the village to its original appearance and its ancient productive, agricultural, cultural and religious functions. In order to reach this aim, a trans-disciplinary study has been carried out in the present paper, focused on the historical and geographical aspects and the analysis of the agro-environmental resources. A Geographic Information System (GIS) project has been correlated to the manifold aspects characterising the history and culture of this territory. The final endeavour is to fulfil the restoration of the old houses as tourist accommodation, recovering at the same time the typical production of the village, so protecting the tangible and intangible values nowadays put at risk by the globalization process.

Key words: Rural Tourism, Sicily, sustainable development, GIS

INTRODUCTION

Tourism and globalization: the return to travel and the defence of cultural roots

Providing a definition of tourism is not easy. Unless it can be accompanied by a qualifying attribute (such as bathing, cultural, religious, etc.), the concept is too vague and dispersive. In fact, the different features of tourism are combined with the idea of a population moving from their habitual place, for different reasons and periods that are not too short. Nevertheless, until a century ago, there was a very precise idea of tourism, it was a moment of cultural enrichment, something that often lasted several months and was considered, by the ruling classes in Europe, as a crucial phase of an individual's educational process. In its highest form, it was called the "Grand Tour". Tourism was no longer the journey towards the unknown, as it was for Homer's Ulysses and the Fifteenth-century explorers, but a journey towards the exotic: it was a moment of understanding of the world and its diversity, but more than this it was the rediscovery of being, a moment of self-definition. From the second half of the Twentieth century, with the phenomenon of "the masses", tourism lost its deepest meaning. Tourists no longer travelled to discover but to confirm those exotic environments, advertised in brochures and offered by tour operators in packages, without losing the comforts and habits of daily life. Discovery turned into fiction, just as reality, after all, as required by the post-modern logic theorized by contemporary authors such as Augé, Baudrillard and Bauman. Certainly, we cannot say that it was a sustainable tourism and that it did not leave scars on the ground. The big leisure and entertainment companies contributed to destroy coastal structures, compromise landscapes, promote illegal building and modify the economic and social structure, the traditions and cultural values that make up the world's mosaic. Of course, this was, and is, globalization, its harmful effects, from which we try to defend ourselves, forcing a change, creating a limit to unsustainable practices, in "dark times" – to quote Hannah Arendt, but "fortunately" only in terms of economic recession – in which humanity is living, in this early Twenty-first century.

We need to aim at an economic re-territorialization. This means reconnecting production activities with places, bringing out the local individuality, ensuring that the economic dynamics are not exclusively handled by the external centres of political and economic power. Man is now starting to realize the abuses committed in the recent past. In his soul, he has always nourished a sense of transgression, a sense of guilt over the loss of Eden, the end of natural status and the birth of civilization. This sense of guilt has gradually been growing since the industrial revolution, because the impact of human activity on the environment, on the natural and anthropic landscapes has been really quite devastating. A reconciliation between man and nature, the great mother (Demeter or Isis in the ancient Mediterranean culture), is needed, as well as the rediscovery of cultural roots that, if not managed properly, are likely to be eradicated by globalization.

PANTANO PROJECT BETWEEN SUSTAINABILITY AND LOCAL DEVELOPMENT

The 1950's marked a net division in Sicilian history. The failure of the Agrarian Reform and the beginning of the industrialization program in the southern regions, supported by the *Cassa di Sviluppo per il Mezzogiorno*, opened the doors to profound changes and upturned the urban hierarchy, in Sicily and other Southern regions of Italy. In twenty years the appearance of the South has drastically changed. As Giuseppe Giarrizzo reminds us, rather than migration to Northern Italy and Europe, it is the internal migration that rewrites the island's geography (Giarrizzo, 1989). The inland mountainous areas were suddenly abandoned, while many coastal centres reported a population growth that had never occurred in Sicily before. On the island, much more than for the rest of Southern Europe and the Mediterranean, the presence of substantial urban-demographic concentrations along the coasts is already a historical, long-term, characteristic. However, in those years, the weight of Palermo, Catania and Messina grew even further. Again in the coastal regions, the industrialization policy also created new centres. In Priolo-Augusta, Gela, Milazzo and Termini Imerese, the development poles attracted the population and emptied the inland areas. Perhaps, the most important example in Sicily is Siracusa, where in three decades – from 1950 to 1980 – the population grew from seventy thousand to one hundred and twenty thousand. But Gela, Augusta, Milazzo and Barcellona were facing a hardly manageable demographic emergency, as well. At the same time, mass tourism led to illegal building, the gradual cementing of coasts, while in the three main centres of the island, mafia and speculation were erecting one building after another. In Palermo building was not only restricted to peripheral areas: the Viale Libert  bore the brunt, having lost many of its valuable mansions, replaced by modern high-rise blocks of flats. Messina grows chaotically, without any town planning criteria, without any logic, torrents are buried and, at the cost of public safety, earthquake safety rules are ignored. Meanwhile, the cement culture spreads for emulation, even in the inland areas, the small towns in demographic decline are no longer safe. There is a Sicily that is disappearing, Leonardo Sciascia writes, "under the television aerials, the cars, the paroxysmal consumerism, the rural exodus, the disarmament of sulphur mines". Only a few are safe (Sciascia, 1982, introduction).

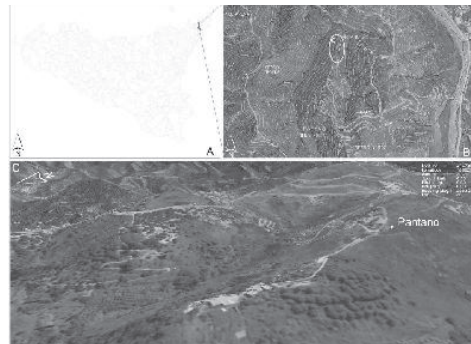


Figure 1: Location of Borgo Pantano.

A) Location of Rometta city limit; B) Orographic features; C) Virtual 3D visualisation.

Among the victims of depopulation, there is also Pantano, a small rural village in the Tirreno-peloritana area (Fig.1). Only a victim of abandonment and certainly not of overbuilding, if we consider that it was the absence of humans that has preserved Pantano from the disasters caused by "Sicilian modernity".

This splendid rural archaeological example lies in Rometta (Fig.1A), a town in the province of Messina. Built on a Peloritani mountain depression, about 300 meters above sea level, Pantano can be found among the villages of Rapano, Filari and Scarcelli (Fig.1B). Its origins date back to the Fifteenth century, thus before the age of establishment that is, perhaps, another hinge moment in Sicilian history together with the recent events we have talked about. In fact, between 1573 and 1714, 113 new villages centres were born on the Island with the Viceroy's permission (the well-known "licentia populandi"). In less than a century, the towns doubled from 170 to 340. In 1693, the earthquake in Val di Noto gave further impetus to this period of territorial reorganization. With their perfect geometric plans – as modern standards imposed – the new centres started to stud the island, drawing new urban networks, establishing new hierarchies. So, in addition to the morphology of the area, that holds Pantano in a depression, thanks also to these events, the village never experienced a significant population growth, that would have upset the system and the architecture. With a Sicilian population increasing from 550,000 according to the 1505 census to 1,020,792 in the 1583 one, the Sixteenth century explosion would find an outlet in the recently founded centres, which the barons would then promote in the whole region (Ligresti, 2002). Therefore, it is probably due to the emergence of these new poles that the village has managed to keep its "Y-shaped" urban planning intact as well as its typical medieval rural housing scheme (Figs.1C; 2).

However, in spite of its small size, Pantano did not play a subordinate role in the political and economic dynamics of the Tirreno-peloritano territory. It was perfectly integrated in an urban system of small rural centres interacting with each other. It is demonstrated by the fact, for example, that, built in the Sixteenth century and dedicated to Our Lady of Grace, the village church precedes the San Domenico church, situated in the overwhelming Rapano village and built after 1604. Therefore, before the latter date, the little Pantano church was supposed to be the only place of worship in the district. Furthermore, even though the village has always been self-sufficient, with its own food and agriculture production, its economic relationship with the neighbouring towns has always been considerable.

The village was continuously inhabited until the early Sixties of the last century, when the demographic changes caused the site to be gradually abandoned. The industrial centre of Milazzo-Villafranca catalysed a demographic flow towards the coast and, with less than 77 people, Pantano was finally abandoned. This depopulation caused the end of production, business and life, but paradoxically ended up by preserving the village, making it an exceptional case of rural archaeology in Sicily. Today, Pantano is exactly as it was in the Sixties. Certainly the state of abandonment led to the building heritage decay, but not one sack of concrete nor one gram of asphalt have been poured onto Pantano. The absolute absence of man has saved the village from the horrors that have, elsewhere, spoiled the Sicilian landscape.

Pantano has about forty houses, spread around the renovated church and its small square. The architectural building style is very poor but dignified. Actually, today the village is no longer abandoned. A company called "Incanti & Memorie" has bought all the buildings in the village, with the aim of bringing a rigorous upgrading project to a close. The initiatives connected with Pantano started in 1994, since then, already registered in the MOTRIS plan, the village has been the subject of various studies led by the University of Reggio Calabria – Department of Architecture. Another protagonist is the OSETT, that along with "Incanti & Memorie" is supervising the cultural aspects of the project. Moreover, for some years, OSETT has been promoting interesting initiatives – such as "The roots of memory" – of which, every year, Pantano, with its remarkable scenery, plays an important role. Providing a total investment of more than four million euros (supported partly by public and partly by private funds), the recovery plan for the village is a painstaking and unusual work in a "difficult" context such as Sicily.

Starting from a careful and detailed study of materials, building techniques, farming organization, village land, water and tradition management, the goal set by this project is a full and rigorous upgrading of Pantano.

Everything must be faithfully reconstructed: even the Pantano last inhabitants *'nciuri*² will be recovered and will define the new toponymy.

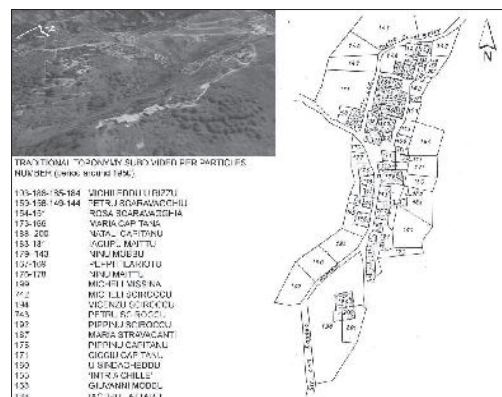


Figure 2: Toponymy of Borgo Pantano.

The ethical aspects will not be left out either. As regards this, on the 26th of January 2006, the City Council in Rometta approved the Protocol of Ethics, that establishes the guidelines that should be enforced in the recovery activities of the village. Moreover, there is a pending Charter of Ecology and Ethics, that is a program where the principles of social and economic sustainability are established to regulate the village operation, after the recovery ends. The final goal is to create a model of alternative accommodation. Staying in Pantano, in a typical Mediterranean rural landscape, travellers will be able to escape from a world that globalization has distorted, renew those roots that modernization has cut off, recover a sober and dignified way of living that now seems to be the only one possible, in order to cope with the difficulties, bred by the international economic crisis. The typical, traditional dishes of the country will be reproduced, the temporary guests can take part in traditional activities of the village and, most importantly, satisfy their need for community. It doesn't matter if he is German, French or Piedmontese, the reconciliation with nature will take place anyway. In that case, it won't be a return to his roots, but a return to the discovery, to the satisfaction of the inner human need to wonder at the world.

A final comment concerns the management of Pantano. In a region where the development patterns have always been imposed from above, where the power elites have been able to turn to their favour the consequences of every political change, where the power (not only the political or institutional power) has been wielded with the utmost violence since ancient times, Sicilian people gave themselves up to the insight of a compulsory inaction, a vain evolutionism – subject of a relevant literature produced by the regional culture. Similar initiatives need to be encouraged and supported not only for the content value and quality, but because they rise in the territory and for the territory and could be an example to emulate, to light a path of local development. Only by rediscovering our origins, emphasizing our differences, we can return to live free, as Socrates said in Plato's Phaedo, referring to the Mediterranean, such as frogs and ants – with mutual differences – around our pond.

² Epithet, by now fallen into disuse, used in the past in Sicily to qualify and identify a person or a family, sometimes in an abusive sense.



Figure 3: Characteristic places of the Village:

A) Our Lady of Grace church (Particle B)

B) Example of cistern (Particles 200-193-188-183-179-175-167-154-155-149-144-168-186)

C) Dammus (Particles 183 and 187); D) Millstone (XVI SEC) (Particle 184); E) Nurse's Tower (Particle 154).

BORGO PANTANO: AN EXAMPLE FOR AGRO-ENVIRONMENTAL SUSTAINABILITY

Of the 40 buildings forming the village's heritage only 10% show a fairly good condition of preservation. The Church is constituted by a central and symmetrical hall and by an annexed body. Inside, the choir is placed upon the entrance wall. Here the children used to gather to sing the Sunday hymns. The furnishing is simple and devoid of stylistic references. The holy furnishings and the only valuable picture, dating back to 1730, have been stolen.

Typical of the village's houses are the cisterns (Fig.3B) and the ovens for the baking of bread. Elements related to past dominations are not missing: an example of it is the *dammus* (Fig.3C) of Muslim origin. The village was also provided with a collective millstone (Fig.3D) where the wine-pressing usually took place. The grape harvest was an aggregation feast: many hands were needed and the workers used to gather for lunch. The women cooked 'u *sugu* and 'u *piscistoccu à ghiotta*³ while *Cinniredda*, the itinerant musician, used to sing and play the accordion.

The working activities were always accompanied by songs, which performed the important task of easing the hard work. The *capuani*⁴ were a typically feminine repertoire, related to the working environment of the *ghiummi*⁵, groups of six-seven women entrusted to the carrying of goods. A characteristic element of this song was 'u *riiddu*⁶ of women coming from Saponara and Scarcelli, loaded with straw and hay.

³ Dialect expression meaning a typical dish whose main ingredient is stockfish.

⁴ Folk songs.

⁵ Local dialectal word.

⁶ Local dialectal word denoting the singing of a wren.

The most typical element in the village is however the Nurse's Tower (Fig.3E). The network of *baiulas*, dating to the XIII century, held up at that time the administrative system. Justice was applied by a judge, who usually was the lord of Rometta. The bailiff had the duty to solve issues related to the agricultural activities, especially those related to the cultivation of corn, linen and silk. As about this last activity, it is to be remembered that Rometta's silk market was very renowned in the area. It was connected with a small local entrepreneurial class headed by the Bosurgi family.

Customs and eating habits of the residents

Studying the eating habits and the consumption per person of Borgo Pantano's inhabitants it has emerged how, in the 1950-1960 decade, their diet was mainly based on vegetables. Cereals were the chief nourishment (Fig.4 and Tab.1). With an average value per year of 181 kg per capita they constituted 54% of food consumption, legumes and vegetables came second (27%), followed by fruit (11%), meat and its derivatives (7%), and finally fish (nearly only stockfish) (1%). All families at the village used to breed chickens, which guaranteed the production of eggs.

Among legumes, broad beans, beans and peas were the most consumed. Among vegetables the favourite were potatoes, onions, tomatoes, eggplants, peppers and artichokes. As for fruit, prickly pears, plums, cherries, apples, pears, pomegranates and grapes. Cultivation, especially the arboreal one, was based on the use of cultivars and local accessions, which today are at risk of extinction because of the widespread abandonment of the fields and the introduction of hybrids.

Tab.1 - Pantano's residents alimentary consume per person (average data from the decade 1950-1960).*

Food/culture	consume (kg/year)	tot village consume (kg/year)	tot village consume (t)
wheat	165,0	12705,0	127,05
maize	16,0	1232,0	12,32
citrus	6,6	508,2	5,08
vegetables (legumes, eggplants, etc)	60,0	4620,0	46,20
fresh fruit	30,0	2310,0	23,10
potatoes	20,0	1540,0	15,40
tomatoes	12,5	962,5	9,63
oil	5,0	385,0	3,85
wine	109,5	841,5	84,15
cheese and ricotta**	3,0	231,0	2,31
milk	36,5	2810,5	28,11
other fat (lard)	0,5	38,5	0,39
goat meat	2,0	154,0	1,54
bovine meat	2,0	154,0	1,54
pork meat	5,0	385,0	3,85
chicken and rabbit meat	6,0	462,0	4,62
fish	1,0	77,0	0,77
stockfish	4,0	308,0	3,08
eggs (in)	48,0	3696,0	36,96
Water for feeding	730,0	56210,0	562,00
Water for domestic use (20 l/day)	7300,0	562100,0	562

* data obtained through the elaboration of information given by ancient people of the area, estimated, and derived from bibliographic sources.

** necessary about 15 l of milk to make 1 kg of cheese and ricotta.

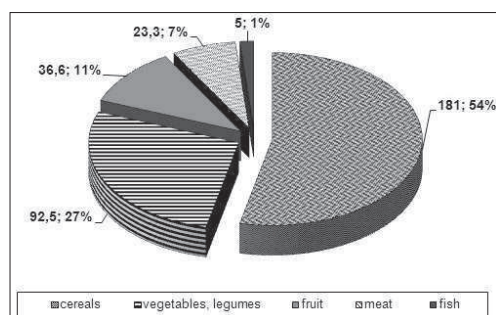


Figure 4: Pantano's residents food consumption per person (average data from 1950-1960 decade).

Farming and agricultural production

After the Second World War the agricultural productions of the village guaranteed sustenance to its 77 residents. In order to purpose the construction of a natural laboratory able to rebuild up the Pantano's traditional food system, a study on the agricultural productions has been carried out. This study took as a reference a surface of nearly nineteen ha (18,7852 ha) neighbouring the village, where the residents predominantly performed their agricultural activities during the 1950-1960 decade.

The present elaboration (Tab. 2 and Fig.5) shows that on this area the practised agricultural cultivations were the arboreal seeding (39%), the seeding (16%), the olive (16%), the arboreal vineyard and the vineyard (respectively 9% and 8% of the surface), the pasture (4%), the cane thicket (4%) and the prickly pear (less than 1%) (Fig.6).

The arboreal seeding was composed of herbaceous cultivations (corn, horticultural or leguminous such as broad bean, bean and pea) together with arboreal cultivations (grapevine, plum, cherry, medlar, pear, apple, apricot, mulberry and almond).

The seedings were made of corn cultivations and in small part of maize. In the arboreal vineyard the grapevine trees were joined with fruit trees. The cane thicket was of primary importance because the canes were employed as support for the horticultural cultivations and to build partitions and ceilings for the houses. The cattle's feeding was guaranteed by areas destined to pasture and by the forage (mostly *sulla*).

Tab.2 – Agricultural area farmed by Pantano's residents, cultivations and their related productions.

Cultivation	Cultivated surface mq	Average production q/ha	Total production (q)
Citrus orchard	7.280	126,00	91,73
Cane thicket*	6.820	210,00	143,22
Prickly pear	267	126,00	3,36
Pasture	7.530	28,00	21,08
Seeding	30.954	18,20	56,34
Arboreal seeding	73.672	43,20	318,28
Olive grove	29.569	12,95	38,29
Vineyard	15.290	42,00	64,22
Arboreal vineyard	16.470	75,96	125,11
tot	187.852		

* estimated production

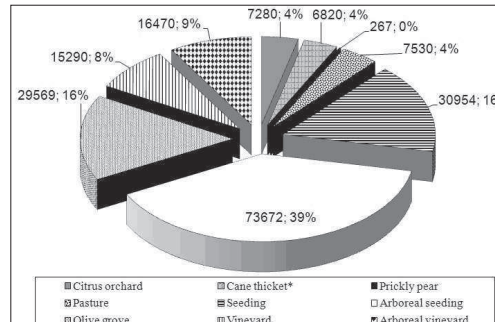


Figure 5: Cultivations' division on the farmed surface near the village (data in m2 and %).



Figure 6: Use of the soil map

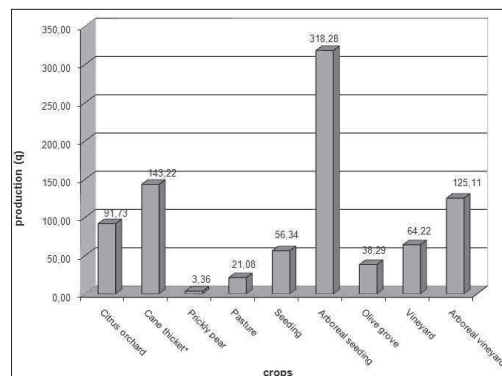


Figure 7: Quantity of production obtained from the farmed surface near the village, differentiated by cultivation.

Food requirements

Considering data related to the consumption per capita and the areas farmed by Pantano's residents, we could further analyze and elaborate. We particularly want to highlight what was the necessary surface to satisfy the village's food requirements, and clarify whether the agricultural area was adequate to guarantee the production needed.

Comparing the villagers' food expenditure (in the considered period of time) and the average productions of the cultivations we got the value in ha of the surface necessary to supply food to Pantano's residents (tab. 3). This calculation shows that to cover the food requirement of 127.05 quintals of wheat, they needed a farmed surface of nearly 7 ha. Also, about 4.5 ha of grapevine surface, 2 ha of olive grove, 0.6 ha of vegetable garden and some hundred metres of citrus orchard, tomatoes, potatoes and corn were needed (tab. 3).

About the meat and its derivatives (tab. 4), the latest testimonies tell us that the breeding was mainly based on small animals and pigs. The village also owned two milkers, one of which was destined to the production of fresh milk, collected every morning by the Saponara milkman, 'u lattaru. The other one's milk instead was destined to the production of ricotta and cheese and sold in the surrounding villages. Moreover, the village had five sows, 25 goats, about 300 small animals and five calves fed stalling in the huts near the farmed fields. These calves, once fattened, were sold at Spadafora's fair.

So, the animal consistency in the village was of about ten units adult bovine (UBA). This calculation shows that the cattle load of about two UBA/ha was inadequate for the forage needs of the area. The residents, in fact, got the missing forage from a neighbouring area called 'a valanca (the ravine), where no other cultivation was possible.

Analyzing the water expenditure for alimentary use it was verified that this came from the numerous wells of the village. Water for domestic use instead was collected from the roofs through waterspouts and then gathered in brick underground cisterns. Part of the water came from the near wells and from springs. Multiplying the value of the roofs' surface for a coefficient of average outflow of the sloping roof (0.85), for the quantity in millimetres of average annual rain (about 800) and for a coefficient of 0.9 related to the losses that happen during the gathering (in cistern) we obtain a value of 293 m³ of water gathered from the roofs. It's interesting to observe how this is approximately the volume of rain water collected from roofs, and covers more than 50% of the water requirement for domestic use⁷.

The number of cisterns where water was gathered was initially 32. It means that almost every house had its own water supply. In addition to the cisterns, there were two public wells of spring water, which were also used as meeting points by the villagers. Of course the common problems in managing the local resources made this community very cohesive.

Summarizing, data related to the farmed surface necessary to the residents' food requirement show that they needed a surface of about fifteen ha, with five ha destined to pasture or forage. This means a surface approximately similar to the examined one. Furthermore, analyzing this survey's results it can be observed that the expenditure of natural resources was low and adequate to the regeneration ability of the renewable resources. Maximizing the efficiency in the use of resources also meant that eco-sustainable building techniques were applied. An example of this are the already mentioned systems for the gathering of rain waters, but also the terracing and the canalization works present along the village's slopes. The terraced landscapes, built to gain cultivable land from the slopes, protected the versants from hydrogeological hazard. Nature and man were then settled as a harmonic one. The drains for the gathering of water, called *saje*, were used to collect the meteoric waters and lead them to the near creeks. The resident was forced to keep clean the *saja* to avoid its occlusion and the consequent potential landslides and damages to his neighbours' parcels.

The importance of water in this area wasn't only related to its subsistence function for man and agriculture.

⁷ The expenditure of water for domestic use, based on bibliographical data and direct testimonies, was about 20 l/day per person.

For many centuries water was the essential propelling factor for the cereals' crushing system, through the complex network of water mills (now crumbling) diffused in the neighbouring area.

Food/cultivation	Tot village expenditure (q)	Average production q/ha	Necessary surface (ha)
wheat	127,05	18,20	6,9808
maize	12,32	200,0	0,0616
citrus	5,08	126,00	0,0403
vegetables (legumes, eggplants, etc)	46,20	73,85	0,6256
Fresh fruits	23,10	101,89	0,2267
potatoes	15,40	210,00	0,0733
tomatoes	9,63	210,00	0,0458
Olive oil	3,85	2,00	1,9250
wine	84,32	18,00	4,6842
			Tot 14,6633

Tab.3 – Average production of cultivations and surface necessary to food requirements.

Food/culture	Tot village expenditure (q)	Necessary surf (ha), cattle
Cheese and ricotta	2,31	
milk	28,11	n.1 milker and 25 goats
Other fats (lard)	0,39	pigs
Goat meat	1,54	about 25 goats
Bovine meat	1,54	1 calf
Pork meat	3,85	5 swines
Chicken and rabbit	4,62	about 310 hens, chickens and rabbits
Fish	0,77	bought
stockfish	3,08	bought
eggs (n.)	36,96	about 100 chickens guaranteed the production
Water for alimentary use	56,00	Springs and wells
Water for domestic use (20 l per day)	562,00	293 mc from roofs gathering
Pasture/forage necessary for the animals' feeding (about 10 UBA)		269 mc from springs and wells Considering a charge of 2 UBA/ha about 5 ha of pasture/forage are necessary

Tab.4 – Surfaces and cattle necessary to satisfy meat and derivatives' requirement and the water for alimentary use requirement.

Ecological footprint calculation

The above data can be used to calculate the food ecological footprint of Pantano in the 1950-1960 decade. The ecological footprint is a measure of human demand on the Earth's ecosystems. It compares human demand with planet Earth's ecological capacity to regenerate. This index, nowadays, shows as the Western Countries, as well as the Emergent ones, in order to maintain their present lifestyle, use ecological services two or three times as fast as their territories can renew them. This alarming state could become irreversible and for this reason new patterns of development, based on energy conservation, as well as on renewable energy, are required. Borgo Pantano could become a natural laboratory to experience a new lifestyle, where human needs are satisfied harmonically with nature.

In order to calculate the ecological footprint in the 1950-1960 decade, regarding vegetables consumption, the third column data of Tab. 3 have to be subdivided per 77 (the number of inhabitants). Differently, to calculate the hypothetic amount of productive land needed to produce meat, milk and derivatives required, we have to make use of several conversion factors available from literature data. Yielded results have to be added together (Tab. 5), so as to obtain the amount of land required for food resources.

The final result is 0.8652 (Tab. 5) that, if compared with the national index (1.78 ha/p), suggests to us the IRT development project of Borgo Pantano should be widely sustainable.

Food/cultivation	average expenditure per person (Kg)	Necessary surface per person (ha)	
wheat	165		0.09
maize	16		0.0008
citrus	660		0.0003
vegetables (legumes, eggplants, etc)	6.0		0.0008
Fresh fruits	30		0.003
potatoes	20		0.0009
tomatoes	12.50		0.006
Olive oil	3.0		0.023
wine	109.5		0.06
		Literature conversion factor	
Cheese and ricotta	3	0.007	0.021
milk	36	0.0007	0.0252
Other fats (lard)	0.5	0.006	0.003
Goat meat	2	0.003	0.006
Bovine meat	2	0.017	0.034
Pork meat	5	0.006	0.03
Chicken and rabbit	6	0.003	0.0018
Fish	1	0.041	0.041
stock fish	4	0.041	0.164
eggs (n.)	48	0.007	0.336
		Total	0.8652

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CONCLUSION AND FINAL REMARKS

In the present paper we have expounded a model of Integrated Relational Tourism, which is taking shape from the restoration plan of an abandoned rural village in north-eastern Sicily. It is based on a trans-disciplinary study, focused on the historical and geographical aspects and the analysis of the agro-environmental resources. All this has been integrated into the initial development of a Geographic Information System (GIS), which will be able to strengthen the thesis expounded in this paper.

The restoration project of Borgo Pantano could actually represent a natural laboratory to investigate different aspects of the IRT theory. The high quality of the project and the ethical principles of "Incanti & Memorie" are the basis of this development model, which could become a replicable model at Euro-Mediterranean level.

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TRADITIONAL RURAL LANDSCAPES IN ITALY BETWEEN CONSERVATION AND TOURIST DEVELOPMENT

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To Prof. Leonardo Urbani

Before addressing the topic of my speech, I would like to pay homage to Leo Urbani's fruitful insight by briefly remarking on Integrated Relational Tourism. Thanks to that insight, we have gathered here today from numerous countries of the world.

In 2005, I was asked to write about cultural tourism for the XV Report on Italian Tourism, and there I underscored two different elements. On the one hand, the difficulties in defining and measuring a phenomenon - which transcends its own borders and reaches a dimension where it becomes virtually confused with the experience of tourism as a whole (following MacCannell's lesson) - logically led me to cross out the adjective "cultural"; a useless pleonasm at that point. On the other hand, the careless and persuasive use of the term "cultural tourism" - in communication in the sector, media, politics and small talk, more in general - led to the emergence of one of those clichés capable of generating consensus and agreement, also in highly polymorphous contexts, due to the cultural origin of the subjects involved.

In the conclusions of my paper I stressed how the continuous and dogmatic reference to cultural tourism expresses the widespread necessity to experience the ancestral need for movement and knowledge of the other in a different way. And that need has been met somehow by tourism in developed societies, although it seems belittling to us today, since, instead of being merely observers - even distant sometimes - we would rather be participating witnesses of the lives of people around us, of their world, values, history.

Hence, the vagueness of the term cultural tourism seemed to me the inevitable price to be paid to establish a healthy and positive relationship with people and places, showing respect for their past but with a particular interest in their future at the same time, while being however concerned with numerous questions on how such a virtuous project can be implemented within the strict rules of profit.

Thanks to the kind invitation of the organizers of the Master Course on Relational Tourism, I came to learn of the cultural project behind the complex organization and operational objectives of the Course itself. Furthermore, the cultural climate is very close to my experience as a researcher who has built his identity as scholar over three decades by investigating the complex anthropological and territorial reality of peasant cultures.

I have many doubts that the Integrated Relational Tourism can be clearly defined, as it is based on a non-standardised supply as opposed to what has been provided by tourism so far. I sensed the same fertile excitement that has guided me over recent years in identifying tourism pathways capable of giving a voice to communities. Although rich in history, they have been left on the margins of development and closed in small worlds that have managed to safeguard the ancestral values that our hyper-technological post-industrial societies are in strong need of.

The revival of a research tradition

During the Seventies, when we, young researchers, looked to the peasant world - during its dramatic transitional stage to modernity - we were called to preserve the signs of a civilization dating back thousands of years, by collecting documents illustrating every aspect of the territory and memory of a culture that had been mostly transmitted orally. Nowadays, the development prospects of the rural world - which is, at the same time, the perpetrator and victim of hybrid modernization - are the expression of a new political and cultural project based precisely on cultural/relational tourism. This project does not rely on the contrast between the peasant and mainstream cultures, but on the retrieval of the common values of mankind, which are essential to build a fairer world, one that is more respectful of environmental values.

Against the backdrop of the hopes linked to that project lies the reality of Italian agriculture that has lost more than 20.4% of its farmed surface -from more than 15 million hectares to less than 12- between 1990 and 2005.

Among the causes of this phenomenon are urbanization, which has also affected land of high agricultural value, and the progressive marginalization of more peripheral agricultural areas where the ageing of farmers goes hand in hand with a reduction in the profit margins on crops.

In many areas of Italy – with a high number of small family-run farms with strong roots in the local community – European Union agricultural policy has resulted in agricultural practices being abandoned in rather vulnerable territories, where the long-term presence of farmers had helped in protecting the environment and reducing land instability. As a matter of fact, at the beginning, that policy rather favoured farms, crops and territories that were oriented to global markets, where a high degree of technological innovation was likely to be achieved.

At the same time, in the most developed areas, the devastating effects of farming techniques that were all but environment-friendly were emerging (pollution of waterbeds and air, and progressive loss of fertility of over-exploited soils).

In Italy, the *Bel Paese* where agriculture has produced excellent productive spaces for the community from its lands for thousands of years, thanks to a ceaseless effort to reclaim environments which were often unsuited to agricultural practices, the legacy of a millennial civilization is disappearing, along with farming methods that are no longer considered cost-effective. If, at the same time, we think about some of the most recent transformations of our best agricultural practices due to international economic choices, it is fair to say that the coming years will be critical for the whole agricultural sector.

Fortunately, the alignment of domestic market prices with those of the global market has slowly made it necessary to identify new economic advantages capable of making Italian – and European - agricultural products competitive again as opposed to those of countries with lower production costs. This should be achieved through respect for the environment, but at the same time the expectations of consumers who are increasingly inclined to use top-quality food products should be met.

It is highly revealing, then, how the most recent market strategies are in line with the latest political planning of the European Union, which is aimed at setting up new development processes to the benefit of the rural world. As a matter of fact, planning has been devised to enhance the value of the social, economic and cultural resources of local rural areas – with full respect for compatibility - so that the most marginalised territories can achieve new economic advantages.

Among the new development strategies, economic and structural resources play the same crucial role as the entire cultural, tangible and intangible heritage (local milieu) typical of local rural areas, as they prove the development potentials of a territory of which local communities are the concrete expression. Accordingly, local milieus represent the new economic heritage, which can suitably accompany and support the implementation of all planning related to the integrated and sustainable development of rural areas, if its sustainability potentials are consolidated.

A cultural heritage expressed in both tangible and intangible forms still survives in some of those tiny agricultural areas that are least affected by modernization. This heritage is perhaps most immediately felt and communicated in those esthetic features that have long characterized rural environments, which may differ widely, but which are united by their deep-rooted history and strong ties between the local community and a nature which is culturalized to the extent that it becomes a monument to the brilliance and sheer perseverance of our communities.

Following the recent revival of the concept of landscape, we can now deal with the question of our marginalised agricultural areas using a holistic approach, so that both scientific thought and planning activities are combined in a single space of action, though articulated into different levels: from the pedologic and lithologic characteristics of the places to the agricultural and hydraulic techniques, to the socio-cultural features of rural populations, and to the production and food traditions rooted in cults and rites that still infuse rural life today.

Therefore I found myself on the field again in recent years, I went back to visit and study the contexts of our marginal – sometimes heroic - agriculture, to collect documents and review the features of the small rural contexts of Sicily, my land. Over the past decade, although those contexts have not been left untouched by transformations, they have regained a positive self-representation resulting from the bottom-up approach of development policies, new international situations, deep changes in agricultural policies. And, above all, there is a revival of interest of the city towards the countryside and the woods, a return to nature and its values that is often more mythical than tangible.

The Presidency of Sicily Region and the 'Fare Ambiente' Association have funded a study project, investigating the priority systems of the historical-rural landscape in Sicily and, in particular, the relationship between rural landscapes and traditional agricultural practices. The project that I coordinate expresses – together with other projects that are in the pipeline in Sicily - a change of direction not only in the political world, but also in academic circles, which show a fresh approach to the subject thanks to an increased interest in the themes of development of rural communities.

The new snares of aesthetization

Increasingly, there are calls for measures to be taken to stop the process of degradation of the rural world as we mentioned before. One has only to think of the efforts of the *World Heritage Convention* in dealing with landscape systems that are heavily shaped by human activities, whilst, on the other hand, the FAO acknowledges the importance of traditional agricultural practices –which are protected by the project GIAHS (Globally Important Ingenious Agricultural Heritage Systems) - for the future of human food stocks.

One sign of hope comes from the signing of the European Landscape Convention - ratified by Italy under law n. 14/2006-, which paves the way for the idea of multi-functionality in agriculture especially with reference to policies on environmental sustainability. Said law has been largely incorporated in the Rural Development Plans included in the new 2007/2013 planning period.

However conservation policies cannot avoid being development policies at the same time, aiming not only at projects for the well-being of the wider population, but also for the well-being of those living in rural areas, who quite naturally want to develop plans for their own future.

It soon becomes evident that the most viable opportunities are linked to tourism and the productive sectors, which can benefit from it. Over the last two decades, new types of sustainable tourism have emerged which are sensitive to local values and the sustainable use of cultural spaces and dimensions. Such tourism is a necessary starting point for uniting conservation and development.

It is to be highlighted, however, that the data we have regards only the use of park areas and nature reserves, which, by statute, are set up to identify territories of prominent nature value. And while their use for productive purposes must be strictly regulated, they can be made available for low-impact use (as explained by the recent theories about green and sustainable tourism and other related types).

Those territories often include rural and mountain communities with a high demographic value in Italy, and one cannot neglect the fact that the conflicts on the use of spaces have not fully settled, even if positive results have often stemmed from the utilization of substantial resources for the development of 'low-impact' activities to be integrated into virtuous economic lines of activity and combined with protection requirements.

However, it becomes harder to think about these issues when you try to combine all the agricultural and rural areas in this picture, with all their remarkable historical, cultural and landscape heritage to be preserved.

These contexts are extremely diversified from a territorial and socio-economic point of view, and they lack of those factors of appeal for tourism capable of ensuring their possible future revival.

Our current efforts are therefore focused on producing a catalogue of our agricultural areas of remarkable importance in relation to technological-productive and cultural traditions.

It is crucial, at the same time, that legislative initiatives be taken to redress the balance between the will to safeguard those characteristics and the fair claims of local populations for true development.

The ongoing research I mentioned before revealed how the profit margins of many agricultural practices are below any economic threshold in marginal areas and how the ageing of farmers - in the absence of generational turnover - will soon bring about the complete disappearance of any human presence in territories that can stir some interest only if they are looked at with an aesthetising approach.

The risk is that their attractive landscape values become a sort of golden dress on an agonising body. Both the urban culture – which expresses a deep yearning for and imagines worlds of mythical escape - and Western culture must take responsibility for their choices towards the countries of that forgotten agricultural third world, where the countryside is just synonymous with poverty.

Returning to the situation of the Sicilian rural world, we are confronted with the problem of how to ensure continuity to the existence of environments that can only be rescued from their inevitable disappearance through constant human intervention.

Without guardians, such an extraordinary reality of peasant traditions seems bound to be displayed to great effect in special museums, which today are glamorously called 'landscape museums'. It seems it has been forgotten, though, that the landscape cannot survive without peasants in a country like ours. And if these landscapes are inhabited, who can deny these communities the right to consider their future also in terms of innovation, that same innovation that has made them become contemporary in the course of history?

Our time is one of identities, of the comeback on the global stage – or first appearance - of subjectivities that have been forgotten or flattened by the creeping ethnocentrism of the Western world, which has succeeded in acknowledging the cultural dignity of the other, but has done little to make such acknowledgement concrete and operational.

We live in a time when subjectivities are willing to measure themselves against the world, but outside of well-established models; it is a time of 'plurals' against the absoluteness of 'singulars'; not the mass but individuals, not culture but cultures, not us and others, but all together and everywhere as pilgrims in pursuit of something capable of uniting us while cherishing our own self.

Our time needs powerful mediators enabling us to make it through this transition without traumas, helping us to bridge the gap between one world and the other, without experiencing the emptiness for the loss of those solid points of reference our certainties are rooted in. It is the time of research, and isn't tourism the never-ending quest for something different that can give us not only ephemeral sensations, but also values for us to strengthen our vocation for what is human?

We are confident that the powerful ethical drive behind a fresh concept of tourism – involving rural and marginal areas and having a strong relational component - will drive and support us for the epoch-making challenge ahead of us.

FROM AGRICULTURAL TO TOURIST PRODUCTION

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Abstract

This contribution starts off from taking account of the crisis in the agricultural sector. This sector has been “trivialised” by erroneous policies and market rules. However, at present the trend is changing: “demand for environment” is increasing, as well as the attempt of taking actions and policies favouring sustainable development. At the same time, notwithstanding the different meanings attached to the concept of sustainability, a wave of revaluation of rural areas is rising: the countryside is now considered as a source of local cultural values. Its exploitation as a tourist attraction, which is progressively taking off, is to be considered in this context.

Natural and cultural assets are acknowledged to be “tourist environment”, namely they are considered as a primary component of local promotion and development. This arises some relevant issues. Under this interpretation, the relationship between environment and tourism appears to be simultaneously conflicting and cooperative: natural and cultural assets are part of growth determinants and, at the same time, the growth tourism generates has a negative impact on them, sometimes even significant. Such an impact is not limited to the “use” tourists make of the attracting assets, but it is amplified in the valorisation process: in fact, this process tends to realise structures, infrastructures and services in the most sensitive areas, in order to improve their attractiveness. Rural landscape rightfully belongs to natural and cultural wealth to be preserved and enhanced for it contributes to reflecting the identity of local communities; it is imbued values and traditional know-how passed on from a generation to another: it may be claimed that it is the result of habits and knowledge. Facing the abandoning of fields and rural villages, in the light of what we have just mentioned, it seems vital to rescue the agricultural dimension of the landscape with a view to defending what remains of the traditional and identifying characters of the territory.

In this regard, new models of tourism can pave the way to the improvement of local architectural heritage and infrastructure. Furthermore, they can also favour the upgrading of the agricultural techniques towards higher qualitative standards. Vice versa, a multifunctional concept of “countryside” can play a significant role in making agriculture produce environmental externalities favouring the tourist sector.

Globalisation allows transnational actors to condition local development, which causes marked social and cultural changes. In this context, traditional policies and planning are hampered. This contribution also aims at exploring the potential of a shared process to move to a form of tourism grounded on the agricultural component of the countryside, highlighting that the inclusion of different stakeholders in the process cannot be put off. Moreover, such inclusion must not be considered as an anonym consensus building based on inertia: it needs to be a continuous self-feeding learning process constituting the cornerstone of a new planning method.

Key words: tourism, agriculture, local identity, multifunctionality, sustainable development

INTRODUCTION

In recent years large part of tourist operators have been inevitably confronted with changes and diversification occurring in their sectors: in fact, an increasing number of tourists are looking for more sophisticated

ways of spending their free time, coupling luxury goods, and thereby enjoyment opportunities, with relax, well-being and local products. Unfortunately, nowadays the traditional productive role of agriculture is steadily and progressively ebbing away. On the other hand, much needed attention to environmental problems is arising. This trend obliges everybody operating in the tourist sector, be they professionals or technicians, to take over responsibilities they have so far neglected, and, at the same time, to work out novel immediate plans of actions. In this sense, the falling of the overproductive model requires alternatives enabling agricultural firms to operate profitably and in an environmentally sustainable way: a new investment model taking into account the specificities of local areas and cultures.

Here emerges a new type of awareness concerning the original specific character of the countryside, notwithstanding the plurality of phenomenologies and contexts. This new kind of awareness may be regarded as more pragmatic because the changes to be dealt with in the future are taken as inevitable; it is certainly more "philosophical", meaning that it has to do with a specific way of thinking of globality and market rigidities. In Europe, in particular, this awareness takes different forms; some linked to traditional institutions, others stemming from local experiences – the latter forms usually involve a large number of citizens. At the communitarian level great emphasis has been laid on supporting and enhancing agriculture as a multifunctional producer of positive environmental and landscape externalities, and, more generally, as a supplier of "public goods". Consequently, farmers have been abandoning traditional agricultural production in favour of organic farming and of direct selling of their product on their fields (this form of retail selling is bound to change the relationship between producers and buyers improving mutual awareness). At the same time, farmers have created and improved hosting facilities with a view to farm holidays and hiking in protected areas, in order to respond to the "demand for landscape" of people escaping from the cities. In such a way the accessibility to the countryside, its knowledge, both historical and environmental, and its aware fruition are improved.

It is useful here to specify that the contents of this paper refer mostly to the Italian context and experience.

THEORETICAL AND METHODOLOGICAL APPROACH

The landscape, intended as open territory, is an issue that requires urgent tackling on the part of territorial sciences not only with reference to the safeguard of the environmental quality, but also with regard to the self-sustainability of the development models.

The integration of the environmental (ecosystemic) dimension with the economic (agricultural and food) dimension and cultural (historical, rural and social) dimension provides a new framework for the interpretation of the dynamics of the landscape. Moreover, it points out the need for new approaches to territorial planning: a significant change in the focus and the attitude towards the possible roles of agriculture and rural areas in general is essential.

So far no relevant action has been taken to contrast the constant impoverishment of the countryside, both in farming terms and in cultural terms. This is the result of the monoculture, which, in turn, has provoked the "monotonisation", or as would currently be said "globalisation", of the landscape. Furthermore, despite the soil nature and the local bioclimatic characteristics, technical progress has made it possible to grow species extraneous to the territorial contexts: consequently, agricultural productivity is no longer seasonal, but annual – products are no longer present on the market following seasonal cycles, but all the year round. In 1976 already, G. Samonà had the intuition that «the chief underlying problem in agriculture [was to be found] in the transformation of the prevailing production methods in order to respond to the economic, agronomic and ecologic demands, following an orientation towards the general needs of regional and national agriculture and economics»¹. This involutinal tendency of agriculture has not stopped so far, and it continues to bring about scourges difficult to remedy: water pollution; wasteful

soil exploitation; ecologic fragmentation hindering the setting, the survival and the evolution of animal and vegetal species; the impoverishment of the alimentary regime, due to the reduction in the number of food varieties grown and the loss of ancient *cultivar*. The concept of the agricultural landscape also has changed: from the concept of an environment characterised by biodiversity and considered as a synonym of life, to the concept of an environment more favourable to machines than to human beings, serving the market rather than society as a whole.

On the other hand, the idea that agriculture contributes to reflect local identity is more and more widely accepted: similarly to folklore (in its broadest meaning) and craftsmanship, agriculture reflects traditional values and know-how passed on from a generation to another. Not only are traditional local varieties the result ensuing from an adaptive response to environmental pressure, but also the cultural product deriving partially from a selection activity farmers have undertaken in order to privilege some peculiarities (for example, the shape, or the resistance, or the food quality, or the productivity) and to disregard other characteristics; partially from taming achieved through cultivation practices often socialised and shared in the local environment. Varieties, populations and clones from agricultural species may be defined as *traditional* whenever they have been in place continuously for generations in a particular area and whenever, in that particular area, they are known by name. They are passed on from a generation to the next as a result of family or communitarian customs. In fact, it is the passing on from a generation to the next which makes sense of the qualification of "traditional"². With regard to this aspect, the diffusion of a given cultivation and whether it has been adopted for two or more generations is immaterial: the existence of a specific name referring to it and its acknowledgement at the community level constitute in itself a piece of evidence of the local bound and of a relation made up of memory and identity.

In light of what just mentioned, it is, therefore, vital to rescue the agricultural and rural aspect of countryside in order to defend local traditions and values not yet erased by the vile interests of a handful of people. Moreover, small centres whose economy largely depends on agriculture have been seeing their population decline and age in that young people prefer to move to towns. This has two implications: firstly, younger generation do not fully replace older generations and consequently manpower is likely to exhaust; secondly, the manpower exhaustion is made up for by hiring other workers usually immigrants often underpaid.

The safeguard, also by means of norms and rules, and the consequent enhancement of rural areas thus become the first steps to be taken to preserve the countryside, that is to retain dwellers, to ensure high quality agricultural production, to prevent rural architecture from dilapidation and so forth. At the same time, they promote the countryside. This path, which has remained virtually not beaten so far, may constitute an incentive to the substitution of simplified agricultural systems (monoculture is a case in point) and meant for mass production (industrial-like plants such as greenhouses), with more complex systems. As is clear in many parts around the world, the latter systems are more "self-sustainable": in other terms, they require fewer inputs.

Reconverting the countryside into more complex agricultural ecosystems has a twofolded goal: to reduce the impact of agriculture on the environment, and to increase biodiversity. Such reconversion goes hand in glove with another tendency which has been taking off in recent years: the so-called *naturalistic tourism*. The "demand for environment" is on the increase. A larger and larger number of people feel the need of rediscovering cultural values and nature: for this purpose they choose areas other than towns, and rural areas in particular. Furthermore, nowadays the way in which tourists and hikers approach this quest for culture and nature is totally new: they try to establish relations with the context. In other terms, interaction characterises this form of tourism: to acquire knowledge has become a synonym for "friendship with" and "confidence about" the territory and local people. Visitors' attitude has also been changing: contrary to old forms of tourism, which were of a contemplative nature, modern tourism is more active, as a result of the interaction described above. This requires a change in paradigm as far as the intervention in the tourist

sector is concerned: it must account for the fact the concept of *tourist resource* has evolved. In this sense, combining all rural resources, spanning from agricultural products to ancient pathways, may trigger off virtuous processes conducive to self-sustainable development.

In the pursuit of this goal, rural villages, country houses and farms can play an important role: they constitute an opportunity to assign or restore new functions to buildings and to the territory, which can bring about opportunities for further development. Although rural villages are virtually all deserted nowadays, they used to be self-sufficient: they used to attract farmers and their families and to contribute to their welfare. Moreover, rural villages are usually located in fertile areas (whether naturally fertile or fertile as a result of drainage is immaterial) far from town centres. Consequently, they were built as modern small villages are: there was the school, the post office, the police station, the church and so forth. In brief, the main services making farmers' life comfortable were guaranteed. With a view to landscape planning, rural villages constitute the nodes of a dense network. We could call them "geographies of values", that is bits of the historical, architectural and natural wealth of the area, which contribute to the determination of the appearance of the territory and its *genius loci*³.

Although most of rural areas have been or are being abandoned, nothing could prevent them from acting as the cradle of future development. In the last fifteen years in Italy regional planning has focused on a twofolded objective: on the one hand, to extend nature reserves and parks, on the other hand, to support local historical traditions and folklore. This, however, is insufficient to strengthen the offer for tourists, which needs to be enhanced in other ways: it is not necessary to resort to completely new values or resources; what is necessary is to "re-invent" values and resources that already give the area its structure⁴. Furthermore, local development may also stem from new synergies deriving from the interaction of the tourist sector with the agricultural sector. In this perspective, farming can represent a further segment of tourist market: it is different enough from other forms of tourism that it can contribute to diversifying its supply and satisfy specific demands nobody have responded to so far. At the same time, tourism can improve the farming sector by causing the revival of local traditions, which were fading away, and enhancing qualitative standards.

Many studies and initiatives have been carried on to promote local values and qualitative standards. An offstanding one is to arrange "agricultural parks". These are areas dedicated to preserving and enhancing traditional traits of agricultural environment and landscape as well as their natural, semi-natural and traditional values. These goals are achieved by safeguarding, improving and enhancing all activities connected with farming and forestry for they are tightly linked to restoring the natural and aesthetic potential of the countryside, and allowing its educational, cultural and scientific fruition and recreation. Besides, the attempt to preserve the traditional appearance of rural areas prevents people from spoiling the environment. This is strengthened by the evidence that nowadays agriculture is no longer an activity producing primary goods, but also a sustainable activity from an ecological point of view. Moreover, tourism has discovered homesteads, hamlets and farm-houses; at this point, agricultural industry aims straight to high-quality typical products (spanning from Pachino tomatoes to Borbona beans, Castelluccio lentils, Navelli saffron, Alba truffles, Reggio Calabria bergamots). On the other hand, stock-farming has taken an opposite direction abandoning meadowlands and pastures and being concentrated – not only functionally - in few cowsheds. As explained above, the struggle for efficiency and for time and cost reduction has eradicated biological rhythms and cycles both with regard to vegetable and animal species. In this context the concept of *multifunctionality* plays a prominent role. Multifunctionality means the collection of contributions which the agricultural sector can give to the total social and economic welfare, and which society acknowledges as deriving from agriculture. Such contributions can either be on the product side, like biofuel, or on the service provision side, like tourist and recreational activities, pedagogic and educational activities, and reviving rural values. In order for multifunctionality to work in rural context, be they periurban or not, it is crucial that public authorities recognise farming's contribution

to total welfare and that a sufficient amount of resources is dedicated to the implementation of these policies so as to give stimulus and support to innovation in agriculture. For example, agricultural products can be characterised and differentiated, production techniques can be improved in order to produce top-quality products, and so on. This is also the approach European Community has embraced: contrary to the past, current Common Agricultural Policy (CAP) appears to promote agricultural differentiation both in terms of variety and in terms cultivation techniques⁵. With regard to the innovative policies introducing multifunctional agriculture in Italy, it is worth mentioning the act for "the modernisation in the agricultural sector" issued in 2001. This explicitly recognises the important role of externality producer farming has and puts forward forms of contracts and statutes which can be adopted to acknowledge the relevance of farmers and farming.

The most recent CAP reforms are clear to have acquired full awareness of the ecological, ethic, aesthetic and economic value of environmental equilibria and of the territory as the object in itself for future development in that any form of sectoral intervention appears to be inadequate. Besides, CAP current interventions and provisions seem to aim at checking the risks I have mentioned above, by strengthening the measures in the structural funds and directly involving local communities. The very rediscovery of the value of the environmental and cultural wealth particular to the single regions is carried out through incentive plans and measures which are designed at international level, as far as European countries are concerned, and are implemented at local level by means of the so-called *Rural Development Plans*, which every region adopts within any Member State. Therefore, we are witnessing the renaissance of a concept of environment which goes beyond present and immediate needs and, with an international perspective, looks to the safeguard of natural resources and potential as well as farmers' and consumers' health. A new space-time relation has been born a new season for agriculture has begun. The primary sector is now undergoing a profound revolution: it has understood the problems connected to sustainability and is moving towards a new phase which was unknown to operators from just one generation ago. There emerge the need of operating being aware of the past, and the worry for future generations: this is a season which forces the new CAP to deal with globalisation and regionalisation⁶. Actually, the targets regional, national and international agricultural policies aim at have already changed radically. After forty years during which incentives were given to the competitive quantity production, the tendency is now to aim at high quality. After years of reforms supporting the farm production sector and farms, the territory has been rediscovered, the concerns related to its complexity as a whole are taken into account and the relevance of structural funds is increasing. This implies that a new epoch for agriculture has begun, characterised by the rediscovery of its function as the warrantor of sustainable development and territorial enhancement. This implies, lastly, that nowadays it is vital to refer to rural development sustainability also in terms of intervention policies on primary sector.

In order for these targets to be attained, it is essential that the local community nurtures the development programme. In fact, it must be the pivot of the whole process. It is the local community as a whole which freely accepts to realise a system for hosting and taking care of tourists, for them to enjoy fully of the rural atmosphere. This process requires all-over participation, and is essentially grounded in a bottom-up project. When these conditions are met, the outcome is successful: more and more evidence of a positive trend is found in the increasing number of entrepreneurial activities and in the participation level of local communities in enhancing the service supply in rural areas. In such a way, not only is the local community the promoter, but also it is active as a protagonist in the development of sustainable and socially responsible tourism on its territory, precisely as responsible tourism is defined by the *Associazione Italiana Turismo Responsabile* (AITR).

It is clear from these considerations that it is urgent to implement functional policies with broad and specific objectives. Such policies need to aim at a plurality of issues: actively preserving countryside resources (the architectural and historical heritage and natural and naturalistic wealth); restoring and

enhancing quality of degraded areas, preserving the soil and promoting tourism, recreational, cultural and educational activities in order to trigger a virtuous process ending up increasing the service supply of rural areas. Actions aiming at actively preserving the countryside may be to give incentives to farmers to commit to higher quality crops, possibly by means of the introduction of a specific label signalling superior quality; to safeguard cultural (either physical or not) and biological differences; to preserve the historical agricultural texture and to restore existing infrastructure and facilities connected to it; to guarantee enough support structures to hosting services, and research and educational activities. Within these macropolicies aiming at preserving and restoring the countryside, action can be taken to tackle specific problems: for example, to check or eliminate polluting factors (degrading air, water, etc.), to requalify areas spoilt by human activities (mines, dumps, etc.). As far as the activities aiming at the fruition of the countryside, they span from finding new marketing strategies to promote the territory, the support to local entrepreneurship, the organisation of systems promoting the fruition of the landscape, training operators, guides and so forth. In Italy, for instance, the so-called "wine routes" show how it is possible to enhance the appeal of the territory, starting from natural resources and guaranteeing hospitality to tourists, although they are by no mean the highest target to aim at.

This development model requires that programmes be shared by all the relevant members belonging to the community. At the same time, it is crucial that they indicate beforehand what scenarios they want to pursue and which the vocation of each area is – obviously this depends on the natural characteristics of the territory. Such vocations can be recreational activities, environment safeguard, preserving natural resources and ecological connectivity. After this stage, these programmes must spell out their financial aspect: where resources are taken from. Lastly but not least importantly, stakeholders must be determined: they are the essential ingredient to implement any strategy of sustainable development.

¹ Samonà G. (1976), *La città in estensione: conferenza tenuta presso la Facoltà di Architettura di Palermo il 25 maggio 1976*, STASS, Palermo, p. 4.

² Aversa D. (2003), *L'agricoltura tra identità locale e globalizzazione*, Aracne, Roma, p. 44.

³ Corna Pellegrini G. (2004), *Geografia dei valori culturali: modelli e studi*, Carocci, Roma, p. 25.

⁴ Mac Cannell D. (1974), *The Tourist: a new Theory of the Leisure Class*, University of California Press, Berkeley and Los Angeles, p. 79.

⁵ Grillotti Di Giacomo M.G. (2003), "La riscoperta del territorio e della geografia nella più recente evoluzione della Politica Agricola Comunitaria", in *Bollettino Società Geografica Italiana*, s. XII, v. VIII, Società Geografica Italiana, Roma, pp. 627-646.

⁶ *Ibidem*.

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**CRUCIAL SUCCESS FACTORS FOR CLUSTERS IN THE CONTEXT OF RURAL TOURISM:
LESSONS FROM THE GREEK EXPERIENCE**

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Abstract

The tourism industry is characterised by a highly competitive global market. An increasingly predominant mode of organisation of a thematic destination comprises a network or cluster of tourism-related businesses (Lazzeretti & Petrillo 2006). Research suggests that networks and clusters can provide a framework for small and medium-sized tourism enterprises (SMTEs) - which do not possess either the resources or organizational capabilities to survive on their own - with opportunities to operate in this competitive environment. One of the most exciting developments in tourism in the 1990s was the development of new forms of partnership based on shared participation in the tourism management and marketing processes at destinations (Middleton 2002). The challenges facing tourism businesses in rural areas have long been recognised, among others by Wilson et. al. 2001, Hall 2005, Sharpley 2005. The significant role that proactive partnership between public and private sectors can play has been stressed by several authors (e.g. Middleton 2002); and for many years, these partnerships were a favoured method of addressing the problems faced by SMTEs in a highly competitive market. More recently, however, attention has focused on the contribution of clusters/networks as a means of generating positive economies for tourism businesses and regional competitiveness (Porter 1998, Poon 2002). The literature suggests that clusters and networks are efficient management and marketing tools. They are becoming increasingly important as destinations and regions seek to increase still further their share of the tourism market. The linkages within the private sector are important because of the nature of the overall tourism product, which is an amalgam of multiple services/products supplied by a range of businesses. The more mature the market the greater the incentive for individual actors at destinations to seek the benefits of partnership or alliance synergy.

A review of the literature on the contribution of clusters to tourism destination management and marketing is followed by two case studies of rural tourism-related projects in Greece. The 'Land of Psiloritis' is a geographical cluster in Crete and 'Wine Roads of Northern Greece' is a thematic and geographical cluster. These case studies focus on the main management and marketing issues. The paper concludes by identifying the factors crucial to the success of these rural tourism business clusters and networks, and provides recommendations for local planners and destination managers to enable them to successfully operate such alliances.

Key words: Clusters & Networks; Rural tourism; Crucial Success Factors; Greece; Case study.

INTRODUCTION

The global market does not longer involve single businesses, but it rather consists of geographical or

thematic destinations composed by a network or cluster of tourism related operations (Lazzeretti & Petrillo 2006). Research suggests that clusters can be used as framework providing small and medium-sized tourism enterprises (SMTEs) with opportunities to operate in a competitive tourism environment. The most exciting development in tourism in the 1990s is new forms of partnerships which are based on shared participation in the tourism management and marketing processes at destinations (Middleton 2002). The challenges facing tourism businesses in rural areas have long been recognised (among others Wilson et al. 2001, Sharpley 2005). For many years the proactive partnerships between public and private sectors were a favoured method of addressing the problems faced by SMTEs. More recently, however, attention has been increasingly focused on the contribution of clusters as a means of generating positive economies for tourism businesses and regional competitiveness (Porter 1998, Poon 2002). Clusters and networks are becoming increasingly important as destinations are becoming more competitive in the tourism market for a market share. The linkages within the private sector are important because of the nature of overall tourism products which are an amalgam of multiple components supplied by a range of businesses. The purpose of this paper is to explore the factors associated with the success of clusters in the context of rural tourism. The paper commences with a brief review of the literature and is followed by a discussion of two rural tourism-related projects in Greece. The paper concludes by identifying the factors crucial to the success of rural tourism business clusters.

LITERATURE REVIEW

Tourism is a highly diverse and fragmented industry; this statement also stands for rural tourism which is generally regarded as including a wide variety of tourist accommodation, activities, events, festivities, sports and recreation, all being developed in an area characterised as being rural. It might be suggested that rural tourism is a concept which includes all tourist activity in rural areas (Soteriades & Varvaressos 2002). It should be noted that the definition of rural tourism must be from a visitor's experiential perspective. The 'experience' of rural destination is definitely more important than specific attractions and products. The challenge for rural tourism businesses is to produce the right product at the high level of quality sought by this clientele, and to market it professionally. Thus, rural tourism is, simultaneously a form of consumer behaviour and strategy by which destinations develop and market rural-related attractions and imagery. A cluster is simply a collection of businesses or industries within a particular region that are interconnected by their products, their markets and other businesses with which they interact. Porter defines clusters as 'geographic concentrations of interconnected companies, specialised suppliers, service providers, firms in related industries, and associated institutions (for example, universities and trade associations) in particular fields that compete but also co-operate' (Porter 1998, 197). A cluster is a progressive form of business network, which has strong business objectives focusing on improving sales and profits (European Commission 2003). In essence, clusters are characterised by a variety of participants and involve commitment by members to a set of common goals. Clusters and networks are vital for regional development increasing the performance, innovative capacity and local businesses' critical mass.

Clusters and Networks in tourism industry: are said to involve several benefits including economies of scale; a focus on cooperation and innovation; increased synergies and productivity; knowledge transfer; joint marketing; increased competitiveness. All these create opportunities for synergy and mutual reinforcement to achieve the main aim of a destination that is a rewarding holiday experience for its visitors (Michael 2003, Poon 2002, Saxena 2005). Research indicates that network building is a major new source of competitive advantage and an essential regional and global management requirement. Recent studies (e.g. Hall 2005, Michael 2003, Novelli et al. 2006, Saxena 2005, Tinsley & Lynch 2007) address in more depth the implications of clusters and networks formations in the hospitality and tourism sectors. Michael (2003) highlights the importance of the 'structure' and focuses on the 'creation of economic and social

opportunities in small communities through the development of clusters of complementary firms that can collectively deliver a bundle of attributes to make up a specialised regional product' (Michael 2003, 3). Hence, clusters are considered as being efficient management and marketing tools for rural destinations. These tools however, must be used in appropriate manner in order to contribute at achieving sustainable tourism development and related business objectives (Kokkonen & Tuohino 2007, Tinsley & Lynch 2007). It has been stressed that there is no logical alternative to the development of local partnership. Considering that through a cluster, a group of SMEs can compete globally by co-operating locally; networks and clusters in tourism have experienced a dramatic growth, bringing several benefits (Saxena 2005). The purpose of tourism clusters is to highlight the availability of certain activities in one destination or region and to get SMEs that would normally work in isolation to co-operate and build a successful tourism product in the locality. It is exactly because of this fragmentation that all actors taking part in the value-chain should deal with issues such as integration, collaboration, networking of their activities (Poon 2002). Nowadays tourists desire and expect a series of services that allows multiple options and a package offering opportunities of 'experiences'. The destination's value-chain is thus reflected in all its elements. This approach requires cooperation and networking between the key components. Lemmetyinen & Go (2009) suggested that the development of tourism business networks might be considered as a system in which every participant contribute with its own capabilities. The authors suggested that the coordination of cooperative activities in tourism business clusters is identified as a prerequisite for enhancing the value-creation process and building the brand-identity process across the cluster. Another study (Kokkonen & Tuohino 2007) analysed SMTEs innovation processes and networking dynamics. It was confirmed that innovation in SMTE networks was a synthetic process consisting of product, process and resource innovation.

Tourism clusters' contribution: The valuable contribution of tourism clusters has been investigated and stressed in several contexts. Firstly, in regional and virtual networking, and in destination marketing (Soteriades & Avgeli 2007). ICTs support the effectiveness of business networks and encourage closer collaboration (Buhalis 2005). The internet allows the creation of virtual enterprises in which ICTs provide the linkages, especially networks for micro-businesses. It is suggested that SMTEs benefit from increased information flow through regional networking, to enhance market visibility, global positioning, and strategic leverage (Hitz et al. 2006). The development of the tourism portal www.purenz.com is a good example of the multilateral alliances and cooperative effort required in order to market New Zealand as a tourism destination (Bhat 2004). Secondly, literature on event management has acknowledged the importance of building relationships with other actors within the context of event tourism (e.g. Getz et al. 2007) and convention tourism (Bernini 2009). The case study of Lismore in Australia (Mackellar 2006) demonstrates that festival activities and events allowed local growers and interstate visitors to discover new interconnections between gastronomy and other economic industries. It has been suggested that in a network having stable, long-term, and trustworthy relationships the operational uncertainty decreases and, consequently, the internal efficiency increase. Wine tourism is another context that has been cited as an example of successful development of clusters (e.g. Hall 2005). According to Getz and Brown (2006) collaboration is needed to facilitate the wine tourism experience, involving destination marketing/management organizations, the wine and tourism industries, cultural and other recreational suppliers. Finally, a cluster in spa & health tourism has been investigated by Novelli et al. (2006). The UK 'Healthy Lifestyle Tourism Cluster' experience was employed to analyse the process and the implication of cluster development in tourism. Their study suggested that the development of clusters should not be seen as a simple and spontaneous process due to the nature of businesses involved, but as a very complex process linked to strong stakeholder collaboration.

Clusters' activities: Given that tourists are seeking a rewarding holiday experience, effort should be put into identifying the opportunities for synergy and mutual reinforcement. The success of a destination in terms of tourists' satisfaction is a function of several interdependent components.

Therefore, activities of clusters are implemented into two main areas: (i) Management: clustering contributes to enhance collaboration; develop local knowledge of tourism; knowledge management and knowledge-sharing activities; share expertise; innovate; and monitor the results achieved; (ii) Marketing: All variables marketing mix and communication tools, e.g. product development and formulation (value-chain and innovation); market research; market segmentation; branding; promotion; and relationship marketing would be positively influenced by the synergy created through coordinating them within one management team (Fyall & Garrod 2005). The contribution of ICTs to the above businesses/destinations activities has been highlighted by various authors (e.g. Buhalis 2005, Hitz et al. 2006). Electronic business networks have the potential to unite local stakeholders within a local / regional network to address various problems.

During 90s and this decade clustering and networking projects have been performed all over Europe. Within this context, a number of initiatives have been undertaken and projects have been conducted in the field of rural tourism in Greece. These projects are mainly aiming at enhancing competitiveness and supporting efficiency of rural tourism business. Following a brief discussion of the study's methodology, two of these projects are analysed in this paper in order to explore and highlight the factors contributing to the successful operations of such projects.

CASE STUDY METHODOLOGY

The research employed a collective/multiple case study methodology. A case study is an empirical inquiry that 'investigates a contemporary phenomenon within its real-life context' (Yin 1984, 23). Relevant data are gathered through the use of multiple sources including observations, interviews and narrative reports (Yin 2003). The objective of this study was to gain an in-depth understanding of the success factors of clusters. It is based primarily on documentary evidence derived from a number of sources, including soft and hard copies of informational reports, private papers, visual documents, and promotional material of rural business clusters. Documentary data to borrow a phrase from Hammersley & Atkinson (1995, 173) provide 'a rich vein for analysis'. Moreover data was collected through semi-structured interviews with four coordinators of business clusters.

The research examined two projects, the rationale being that this should produce insights into what is 'good practice' in clusters of tourism enterprises. Current knowledge in this area is either incomplete or shallow (Soteriades & Varvaressos 2002). Hopefully, however, the two cases studies discussed in this paper will contribute to our understanding of the factors involved in the success of tourism business clusters.

A Case Study: Two Projects:

Past studies show that many rural communities have to compete with the increasing number of regions that try to enter the tourism market, making the identification of a unique portfolio of indoor and outdoor activities the only way forward. It is suggested that the best way to stay competitive is through the reinforcement of existing networks and the formation of clusters in which knowledge, expertise and entrepreneurial ideas are exchanged in order to build a sustainable rural tourism portfolio (Wilson et al. 2001, Soteriades & Varvaressos 2002). Within this framework, it is very interesting to explore the factors and dimensions of clusters and networks that have been developed in order to draw a number of suggestions for destination managers. For the purposes of this study two clusters are examined: (i) the 'Land of Psiloritis', a geographical cluster in Crete; and (ii) the 'Wine Roads of Northern Greece', a thematic and geographical cluster. The two clusters are examined in terms of the following characteristics: actors, activities, structure and achievements and problems. These are discussed in the following sections.

The 'Land of Psiloritis', a geographical cluster in Crete

Profile: The cluster "Land of Psiloritis" has been created by businesses, bodies and agencies sharing a common aim (www.idinet.gr), namely to preserve, develop and promote the area's special identity, using concerted actions which are focusing on the development and promotion of rural tourism products. The cluster has been established since 2005 with a formal structure as a limited company. Its stakeholders are organizations and enterprises from different industries: rural holiday accommodation, catering, farmers, food producers, trade, cultural agencies. The local action programme of the European Initiative Leader+ contributed a financial back-up, covering particular operational expenses. The cluster's members are forty four (see Table 1).

Table 1. Partners of cluster 'Land of Psiloritis'

Industry / Activity	Partners	
	Number	Distribution (%)
Restaurants/ Catering	11	25%
Accommodation	12	27.3%
Alternative tourism – Travel agency	1	2.3%
Food and beverage producers/ manufacturers	14	31.7%
Popular art, traditional, handicrafts	5	11.4%
Development and culture agencies	1	2.3%
Total	44	100%

Aim, Objectives and Activities: its main aim is the dedication of a product or service to sustaining quality brand name. This task is achieved through the cooperation of AKOMM (a local development agency), the financial support of Leader+ local programme, and the transfer of know-how and experience via trans-regional collaboration. The accumulated experience within local and interregional networking has enhanced the introduction of shared interests and mutual benefits. Hence, it would be very useful to sustainable development and management of rural tourism businesses. The cluster's objective consists of offering a concrete expression and entrepreneurial form to all productive activities within the area of Psiloritis, by undertaking actions such as: provide technical advice and consulting services to its members; support with the promotion of their local products/services through their participation to exhibitions and trade fairs; clustering with local stakeholders; and implementing pilot and innovative projects and activities. One of the cluster's main outcomes is the local brand name 'Psiloritis Crete'. This is inspired from all the shepherd's houses that a visitor can only meet in Psiloritis area (central mountainous area of Crete). Economic aspects of the brand name actions are (i) to refer to products and services produced and offered within the area; (ii) to enhance local enterprises and agencies to collaborate in order to achieve sustainable development; and (iii) establish inter-linkages between local produce and gastronomy.

The cluster's website has become a commercial tool for reaching potential visitors.

Wine Roads of Northern Greece, a thematic and geographical cluster

Background and Profile: This cluster is an interregional partnership between the Wine Producers Association of the Northern Greece Vineyard, local development agencies and a local administration authority (www.wineroads.gr). The Association was set up in 1993 by the name 'Wine Producers Association of the Macedonian Vineyard' as a not-for-profit non-stock corporation by the joint efforts of the 13 members of the Association. In 2002, wineries from Epirus and Thrace joined the Association, and this new alliance was renamed as the 'Wine Producers Association of the Northern Greece Vineyard' with the trade name 'Wine Roads of Northern Greece'. Today, the forty five wineries that have joined forces within the association, have directed part of their corporate activity towards a set of common objectives.

These include:

- Building up the image of the wines of Northern Greece Vineyards, and promoting their products.
- Offering visitors an all-round wine tourism product/experience of vineyards and landscapes of Northern Greece.
- Supporting Northern Greece's cultural heritage, by focusing primarily on grape growing and wine and on local cultural activities.
- Participating in the formulation of general rules governing the relations between growers, wine-makers and wine merchants, with a view to optimising cooperation, improving the quality of both products and services, and consumers' experience.

The cluster is actively involved in activities related to the above objectives. Activities include marking and signposting wine trails for tourists to follow, providing them with information on places of interest. Other activities such as publishing books on local gastronomy, organising gastronomic and cultural events aim at generating more tourist interest. In 2007 the network of the Wine Roads of Northern Greece grew to include selected hotels, restaurants, local produce and outdoor activities businesses. Hence, it has become a cluster, an alliance in order to collectively create a framework for the support of the region's cultural and gastronomic tradition. The project consists of interlinking, on one hand, professionals of accommodation, catering and local producers, and on the other, wineries and vineyards as tourist attractions. It should be noted here that the selection of all partners for joining the cluster is based on specific qualitative criteria indicating a special seal of approval. A synoptic image is shown into Table 2.

Table 2 – Wine roads Cluster's Partners

Industry/ Activity	Number	Distribution %
Wineries	45	26.9
Catering (Restaurants – Cafés)	49	29.4
Accommodation	51	30.5
Local products and handicraft producers	19	11.4
Entertainment and recreational activities	3	1.8
Total	167	100

Aim, Objectives and Activities: The main aim of the cluster is to develop themed rural products in order to attract visitors in Northern Greece. Consequently, it is an initiative seeking to capitalise existing investments for projects already deployed; in other words, to trace new itineraries and to enlarge wine routes developed within the framework of European Initiative Leader II. These themed products interlink wineries and vineyard domains to tourism attractions, as well as to tourism-related business creating an added-value for professionals and rendering the region more attractive to potential visitors. This product concept is known all over the world. In fact, routes of wine are really a series of recommended itineraries selected for the curious traveller interested in visiting this region. Recommended routes to visitors include, Olympian Gods, Epirus, Naoussa, Pella – Goumenissa, Lakes, Thessaloniki, Dionysus, and Khalkidhiki. Trips last three-four days and are flexible in that visitors can design their own holiday itinerary to experience the traditional culture. A trip along the 'Wine Roads' promises the visitor a great experience of wine tasting and culinary delights. Furthermore, through hosting and entertaining promotional events, the cluster plays a leading role in supporting the Northern Greek vineyard.

Results: Achievements and Problems

The formation of clusters is routed in the desire of rural communities to create a more viable set of tourism

opportunities. Benefits resulted from networking include: sharing of ideas, knowledge transfer, skills enhancement, establishing inter-linkages between local produce and gastronomy, and efficient marketing and branding. From a business perspective, the two clusters have produced significant benefits for those SMEs used to working in isolation, which now co-operate with other local businesses.

Their alliances have been generating improved quality of services and enhanced the visibility of SMEs. Furthermore, they have created synergies: commercial collaboration is one of the most obvious outputs, as well as voluntary arrangement of business referrals. Through the cluster, rural operations are encouraged to operate in a progressive form of business network (cluster) in order to work for their own interests (improved sales and profits) and for the visitors/customers benefits (improved product/experience).

From the foregoing analysis it can be seen that the two Greek clusters have the three basic features as identified by Roberts & Hall (2001). Both clusters: (i) have partners who share common objectives and mutual benefits; (ii) create synergy between the partners concerning activities carried out in local and regional level; and (iii) enhance the previous actions. Within this clustering framework, the activities undertaken are into management and marketing (product design and development) fields, and some themed products – wine routes and gastronomic trails - have been developed. These activities are common to the networked areas. One of the main achievements of the examined projects is the introduction of innovative procedures concerning the promotion of rural tourism business, the improvement of supply, capabilities including knowledge transfer; experience and information exchange and joint marketing actions.

However, our study suggests the problems are there. The fragmented nature and predominance of very small tourism enterprises and the weak relational ties between actors makes it difficult for an industry network to be self-supporting. The clusters offer some solutions to some of the immediate needs of the partners, but the difficulty is keeping the members motivated for the long-term objectives - growth and economic benefits. It often seems that the short-term results are valued more than the long-term prospects. Another problem is the retention of skills and the quality of the local supply chain. The local industry is characterised by relative weak and unstable relations. Since the cluster's main aim is to generate businesses and market diversification, the value-chain needs to be established and enriched. Enormous efforts have been made by coordinators to keep members interested by contributing to the cluster activities, which in a way stressed the importance of a joint effort. Lack of leadership and lack of shared commitment and enthusiasm was also evident. One of the key findings of our study is that there is a need for strong leadership in order to strengthen further relational ties between members. Clusters lack research information to set and monitor realistic targets, mostly they do not involve local businesses in the process of setting and achieving agreed targets. Last but not least, the examined clusters do not take full advantage of the tools and possibilities provided by ICTs, mainly the Web 2.0. Clusters have to address the above problems and face the challenges; otherwise they will have dysfunctions resulting in ineffectiveness.

CONCLUSIONS: CRUCIAL SUCCESS FACTORS AND RECOMMENDATIONS

Our study has shown that these local alliances can help in the innovation process of rural tourism businesses, and can contribute to regional development, through the simple results produced by cluster activities. The study's conclusions are twofold. Firstly, two crucial issues and a major challenge suggested by related research have been confirmed: (i) it is imperative to adopt a strategic approach to clustering in order to consistently ensure higher standards of product delivery at destinations and to appeal to ever more demanding customers. This approach effectively enhances the special intrinsic qualities and character of 'place' at a destination, both for its own sake and as a core element of its attractiveness to visitors; (ii) there is also a requirement for efficient management of local clusters (i.e., leadership and clear rules of conduct). Within this framework, a much-improved research effort is needed to provide management information for decision-making in order to achieve desirable marketing outcomes; (iii) the challenge is to create a

customer focus bounded by knowledge management and driven by innovation and personal service. Secondly, the study highlights those factors which influence the effectiveness of clusters at local destination level and in rural tourism contexts. These are: (i) participation of both public and private sectors is essential.

The optimum route to effective management and marketing lies somewhere between the resource responsibility and orientation of the public sector and the asset responsibility and market orientation of the private sector; (ii) a clear cluster structure (relationships and responsibilities of members) is required and a common platform of interests should be developed. There is also a need to consider informal relationships among local stakeholders and partners; (iii) the characteristics of partners, in terms of their expertise and professionalism have important ramifications for the cluster's cohesiveness and the development of shared views; (iv) additionally, shared commitment, collective action, and continuity must be strong features of the cluster; (v) the geographical qualities of the cluster have significant implications for collaboration, harmony and agenda setting in the alliance. It is suggested that a theme (e.g. wine or other distinct local produce, experience quality) may be the driving force to attain improved outcomes. However, it should be stressed that our study encompasses some limitations. The method used is a case study and further testing with other cases would confirm and highlight crucial success factors. The present study tended to describe rural tourism business network's structure and activities. Findings cannot be generalized to any specific project or geographical area. Further investigation is needed to make it more robust. More extensive empirical work is needed to investigate the dimensions and aspects of clusters. Hence, there is a need to understand the dynamics of clusters and to develop appropriate strategies for their management.

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“RELATIONAL TOURISM, DEVELOPMENT AND SOCIAL INNOVATION”

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Abstract

In the framework of the relationships among Tourism, Development and Innovation, the present paper focuses on the links between Social Innovations and Relational Tourism, considered as a social and territorial innovation. Tourism theories commonly consider tourism as a great driver of changes in the economic, social and spatial contexts. In this sense, the socio-economic impacts of tourism development in the current life of territories, communities and people makes tourism a great agent of social change and a considerable factor in national and regional development.

Social and spatial implications of tourism development must be considered from the perspective of innovation; however, innovation does not only mean technological innovation, therefore, social aspects of innovation are also dealt with in our analysis. The evolution of the concept of innovation and the latest interpretations and recommendations of the Oslo Manual (OECD-Eurostat, third edition, July 5, 2005) have been discussed. Finally, the characteristics of social Innovation and its application to Relational Tourism have been explored.

According to this study, Relational Tourism represents an enormous challenge (opportunities and threats) for territories, people and institutions of underdeveloped areas, in which this kind of tourism may represent a way to promote social and economic development; however such expectations are bound to fail if they neglect the complexity of the current tourism demand, with particular reference to its relational, organizational and social aspects. Disregarding social innovation in Relational Tourism may turn out to be negative for their development plans.

It is therefore fundamental to reflect on tourism, carefully considering all the different features of the tourist phenomenon and its interrelations to prevent such failure.

Key words: Social Innovations, Relational Tourism, Development, Innovations.

INTRODUCTION: THE RELATIONSHIP BETWEEN TOURISM, DEVELOPMENT AND INNOVATION: TOURISM AS AN AGENT OF SOCIAL AND ECONOMIC CHANGE

It is very common in tourist theory to consider tourist activity as a driver of change in the area in which it is performed, given its positive and negative impact in the economic, social and environmental fields (Butler, 1974 and 1975; Pearce, 1988; Picornell, 1995; Murphy, 1983; Mathieson and Wall, 1982). No disagreement seems to exist on its inductive capacity in the income generation, and its consequent contribution to the GDP growth, and thus on its role as an economic catalyst or facilitator of the territory. This role is of paramount importance in economic and spatial contexts characterized by structural under-development, where the tourist expenditure implies a considerable and almost immediately “visible” monetary contribution. Nevertheless, tourism, as “invisible export”, could represent a more “intelligent” production choice vis-à-vis the export of traditional raw materials, since at present there are no access restrictions for

tourism outbound markets (quotas, duties, fixed prices, etc.). Equally acknowledged is tourism's inductive power on infrastructure, employment creation, equal distribution, etc.

However, empirical evidence shows that a rash allocation of funds may result in little considered opportunity costs (Crosby, 1994) deriving from incompatibility in usages, due to the limited nature of the resources (natural, social or cultural resources).

Moreover, great attention should also be paid to the "natural" fluctuations of tourism demand which is volatile by its own nature and very elastic to the changes in tourist products' prices, to the influence of trends and to a wide range of external factors. Such fluctuations, in turn, could lead to a drop in the local economy, if this is too dependent on tourism.

We cannot neglect the territorial distortions that tourism could cause, due to the polarization of the activities in a limited area: this could produce territorial breaches such as the coastal areas/mainland areas dichotomy, that is so frequent in the Mediterranean. This, in turn, causes consequent population concentration, spatial agglomeration and polarization of services, equipment, infrastructure and economic activities in the tourist centers and desertification of the hinterland and most internal areas. Some collateral consequences of this process could be soil and land speculation, on one side, and the inflationary pressure deriving from the seasonality of tourist flows and the opportunity/need to "generate cash" by the local providers who, tempted by the possibility of quick and easy profits, may raise prices up to excessive levels for the local population.

In a sociological – and not much considered – perspective, the socio-anthropological impact will largely depend on the type of relationships between the resident community and tourist arrivals (Butler and Pearce, 1995). Normally, the impact intensity will be affected by some factors such as the tourist profile, the duration of his stay and the level of contact between the guests and the hosts. There is no need for an intense relationship between guests and residents in order to have a significant impact resulting in the change of attitudes, behaviors and values of the native population (Butler, 1978); the mere presence of (national and international) tourists is sufficient in order to trigger the "demonstration effect".

The "positive" influence of tourism on aspects relating to the quality of life of the local population seems to be fairly clear, since the increase in infrastructure facilities, equipment and services and the re-adaptation of physical spaces for tourist purposes (rehabilitation of the historical and artistic, environmental and ethnic-folklorist heritage), initially intended for tourist arrivals, will turn to the advantage of the resident community too. Equally evident is the positive impact of tourism on social dynamization and on the permeability of "class-stratified" societies, traditionally segregated in watertight compartments, as in the case of the demonstration effect in the Mediterranean area. In this regard, it is also true that tourism might have a potential negative impact on the intensification of social dualism in dual societies split into élitist groups and masses of underprivileged people, with the emergence of enclaves of luxury amid the surrounding absolute misery. Again, the potential effect of tourism on the acculturation of the hosting societies should be taken into account, as in the case of mass tourism flows that first neutralize, and then impoverish the cultural exchange which is initially fostered by tourism.

Finally, also as far as the environment is concerned, the tourist activity reveals some pros and cons: although it is true that it may induce greater care for the environmental heritage – given its value as strategic tourism asset – through the planning of its development, the empirical evidence shows that such attitudes are generally "reactive", in that they try to respond to the impact already occurred, while they should be proactive and anticipate the problem. Hence, the "negative" impacts of tourism on the environmental context are much more evident: irreversible destruction of the surroundings, waste generation, environmental degradation, regression or urbanization of the rural areas, and massive seasonal fluctuations in the population density with consequent pressure on the environment.

Considering the above-mentioned impacts, tourism is a huge mechanism carrying economic, social and territorial changes and transformation into the contexts in which the tourist activity is performed.

This “global” impact of tourism on the territorial context implied the relation of Tourism with Economic Development in the second half of the 20th century, it being widely recognized that tourism – due to the economic effects that it entails – is an instrument for Economic Development (Rey Graña, 1998). In fact, over the last decades, tourism – and sustainable tourism – has been commonly regarded as an instrument for the development of the world’s periphery (WTO, 1997, 2002; OECD 1994 and 1997; UNCTAD 1986), a process which culminated in the so-called “Canary Island Declaration” of 29 March 2001, (UNCTAD & WTO, 2001). This document emphasizes the role of sustainable tourism as an “engine of development”, that is more suitable for the Least Developed Countries and areas, or if you like, the poorest among the poor.

Thus, it is not strange that underdeveloped countries and peripheral areas give priority to tourism as a productive activity. Tourism plays a key role in the economic development of these locations, since it represents a driving and diversifying activity, creating employment and export, so decisive in the economic structures of these areas. Similarly, since the economic crisis of the 1980s, the tourist activity in the developed countries has been considered as a revitalizing activity, especially for declining and less developed regions and as an employment-generating activity (Morand, E, 1994).

The passport to success of tourist activity, in terms of economic development, lies, on the one hand, in its ability to trigger a dynamization process embracing the whole economic system, thanks to its cross-sectoral nature and multiplying effect, and on the other hand, in its considerable capability to generate employment, given its nature of service providing activity based on personal services provided in situ. Moreover, it is fairly clear that the tourist activity features a number of advantages, vis-à-vis the other productive activities, which make it particularly interesting as an instrument of development for low-income areas and, even more, for the developing countries.

The attention currently devoted to tourism clashes with the little consideration that until the late 1980s was traditionally given to it from a scientific perspective, due to the hostility and the derogatory views originally associated with the tourist activity. The negative concept of tourism as an economic activity basically was derived from its cyclical nature, volatility and vulnerability (Coordination Office, 1963) and from the consideration of tourism as a mere “raw material”, a primary resource, a sort of white gold that could be easily exploited, thereby generating rapid income which would, in turn, be allocated to cover balance of trade and payments deficits in the short run, and which would, in particular, contribute to the financing or cover the urgent needs for financing of countries and regions in order that they could overcome their structural underdevelopment situation (Calderón Vazquez, 2005).

The “white gold” empirical evidence is derived from the fact that international tourist arrivals imply, for the outbound country or market, an import of services – in terms of balance of payments – with the peculiarity that there is no movement of such services, but there is a movement of the consumer of the same. While, for the inbound country (or region), tourism represents an invisible export or, according to Esteve Secall (1983) “an in-situ service export” or, if we like, an export of services without movement of the same: this, for the balance of payments, results in foreign currency influx, which is essential for a country in a situation of structural underdevelopment, since it contributes to the equilibrium of the balance of trade which normally tends to be imbalanced in this kind of countries.

The reference to the “assets” of tourism as instruments of territorial economic development implies the need for taking also its “liabilities” into account; in fact, the emphasis placed exclusively on tourism “assets” by certain currents of thought and some international organizations – tending, maybe too often, to present tourist activities as a panacea for all ills of underdevelopment – sometimes implies neglect of the potential side effects of tourism.

Certainly, the attention currently devoted to tourism is a consequence of the astonishing results, in terms of Economic Development, obtained in the above-mentioned countries and regions in the second half of the 20th century; however, the deficiencies and contradictions of tourism in the underdeveloped world should not be disregarded (De Kadt, 1979). For operative purposes, an ensemble of typical issues related to

tourism as a propeller of economic development may be summarized starting from leakages (Hernandez Martin, 2003; De Vries, 1972; Bryden 1973), to problems originating from the implementation of tourist activities based on colonial patterns (Pérez, 1973; Bryden 1973). The problems caused by tourism single-crop approach (Defert, 1960; Turner and Ash, 1975; Young, 1973) and those relating to environmental degradation highlighted by Samir Amin (1976), or also those associated with cultural mismatch (Burkhart and Medlink, 1974) may be considered as "classical" issues. However, from a global perspective, these issues emerge as a consequence of the concept of the international tourism market as a raw-material market (UNCTAD, UN, 2001), where multinational companies exert an almost monopolistic control in the orientation and implementation of tourism supply and demand. As a consequence, in most cases the local tourist industry and the territories in which it is based are faced with a sort of feudal system, with a "cartel" established by the above-mentioned multinationals controlling the demand and orienting destinations and tourist flows, besides critically affecting the level of prices and the profitability of the tourism business.

Whatever will be the sign of change, positive or negative, at present tourism appears as a major factor of economic, social and territorial transformation and, therefore, as a considerable driver of economic and social innovations as well as an innovation itself. We should not forget that the word "innovation" stems from the Latin verb *innovare*, meaning: "altering the established order of things to generate new ones", from which the noun *innovatio- innovationis* derives.

If we analyze the terminological root of *innovare*, we see that this stems from *novare*, which is in turn related to *novus* (new), which according to Moreno Bayardo (1995) may have two interpretations: a restricted one i.e. "what has never been invented, known or done before, and which is generated, established or happens for the first time", and an extensive one "new forms or ways to do or use something". It is evident that tourist activity falls within the second interpretation.

In other words, it is considered as new something that has already been known or used previously; by applying it to tourism, that means that when a tourist activity is performed in any kind of territorial location, that territory and its recourses are being used in another way, very differently from how they would be used in primary or secondary production. With tourism – principally in underdeveloped or peripheral areas – territorial innovation is being promoted, both from an economic and a social viewpoint, since new conducts and attitudes are being implemented, people start to think differently, to organize things in another manner, they are more aware of the restrictions and deficiencies of underdevelopment and, above all, they need to act in a perspective of community and in a spirit of cooperation: we cannot solve problems by ourselves, we need the others and the institutions in order to properly manage something complex like tourism.

TECHNICAL INNOVATION AND SOCIAL INNOVATION: THE EVOLUTION OF THE CONCEPT OF INNOVATION

The study of innovation, its causes and effects, has traditionally been performed from purely technical/scientific or economic perspectives. Innovation has traditionally been identified with its technological and scientific aspects, and therefore considered as "something" mostly associated with R&D or a product of the latter. These views of innovation, placing excessive emphasis on purely technological aspects and on its economic impact, disregarded – maybe not intentionally – its social and institutional aspects, thereby generating a concept of innovation excessively oriented to techno-economicism.

Hence, from the very first neoclassical concepts technology develops outside the production context. Technological innovation is always generated in R&D activities and laboratories at a stage preceding the productive activity, and then is transferred to the productive and trade processes without a feedback linkage with the productive world. For neoSchumpeterians (Nelson and Winter, 1977, 1982), technology develops and gradually spreads in a context with certain historical, socio-cultural and socio-economic

characteristics. Thus, the receptivity of innovation depends on the context. Nevertheless, the innovating capacity of an enterprise will be influenced by the context in which it operates. The aim of innovative activities is to obtain profits or comparative advantages for the enterprise implementing them. The enterprise only implements innovative activities when such advantages are viable, starting from introducing change in its routine. The socio-economic and institutional context (market, political, institutional and financial elements) where innovation is generated, is important in that it determines the channels whereby the use of technology will change over time, what technologies will be replaced and those chosen to replace them, and – maybe more importantly – what type of R&D the enterprises of a given industry will adopt. Only from the second half of the 1990s, with the emergence of the systems theories of innovation (Lundvall, 1996) the socio-economic, social and institutional aspects associated with the spreading and use of technologies by the enterprises began to be considered. Such theories focused on the importance of spreading and transferring ideas, qualifications, knowledge, information, as well as on the key role of institutions and instances interacting among themselves, thereby creating the basis for innovation, it being meant as a learning process. Similarly, innovation in economic terms has been associated with the concept of competitiveness, as a logical cause-effect sequence. This explains the enormous interest that the main international economic institutions have given to innovation from the 1980s, with the emergence of the macroeconomics theories of the world system and the globalization. However, the socio-cultural and organizational aspects of innovation – not much considered before – began to be gradually more evident. This multidisciplinary perspective began to be adopted by the international organizations such as the OECD, which, in the last edition of the Oslo Manual (2005) defines innovation as:... “the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations”... (OECD, 2005). In this manual, a real vade-mecum for innovation at a world-wide level, four types of innovation are analyzed:

- Product innovation; the product innovation implies significant changes in the characteristics of goods or services. Totally new goods and services are included, as well as the significant improvement of existing products.
- Process innovation; the process innovation entails significant changes in production and delivery methods.
- Organizational innovation; the organizational innovation involves the implementation of new working methods both in the organization and in the workplace and/or the company's relationships with the outside.
- Marketing innovation; the marketing innovation refers to the implementation of new marketing methods, such as changes in design, packaging, and promotion of a product through new pricing policies and services.

This implies a very important step forward since in early editions of the manual (1992) innovation was circumscribed to technological product and process (TPP) innovations at the manufacturing stage. Basically, the manual updates the concept of innovation, extending it to other areas not related to technological innovation and including two new types of innovation relating to marketing and organization. The manual includes innovation in service firms, such as tourism firms, and this is very significant; therefore, the noun “innovation” is no longer associated with the adjective “technological”, so that the innovative issues implemented by the service industry – with an increasingly more predominant role in the economic context – may also be contemplated.

In the tourism sector, innovation may consist of a new concept of service, new forms to interface with the customers, a new or improved method to deliver a tourist product or provide a tourist service, or improvement in the business or territorial organization or also the implementation of a new type of technology. Traditionally,

in the tourism field, innovations use to be incremental, i.e. they consist of small and constant improvements or modifications of the pre-existing service or product in order to make it more attractive and functional for the tourist consumer and they usually involve the customer/provider interface.

RELATIONAL TOURISM AS A FACTOR OF SOCIAL INNOVATION

Social innovation is nothing more than the logical extension of innovation dynamics to the field of social sciences, or in other terms, the innovation in social forms, uses and customs. According to Capel (2000), we start from a general concept of innovation, as any novelty that occurs in the society, spreads across the social fabric and is, more or less gradually, accepted by the society. For the Research Center on Social Innovations (CRISES, 2007) social innovation represents new practices or approaches introduced in order to: enhance economic and social performance of public or private organizations, to solve an important problem for the social actors, to fill in where there is a lack of regulation or in the social and community coordination to satisfy new aspirations or needs. With the term "society" we refer to individuals, groups of individuals, communities, social actors, institutions, historical processes, etc. These elements, in turn, interact among themselves, thereby creating social constellations, a living fabric that will respond, in a way or another, to the innovative proposals.

According to Moreno Bayardo (1995) Rogers (1962, 1995) and CRISES (2007) the main characteristics of Social Innovation would be the following:

- a) Deliberate conduct. Social innovation is the result of a deliberate and durable conduct by certain groups, communities or social actors (institutional or not) consisting of the introduction of new things or novelties in the society, thereby generating a social improvement vis-à-vis the previous situation.
- b) Processual, not linear, nature. Social innovation is a process: it is generated, accepted and spread within the social fabric, not necessarily following a sequential pattern, as in the case of technological innovation. Social innovation takes place in a time-span in which several actions may occur and overlap, not necessarily following a preset order, in order to achieve the proposed goal.
- c) Ability to generate social fabric: this implies to articulate the social universe generating broad social partnerships (individuals, groups, communities, contexts and institutions) starting from a basic agreement (common good, common interests, shared destiny in the case of tourism, etc.); such partnerships should be able to generate favorable contexts for the introduction, assimilation and diffusion of innovations.
- d) Involvement and will to change. Both individuals and organizations should be really involved in innovation and be convinced that this may generate considerable social transformation. If the actions performed or the proposals advanced, although sound or valuable, are not based on effective will to change they may be perceived as imposed by the authority, as in the case of the novelties introduced by the institutions when these lack leadership or effective leadership ability.
- e) Ability to concretize. Innovation is associated with concrete actions, facts and activities that take place over time. The innovation process in the social context must lead to concrete results, even though actions stem from previous planning or thinking. The improvement brought by innovation must be measurable, comparable and demonstrable.
- f) Behavioral changes. Social innovation may be achieved through actions generating changes in conducts, attitudes and social practices.
- g) Problem Solving. Social innovation is associated with the finding of solutions to problems, deficiencies and social needs.

Since the term innovation is usually associated with the introduction of something new generating improvement, innovation implies a favorable change vis-à-vis the pre-existing situation, therefore, social innovation in tourism entails new forms and methods of tourism management and implementation.

In other terms, it implies new management and organization schemes for tourism, which, in theory, would bring about an improvement of the living conditions and quality of life for the population, better functioning of the institutions or, among other things, a better layout of the society.

Relational Tourism, as any travel format, features a number of characteristics which differentiate it from other formats. These characteristics entail a new approach in tourist activities, since Relational Tourism presupposes a new relationship with the tourist based on the idea of encounter, coming into contact with the local population and sharing its traditions and culture. In such relationship, the tourist is not a passive subject as in the Fordist tourism, but an active subject taking part in the community's activities.

The active participation of the tourist means a new organization and layout of the territorial resources so as to make them accessible and enjoyable for the relational tourist. Therefore, the Territorial Supply should be organized in such a way to meet the needs and taste of the tourist.

Because of the socializing nature of relational tourism, the local community will have to "understand" and accept tourists and this implies new ways to see the others and be seen, greater social awareness of the territory, of the community identity and of the value of the local heritage.

Obviously, this "new awareness" of the territorial issues entails a different social conduct, whereby the natural environment and the local historical heritage may be enhanced, or at least protected by the local community. These new patterns of conduct are based on new ideas, new forms to interpret things; the contact with the guest implies new opportunities to know and become familiar with other cultures and other ways to see the world. As Everett Rodgers (1968) argues, development processes start with the diffusion of new ideas, motivations, attitudes or behaviors.

Similarly, relational tourist activities imply new opportunities for the creation of new enterprises, especially SMEs, and consequently the most risk-prone population or individuals will have the possibility to take on business challenges, the emergence of new entrepreneurs will entail new opportunities both in terms of capital accumulation and in terms of new technology adoption and assimilation, which is very important for territorial economic dynamics.

According to Schumpeter (1942), the entrepreneur is an outsider, somebody who breaks the rules, generating a change in the status quo with his activity. Hence, the Schumpeterian assumption of the entrepreneur as the main agent of innovation.

For Schumpeter, innovation as a socio-economic process is the engine of economic growth, since it triggers "creative destruction" dynamics in which new innovations replace the old ones leading to increasing growth cycles with their emergence, assimilation and consolidation.

Nevertheless, the establishment of new enterprises and economic activities in the field of relational tourism generates opportunities of innovation adoption and diffusion in the area where it takes place; Thor Hagerstrand (1952), in studying the diffusion of innovation in the territory from an economic geography perspective, introduced the spatial dimension in the analysis of innovation. Such dimension is crucial since the emergence of innovations implies the alteration of pre-existing territorial hierarchies and of the relevant center-suburbs relationships.

Finally, the implementation of relational tourism activities in a given territory generates new jobs and employment opportunities for the residents and new economic growth and development opportunities that may considerably contribute to the territory's economic upgrading and the achievement of higher levels of wealth for its population.

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**SUSTAINABLE RURAL DEVELOPMENT IN MALTA:
SUGGESTIONS FOR NEW PROJECTS AND COLLABORATION**

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Abstract

Malta still lacks behind in offering an Integrated Relation Tourism experience, but it is believed that there is a market for this type of tourism activity. First of all it is much more sustainable, and with proper planning one can easily develop an area which till now has been left undeveloped. The local Tourism authorities have embarked on a number of projects that aim to diversify the tourism product that Malta is offering. It is being aimed at attracting tourists throughout the whole year, rather than having large numbers during the hot summer months. The authorities are aware of this problem, as this does not help in the sustainability of the whole industry. Yet, with the offer of a different kind of tourist activity in Malta, it will help in attracting travellers during the shoulder months.

This paper aims at proposing a number of interventions and development in a particular rural area of Malta. It is being suggested that the area will involve three villages and the countryside surrounding and uniting the same villages. Amongst the proposals, it is aimed that there will be a concentrated effort on the development, organisation and promotion of different activities which till now have not featured so much on the tourist activity calendar in Malta. The same area lends itself very well to the development and better marketing of already existing agricultural industries. Walks throughout the area can be organised and developed. Participants will be able to have a look at agriculture, natural environment, maritime heritage, history, archaeology and folklore all during their walks. Organic farming is already practiced in the area, but it needs to be better developed, organised and marketed.

The various activities that can be organised in the area will enhance and preserve the area's archaeological, historical, traditional, gastronomical and environmental heritage. The success of this pilot project will lead to similar projects in other rural areas of the Maltese Islands. The activities and interventions that will be proposed are in line with what the central authorities want to have for a better rural Malta. The Local Councils are also attracted to this idea, as the villages in this pilot project are far away from the usual tourist paths. This will therefore help in spreading visitors away from the overcrowded places and offering the discerning tourist quiet countryside and surrounded with nature and tradition. At the same time the Local communities of these areas will start to benefit from a controlled tourist activity which will not disrupt the sustainability of the area.

Key words: sustainable rural development, alternative tourism, relational tourism

INTRODUCTION

In recent years there has been a change in the mentality of how the local Maltese authorities look towards tourism. It was the number of arrivals that was considered important, until it was felt that there should be a change in the mentality, especially with the ever-changing mentality of the tourism industry. With this change the local authorities needed to re-think their own strategy. This has led to a diversification of the market – both towards the sources from where the tourists would be arriving, and also the offers present in Malta. This has led to a number of niche markets being developed and some of these are also

considered to have become an important part of the tourism industry. Yet, it was still obvious that there were other issues that could be tackled with profitability if one could investigate further and understand the product. Besides the diversification of the product, there was started a drive towards trying to attract visitors during the winter months. This has given rise to a number of interesting winter activities which are increasing in popularity. With the passage of time and more research being conducted one can say that it is even possible now, for a different mentality to be introduced and the local tourism product profiting from it.

The small size of the Maltese Islands can be considered an asset rather than a drawback. There is no need for one to travel long distances to cover whole areas, and this can be used for the benefit of planning and even for marketing purposes. The short distances can be considered as one of the most important positive assets, as tourists need not waste too much time travelling from one side of the island to another.

Tourism is a dynamic industry. This can be seen through the various recent developments and beliefs of different alternative activities connected with tourism:

Tourism is now one of the leading growth sectors in Europe and the world, for its ability to involve any territory offering new opportunities to areas whose margins seemed destined to remain in a strong development-oriented industrialization and outsourcing ...” (Sala 2008, 7).¹

Local authorities have understood the need to diversify the product to all parts of the islands, as this enhances the diverse product that can be on offer. Tourism can be used for those areas where till now either no tourism development has taken place, or else where there has not been any tourism oriented activity in the area. This does not imply that one needs to overdevelop any area², which till now has been left intact. It only needs to be understood, and placed on the touristic itinerary, especially areas where they can still offer an authentic look of the locality. The same idea goes hand in hand with the approach of offering the discerning traveller a different alternative, a sustainable option, and something which is definitely more authentic.

The area under discussion is basically still rural, even though one of the villages can be considered as one of the main stops on the tourist itinerary. Rabat, being the suburb of Mdina (the old medieval city of Malta) is blessed with ample parking space, a number of interesting churches and convents, important religious shrines, as well as a particular rich archaeological and historical heritage. Dingli and Siggiewi cannot boast of having the same amount and quality as Rabat possesses, but they still possess large countryside and a mixture of what constitutes an interesting offer for the discerning traveller. All three villages are contiguous to each other, and the rich, fertile and diverse countryside surrounding them offer the possibility of a different tourist product. The aim of the following is to highlight the diversity of the possibilities for alternative tourism, mainly in the area under discussion.

Rabat, as already indicated, is rich in rural areas, pristine hamlets, a lot of agricultural activity, and rich in archaeological and historical remains. The area close to Mdina is very urban looking, although the historical core of Rabat still retains the old pathways, narrow and winding streets, with the various corners that characterises these villages. Due to the extent of its territory under its responsibility, Rabat has also a number of small countryside hamlets, and its countryside is replete with small farmhouses, medieval structures as well as medieval cave settlements. Dingli can be referred to as an extension of Rabat, due to its proximity. Yet, this is definitely a different type of village. Medieval in origin, the present village core is datable to the late 16th and 17th centuries, and it gives the impression of a village mainly of farmers.

¹ Il turismo rappresenta oggi uno dei principali settori di crescita in Europa e nel mondo per la sua capacita` di coinvolgere ogni ambito territoriale offrendo nuove opportunita` anche ad aree la cui marginalita` sembrava destinata a permanere in uno sviluppo fortemente orientate alla industrializzazione e alla terziarizzazione ...

² Even sustainable tourism can be damaging, and therefore one needs to take into account all the pros and cons of any activity that would be introduced in still non-touristic areas (McElroy and de Albuquerque 1996, 48).

It is surrounded by fertile land, impressive cliffs looking towards the Mediterranean Sea, and a number of isolated medieval farmhouses. There are few archaeological and historical remains, but the little that has been identified, is interesting. Most of the tourists that stop here are usually taken to the cliffs' edge to admire the views. Siggiewi is a large village, with the old centre being surrounded by the modern expansion, and development of the late 20th century. There is a lot of agricultural activity and quarrying, and limited tourist activity.

THEORETICAL APPROACH

The modern traveller has developed different needs to what previous travellers looked for when travelling abroad. It has become now a trend to look for niche tourism activities, where one can feel and see, to be closer to nature. For this reason recent studies have continued to emphasise and develop the niche tourism product. It is also opportune to point out that the tourist of the third millennium is a traveller who is interested in local culture, in the customs and traditions and expects to be fully immersed in a fruitful holiday (Naselli and Ruggieri 2007, 27-28). This brings us to the concept of relational tourism.

The definition of relational tourism is basically very simple. One can look towards the immersion of the visitor into the local culture, traditions, heritage, gastronomy and above all human interaction (Naselli and Ruggieri 2007, 29). This helps in showing the best local knowledge and offer in the most sustainable of ways. Although this type of tourism is not new, for the Maltese Islands it is still new territory for the majority of the operators and practitioners. Since the Institute of Tourism Studies took part in an EU funded project, called PRISMA³, together with ARCES of Palermo, this concept in tourism has become a by-word for several of our activities. It has become part of our own philosophy, and this has led us to introduce the idea to as many different operators as possible, besides offering modules of studies to our students. We are registering success in increasing the awareness of local practitioners and officials. The next step forward is that to coordinate the various efforts and introduce new ideas within Local Councils⁴, for whom tourism related activities are still not part of their ethos.

Tourism has been one of the most important economic activities of the islands for the last 50 years. With the achievement of independence the industry was developed, albeit slowly, but with the passage of the years, with more enthusiasm by the local Government officials and with the involvement of more local entrepreneurs, this has increased dramatically. Tourism has been part of the Maltese scene since that time, and it was only obvious that the vicissitudes of the world-wide industry would also leave their effects on the islands. It is therefore heartening to listen and see that there is a lot of official recognition to the needs to diversify the product. For some time, the diversification was meant to be more towards the source markets, but now, coupled with this, there has been felt the need to look for a more sustainable development and offer⁵. In recent years it has been noted, that there has been an increase in awareness towards rural tourism, and here it is being suggested that this phenomena is taken up more seriously by the local authorities. Due to the greater financial power that mass tourism generates, it is usually the role of the local councils and the small entrepreneurs that need to take up the development, marketing and administration of the local product.

SUGGESTED PROJECTS

3 For further information about this project access: www.progettoprisma.org

4 Local Councils were introduced in Malta in 1983. Since this is a new concept in local government, the councils are still in a learning curve. It is for this reason that the Institute of Tourism Studies has made it a point to collaborate with the various Local Councils in the various activities and initiatives that they plan, especially in tourism and cultural related programmes.

5 Pollacco 2003 is a comprehensive look and study of future sustainable tourism in the Maltese Islands by one of the longest serving member of the industry from the official side.

The recently concluded EU funded project PRISMA, has already been mentioned, and the report that was published states clearly that there are clear possibilities for success in the implementation of the Integrated Relational Tourism concept in Malta. Three areas were identified, namely Birgu, Rabat and Gozo (Scozzari 2008, 117). I concur wholeheartedly with these choices, but I would like to go a step further in offering another dimension to the offer, and possible projects that can help to diffuse Relational Tourism to other areas of the Maltese islands.

The following proposals are aimed at three Local Councils, and the idea is to have a collaborative effort by all, rather than tackling the same proposals on an individual level. The idea is that although each and every one of the proposals can easily be organised and marketed by the Local Council of the community, the offer that can be offered to the visitor can have better value and chance for success, if a wider area is participating, and a more varied product available. At the same time, the proposals can easily be implemented anywhere in Malta, and with a little bit of more creativity and individual attention, there will be more varied offers and better service as well.

Wherever one is travelling in this particular part of the island's countryside, one cannot miss not noticing the intensive activity that there is connected with stone quarrying. The local limestone has been the most important natural resource of the islands and since prehistoric⁶ times it has been used for the various needs of the different communities living in Malta. The area under discussion is considered as quarry area, and there are to be found a variety of quarries that produce soft stone, as well as the harder one. A few years ago, a local entrepreneur developed his own personal disused quarry, close to the village of Siggiewi and has turned it into one of the most attractive and visited sites of Malta⁷. The Limestone Heritage has continued to be developed with the addition of more attractions, activities, as well as catering for a different kind of visitor. A visit to this place offers the visitor with a good introduction of the various methods and tools used in the trade. There are various tools on display in a small museum, while within the disused quarry itself, there has been set up a walk-through explaining the primitive methods used, and how they developed into the modern technological ones that are in use till this very day. This has become an interesting walkthrough and museum, which offers the visitor a good idea of what quarrying, is all about.

Unfortunately, like so many other attractions, this is a stand-alone stop. The administrators of the place do not offer any alternative tours to the immediate area, and neither do they offer anything outside their premises. Both of these activities can easily be organised, and if well marketed, become an attraction in their own right. Tours can easily be organised for small groups of visitors to the immediate and surrounding area where one can be taken around the area and the geological features explained even better. This would be an extension of the whole experience, which will offer a complete experience to the discerning visitor.

Another possible activity, also connected with the limestone heritage, is that in the three villages under discussion there are a number of tradesmen working in the carving of local stone. These are usually working in their workshops, mostly fashioning balustrades for local Maltese houses. There could also be some who would also be working on some other project. The arrangement for small groups of visitors to visit these places would enhance the Limestone Heritage visit immensely, and provide the visitor with a different alternative to a static museum.

Walks can be placed under any one of the various niche market segments⁸. The Local Council offices have already embarked on offering heritage trails in their own locality, but these need to be upgraded and offered in conjunction with other Local Councils, as at the moment most of the walks organised by the

⁶ Close by to this area there are a number of prehistoric monuments that are still standing and which are on the UNESCO World Heritage List.

⁷ For a brief outline of the site see www.limestoneheritage.com. Consult also Zammit 2004

⁸ See the table Appendix 1.

councils tend to be concentrating on suggesting all kind of walks around their own territory. It is also necessary to upgrade the idea of offering walks, by looking at the seasonality and the thematic walks that can be on offer. Walking is known to be a very popular countryside activity⁹

- Seasonal walks can be organised according to the needs of the group visiting the area; thus the variety of the seasons in Malta can be better explained by taking walks along the countryside, the coast, and the hills, through the designated areas.
- Village core walks need to have a different offer. During the walks in the villages, the tourist guide would have access to the different small workshops that are usually found in these villages. Visitors would therefore have a better idea of the various trades as practiced in that locality. Although it is not possible to have these small craft workshops, open all day long, it can easily be arranged that on certain days, and during certain times of the day, they would welcome visitors to their premises. It is also good to point out that most of these workshops would have their main entrance leading out to the street, and therefore there is never really the need for any other arrangements, other than just an indication of the place and the trade involved.
- The usual thematic walks can easily be organised – archaeological, religious, agricultural and botanical, medieval dwellings. No need to emphasise the need for the tourist guide to be well briefed about the subject matter.
- Walks can also be organised for the sheer enjoyment of walking in the countryside, and taking in the natural environment. These can usually be organised with an adventurous aspect as well, by including walks along difficult terrain, and the less visited areas. In the case under discussion, it is easy to start a walk in one of the villages, and continue along a route leading towards the other two villages.

The whole area under discussion offers great opportunities for outdoor activities. One of these, which need to be promoted, is that of cycling. The different type of terrain that is available will provide enthusiasts with all kind of difficult routes. There are the normal routes that one would take along the small country roads, and cycling from one area to another is not a problem.

There is also the possibility to create other routes which will take into consideration the different terrain where the cyclists will be asked to do some off-roading as well. The same type of walks that can be developed under the previous heading can easily be taken up by cyclists. Both of these activities can easily have stops organised for a visit to the various places under discussion – vineyards, wineries, organic farms, and places where to partake in the local food.

Due to the close proximity of these Local Councils it would be a great opportunity that they combine their own efforts to offer three different starting points. One can therefore start from any place, and then leave the rented bike at the end of the route. This way, instead of being restricted to one place, there would also be the possibility of taking in more scenery, activities, and experiences as well covers more terrain.

Gastronomy and wine should be an important part of the offer. In the area under discussion there are a number of places where this can be achieved with the least effort possible. There are already a number of individuals who are offering an experience on their territory and enterprise; therefore what actually needs to be done is upgrade the product and the marketing aspect. In the Rabat area there are already a number of small restaurants that can be described as being the typical local eating place, rather than catering for the tourist. This provides an option to the travellers to try the local fare without any problem. Besides the restaurants, there are a good number of small bars, coffee shops, as well as snack bars. One of the most popular snacks for the Maltese is the *pastizzi*, a savoury of puff pastry filled either with ricotta or peas. These can be bought from any one of the small bars which are so popular. These bars can be found at each and every corner of the villages.

⁹ *Walking is known to be the most popular pursuit by those taking active holidays abroad (Weed and Bull 2004, 176).*

Local food can be found at other locations in the villages. Yet, the marketing of these leave much to be desired, and one needs to have a better coordination between the Local Councils to advertise these places better. The same eateries need only to upgrade a little bit their own fare, as the idea is to have the travellers enjoying an authentic meal, in a place which would be popular and sought after by the locals. There is still space for a number of small restaurants to be set-up in the numerous abandoned farmhouses that still dot the countryside. Although there are such places, their numbers are limited, and the popularity of these restaurants is such that bookings need to be done days beforehand.

The production of good wine in Malta has made a lot of progress in recent years. From a small industry, now it boasts of good wine, produced according to the latest technology as well as a lot of investment being carried out by the large wineries. The same wineries offer a variety of activities – tours to their vineyards, tasting sessions to cater for all kinds of clients, and visits tot heir winery. Yet, there are no real wine tours in Malta that can take a round trip from one site to another and offering the visitors a variety of the grapes grown in Malta.

In the wooded area, locally known as Buskett, there still stands a small and old winery building. This used to be a Government run winery, built by the Government in order to encourage the wine industry in Malta. With the passage of time, there developed private wineries and this winery was eventually abandoned. Yet, there is scope to have it renovated, a wine centre set up here, and a museum about the wine culture in Malta established. This would mean that visitors will be offered a proper wine heritage trail, as the location is near a number of other small vineyards. In recent years a large number of private viticulturists have set up their own association, and these have already shown an interest in taking over the running of the old winery, and develop it according to modern needs. This new association has led to an increase in awareness to the art of viticulture. Some of them have started producing their own wines, albeit in small quantities. Yet, these have been the most open to new technologies and tourist related issues. Some of them have started opening up their fields to visitors, and they have started to organise wine-tasting on their sites. There are also a few who have ventured into the field of organising gastronomic feasts in the open fields, enjoyed with the best wine products from the same fields where the visitors would be.

A combination of these gastronomic feasts is that which is offered by an organic farmer on his land, situated in one of the most suggestive areas possible. He welcomes visitors to his land, either to help out in the picking season, or else just to enjoy the fruits of his labours. The walk to his small field shed, the visit to his organic farm, and the Mediterranean based lunch that is offered is very much welcomed by one and all. It is unfortunate that there are no more such like establishments.

In the whole area under discussion there are a number of farmers who produce their own cheese-lets. Yet, it is only one small sheep farm that welcomes visitors at its place. The visitors are taken around the small farm, and visit the various sheep pens. One last stop would be at the small laboratory where one would be shown how the milk is turned into small cheese-lets (the Maltese *gbejniet*) and end up with a tasting session as well.

CONCLUSION

Integrated Relational Tourism has also been referred to as community-based tourism. This type of tourism is based on small-scale tourism and it has been suggested that in order to succeed this must be owned and supported by the local people; it must come up from the local community itself, and not down from the central government (Russell 2000: 100). For complete success therefore of the various suggestions, projects and concepts one needs to follow at least three criteria (Russell 2000: 89):

- There should be the support and participation of the local community
- Much of the economic benefits should go to the people living in the area
- These activities must protect the local people's cultural identity and natural environment

The various suggestions cannot be said to be new, or even ground breaking in concept. Yet, the whole idea in itself is ground breaking for the Maltese Islands. Many of the rural tourists are day excursionist (Hall, Roberts, Mitchell 2005, 3) and this in itself is a good thing as well. It is unfortunately a tendency that small island communities tend to be very individualistic and parochial in method. Thus, it is not common to see different councils working together for the benefit of each community. It is usually the tendency to find them working as competitors. This minimises the good effects that might be present.

Another detail that needs to be pointed out at this point is that of accommodation. It is only in Rabat that one can actually find something, even though this is still not well developed, as the other two areas under discussion do not have any registered accommodation catering for tourists. There are no small hotels, and neither are there any bed and breakfast premises. Although this might be looked at as a disadvantage, one needs to look at the other side of the coin. The small size of the island, the few kilometres that need to be tackled in order to arrive at a destination, and the need to leave the area as rural as possible with the least of modern intervention, can be regarded as a positive thing. In fact, it might be important to understand the need not to offer any accommodation in these areas, if this leads to the deterioration of the same rural zone.

The three villages possess together a very large area, in a district which can be considered as rural and even pristine. It is for this reason that the combined efforts of all, together with the involvement of local entrepreneurs will enhance the product being offered. At the end, the traveller will also be able to travel to the area knowing that there is going to be a variety of offers, different country walks, rides, as well as experiences. The combination of all will enhance the offer, and will eventually benefit one and all. Rural tourism need not be associated solely with activity on farms, as it is accepted that all of the above is also considered as part of the rural tourism package:

Rural tourism's very diversity and fragmentation sees tens of thousands of enterprises and public initiatives active across Europe, some of which are listed with local or regional bodies such as tourism boards and authorities, while others are not. Overreaching these issues are often fundamental differences in national definition and enumeration: one country may include only farm and nature dimension in its concept of 'rural tourism'; while another will consider many economic activities located outside of urban areas (Hall, Roberts, Mitchell 2005, 3).

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PROMOTION OF THE HERITAGE TOURISM BY THE CERTAIN DESCRIPTIONS OF HISTORICAL FACTORS AND INFORMATIONAL METHOD

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Abstract

The main theme of the thesis concerns: significance of landmarks in the developing tourism of a country, landmarks as tourist attractions, creation of a country description by sight heritage, cultural-heritage tourism, promotion of the heritage tourism by the certain descriptions of historical research and informational method.

The topic is divided into some directions and purposes based on the research from different angles which will be classified as followings:

- 1) To carry general research on national and state property and touristic resources of all-inclusive countries. This overall knowledge has great significance for students studying tourism. The information can also be obtained virtually, from guidebooks, and from internet resources. The awareness of history is a common demand.
- 2) To research toponymical origin of those properties- cities, monuments, landmarks, historic sites and so on based on linguistic aspects. Foreign language background, getting profound linguistic knowledge. Proper communication skills and acquisition of the certain information providing abilities.
- 3) To prepare internet based or lively taken photo or video gallery of these properties with the subtitles containing appropriate information that can be a brief guide for the travelers. This aptitude is one of the most important for the tourism studies. Creativeness by adopting a new set of aesthetic values and a new image that leads to a certain model of a country. Advertising and tourism marketing lessons. The marketing strategy, planning and execution of the total marketing operation. To research brand potentials and to detect the obstacles on the way of a newly generated or any other undeveloped brand is one of the methodical approach of the tourism planning.
- 4) To apply the historical –comparative, cultural integration approach and their influence or traces. Geographical transfer and collisions. Regional, cultural contact. Culture studies on the aspects of regional, historical and linguistic influences.
- 5) Further, possibly to arrange individual excursions to the museums or field trips with the intention to get more vital research. Classifications of the museums according to the purposes of exhibited components. The identification of elements with common characteristics based on the historical periods and the cultural changes. A common ability of the recognition of architectural structure of sights on the historical bases.
- 6) To make a statistical survey about the reservation of property for the touristic purposes. Classification and promotion of the certain sights and landmarks internationally.
- 7) The role of property in the growing tourism sector of the country or development of tourism according to historical and cultural features. To carry out theoretical analysis of this factors.

The research topic isn't limited within the research of the specific country; it has general characteristics which can include worldwide tourism and property aspects.

Key words: Heritage tourism, planning and promotion;

INTRODUCTION

Tourism promotion policy bases on diverse strategies that vary according to the introduced objects and their factual potentials. Despite the fact, that the worldwide tourism promotional strategies comprise the same accepted rules and methods regarding to the product, these potentials also have dissimilarity in attracting and imposing consumers of the product – tourists. The total concept of the tourist product or resource can be analyzed and classify into some parts. Each of these focused on divisions has its own field of research, yet all of them linked in the same point that has a character of paying a visit or leisure travel, they differ in the point of purpose. The theme of our subject will deal with the division that creates an image through heritage, culture; land marks united them under one headline called cultural attractions. From natural point of view tourist interest as special as tourist product itself. Heritage and historic resources stands on the base of innovative method. In order to create this model and to plan promotional strategy, it is very essential to have a general idea about the theory of tourism. The focus on planning sustainable tourism requires giving a good interpretation about the product. During the process of modeling the tourist cultural attractions creating the image and promoting the aesthetic values is divided into the variations through the objects described. G.J.Ashworth and J.E.Tunbridge introduced the following variations to identify specific models built for the tourist purposes.

- 1) Variations in the site
- 2) Variation in size
- 3) Cultural and historical variations (Ashworth and Tunbridge 1990)

Landmarks, sites, historic cities are constantly considered to be a powerful attraction means for tourists. The early growth of cultural policy based on public museums, galleries and libraries usually had an educational function aimed at introducing high culture to the masses. Just as tourism originally the preserve of the wealth, so cultural production was historically controlled by and aimed at the elite. (Richard 1990, 8,9) But is it sufficient to attract and impact tourists or make them fascinated in the visiting country? Clearly, before intending to promotional success there should be systematically plotted some steps that will be methodically approached. Tourism on the other hand is rooted in the techniques and justifications of commercial management, even when such management is undertaken by public organizations, and its academic study has adopted this industrial bias by concentrating upon attempts to isolate, and thus define and delimit, its demand and supply components. (Ashworth 1990, 4)

THEORETICAL AND METHODOLOGICAL APPROACH TO THE HISTORICAL BASED PROMOTIONAL PLANNING

Planning and management of the landmarks and tourist historic sites, area designation, local planning improvement strategies, restoration and conservation for tourist purpose, adaptation to the modern requirement standards, encountering these criteria, can be considered the first step of the planning task. While numerically, international tourism in post communist CEE has increased substantially, in South-eastern Europe and much of the former Soviet Union destinations have not been able to take advantage of the potentially wide range of tourist markets opened to them. This is partly due to lingering images of regional instability, poor service, infrastructure and facility quality, and possibly, more recently the shadow effect of the EU's 2004 enlargement. (Morgan 2004, 117) Second planning approach involves-emphasizing the product, marketing promotion, stimulating experience, destination branding through historical and natural resources. Informational method, historical description, cultural interpretation stands as a powerful weapon for the culture and heritage promotion to gain the global scope in the tourism market. As there was mentioned before some countries are very famous with their tourist attractions and these attractions still say something about the history of folk and all people over the world probably recognize and create historical image by these famous landmarks.

Cultural Heritage

Egypt is a country that is famous for its monuments and landmarks that are main potential for tourism image of the country's ancient civilization. The Great Sphinx and the Pyramids of Giza, belonging to the Old Kingdom, have great function in the prosperous tourism industry of Egypt.

Greece is a country with a particular affluent history and famous personalities that attracts world-wide interest of tourists. Cultural heritage in this country is becoming chief factor in the economy because of its increasingly considerable function in attracting foreign visitors. For ex: The image of the Parthenon, located on the Acropolis in Athens, is one of the most descriptive symbols of the cultural heritage and refinement of the ancient Greek civilization style.

The culture and the history of the over described countries are well-known all over the world and are still valid to attract tourists. As we see from this research the countries having famous culture and historical description are globally recognized as well as attractive for the special amount of the tourists than that are not prominent with their historic landmarks. Imagery of heritage and culture are frequently used, to some extent consistently, as a means of reformation and modernization, particularly in pastoral regions. A common sense of historical perception and a keen responsiveness of the national property and cultural value of nationality in the period of post communist renovation has coincided with the grows of cultural and heritage tourism to accompany the recreation of new state systems. All these property perceptions can create a specific brand representing a destination including its national and state belongings. Branding is perhaps the most powerful marketing weapon available to contemporary destination marketers confronted by tourists who are increasingly seeking lifestyle fulfillment and experience rather than recognizing differentiations in the more tangible elements of the destinations product such as accommodation and attraction. (Morgan 2004, 60)

Historical values or prominence connected with the events dated back to many years and traces that left as evidence would be even interesting to the consumer that has overall review about that events. Actually, the heritage that influenced by the historical cultural factors has a great power to create image about country. Having natural and historic resources, regional availability for being a perfect tourist product is a total potential for a good promotion of these values with the facilities of regional-historical factors, historical-cultural heritage, landmarks portraying these factors, historic or leisure sites and prominent description of the region or the country in the historical arena.

According to a much cited, but never officially published, study by UNESCO, more than 50% of the global cultural and historical heritage is concentrated in Italy. Even if doubts may arise about the exactness of this figure, Italy surely is, at least as far as cultural and historical heritage is concerned, one of the richest countries in the world. It has been touched by many ancient civilizations, as much as by more recent artistic and cultural influences. Art, culture and history are important motives for at least some of the many people visiting Italy each year. Furthermore, they form a strong promotional vehicle for the destinations, even towards market segments which are less sensitive to culture. (Richard 1996, 215)

Historic events happened and give their importance in the stages of the historic innovation, renaissance period, their left tracks in the landmarks can be properly transferred by a good interpretation. This happens emphasizing these factors, creating the image that belongs to the special stage of the history, historic architecture, style of constructions dating back has also historical informational impact on the consumer. If the consumer wants to find himself in the middle ages, if he hears the legends and sees the stones belonging to the ancient ages or wants to find the famous house-museum of his beloved poet or singer:

Gobustan Rock Art Cultural Landscape which is situated in the area of the Azerbaijan Republic is very rich in archeological monuments.

The reserve has more than 6,000 rock engravings dating back between 5,000-40,000 years. The aged stones and rock engravings represent graphically activities as hunting and fishing of ancient people living in this area.

Shakespeare's Birthplace in Stratford is the most famous and most visited literary landmark in Britain. The attraction has been welcoming tourists all over the world for over 250 years.

Both of over described cultural attractions are conserved for the touristic purpose and considered the profitable cultural property of the country yet they belong to different ages and portray different cultures. Interpretation of heritage and cultural product should be strictly controlled in the management process. The project that arranges different elements of the cultural tourism inform visitors about the history using the different descriptions. Given the fact that the ATLAS definition of cultural tourism is based on cultural motivation, a key question posed in the survey was the extent to which the visitors had traveled specifically to visit a cultural attraction. When asking how important the cultural attraction they were visiting was in their decision to travel, almost 60% said it was important or very important. A combination of cultural attractions may also be sufficient to persuade tourists to choose a specific destination, rather than simply visiting an attraction as a part of a holiday. Over 20% of tourists said that cultural attractions had been very important in determining their choice of destination for their previous holiday. (Richard 1996, 34)

Communication quality is a vital part of company philosophy that is realized by interpretation strategies .Product development support, brand image and quality control consistently established marketing strategy. At national and local levels, post communist re-imaging in Central and Eastern Europe (CEE) has been informed by a requirement to portray an Europeaness which conforms to requirements for European Union (EU) accession, and the projection of a safe, stable and welcoming environment to encourage foreign direct investment and international tourism. (Morgan 2004, 111) Creativeness and quality of the overall experience, vital description ability of guiding is advantage in services. But these consistent services should go beyond the limit of a little group and gain world-wide scope that brings continuous grows to the country tourism. Promotional tools as advertisements, brochures, posters etc. provide consumers with additional information more colorful way. Here are some quality standards according to the provided informational interpretation services. First of all, the ability to convey information clearly and vitally, to inform the consumers about the historic sites, their location, their historic values and importance, their origin and history of the monuments and sites.

The evidence from the national analyses suggests that culture has been used in the past in a fairly unsophisticated way in tourism marketing. Awareness is now beginning to emerge, however, that cultural tourists do not constitute a uniform market segment, but also have disparate needs. Cultural tourism marketing strategies will need to take more heed of the divisions between general and specific cultural tourism, between first-time and repeat cultural visitors and between cultural tourists from different countries if they are to succeed. (Richard 1996, 322) Expert knowledge and a strong general education: great outlook, identification ability and overall experience of the historic elements, knowledge of the host country, about its people and customs, ecology economy, culture, history, religion and tradition is very important for further quality of information to entertain and involve consumers in tour activities. Organizing and planning of these activities should be systematic and well planned.

Cultural and heritage tourism supply based on some marketing systems .These systems or organizations has different administration and working structure. But all of them aimed to supply information or location for the tourists, yet they differ by the implementation character. Hotels mainly deal with hospitality service and resting facilities. Cultural tourism provides consumers with the knowledge about cultural property that consists of museums, historic buildings and cultural events. The travel agency services include and apply all these tourism services through the tourism marketing and management. Tourism development and promotion policy relating to cultural and historic heritage tourism has significant features and particular programming that involve the historic resources on the informational bases leading to the strong marketing strategies. Informational motivation on the historical bases and facts implements 70% of our marketing strategy. Advertising of historical cultural potentials by means of marketing, personal selling, on websites and in brochures, also through public and media relations, and through the co-

operation of destination marketing organization with journalist, event organizers and film-makers are variety of ways to expand a destination brand. Destination promotion, realize by publicity and marketing to present discerning images of specific geographic area to a target audience. Except these functions, destination marketing tourism conveys friendship developments and spotlight events in the arts media, leisure, heritage, retailing or sports industries. (Morgan 2004)

Historical – cultural significance appears to be different. Tourist historic cities, planning and management for the tourist access, motivation by the different methods to attract the tourists to get interested to see the city – this city historically various and has its identification according the located region. General information about the historical features and elements of the region: Occupations influences by the period of the history, their traits, archaeological and religious suggestions reveal the part of the culture. The context of the historic city by the historic elements and their history is based on interpretation and comparison. Historic city is a complex of this entire cultural phenomenon that motivates tourists, it is also based on complex information about a city. Planning and management of the details to build the complex information improve the elements to plan and promote every trace left by history. It is not only giving information about the city with a few words, but the words and general image of the country in the world tourist arena can be described and pictured in people's mind consequently. Tourists are attracted with the destinations that have high-standard five-star hotels and attractions, marketing claims a unique culture, landscape and heritage, destination is described having extraordinary specificities, and high standards of customer services and conveniences. In this case the main purpose for destinations marketers is to create a unique identity to differentiate themselves from their opponents. This strategy stands as a sustainable means in gaining a spot within a globally active marketplace and on the world-wide tourism competition arena. These cultural attractions are often specially marketed. Advertisements and stands at fairs as well as promotional brochures and posters published by the city's tourist information office are most commonly used to promote the attractions to a broad audience. Depending on the size of the town and the available advertising budget, the town may also be promoted abroad, for example in cooperation with the DZT. Another possibility is to cooperate with travel agents or representatives and local hotels. This is mainly limited to large cities such as Berlin, Dresden, Munich or Hamburg. (Richard 1996, 175)

One of the cities that has great tourist importance and historical significance word-wild is Istanbul. We will describe the overviewed image born in the mind when any one talk or plan their trip to this city. Istanbul is one of the historic cities that connects the Europe and Asia-a city of civilization, considered to be the major tourist cities of Turkey. It is located in the Marmara Region and functions as a bridge between the Eastern and Western parts.

These described information portraits Istanbul regional strategy and geographic access and topography makes the consumer to identify it according to its position and gives further information about the history of the country. The monuments and cities that inform the consumers vividly that use the historic product would be interpreted accordingly. The monument that we see informs us about the Ottoman Period and its traces, all the artifacts constructed during the Ottoman Era around Sultan Ahmet square worth to accentuate. City walls complex of Islamic architectural buildings, inners, hammams, and mosques in every step portraying Islamic culture. The monuments that have their traits and historic information about the Byzantine periods of Istanbul open new historic facts before us. Famous construction and architectural samples of these periods such as Hagia Sophia, old Churches, and their architectural structure of the Byzantine Empire is historical values carrying tourist importance.

The multitude of tourist-historic cities around the world can be grouped in almost as many different ways as there are examples. Each case is necessarily the product of a unique set of resources, resulting from a particular historic experience, and presented as a distinctive product on a targeted tourism market. The purpose of attempting to impose a system of classification rather than just proceed with a descriptive glossary of unsorted unique examples is that sets of identifiable common characteristics may result

from similarly comparable histories of development and subsequently in comparable problems and management policies. (Ashworth 1990, 130) The historical based information has 2 different directions and stages: First is related to the marketing through the previous planned management: Marketing tools and colorful illustrations of the historical facts through motivational means, portraying the certain tourist attraction image by the using of these historic complexes. Planning and management initiate the perspective of potential from the point of view to assemble historic or the tourist elements so comparatively outstanding to be classified as consistent historic gems or tourist option. We describe as historic "gems" those usually small communities in which the historic resource dominates their morphology and identify, as internationally or at least regionally perceived. In Europe they are typically medieval/renaissance survivals, whereas in the "New World" they may appear in various guises associated with pioneer settlement, and in the less developed world they are inevitably diverse. (Ashworth 1996, 135)

Creating a certain image stands in the first steps of up-called historic based information. Calling these punt aims of the tourism through the historic objects: Activities and plans aimed to the tourist attractions and motivation is the objective of our first step. This stage deals with presentation of the historic fact to consumers vividly, at their virtual influence, rather than cultural effects and impacts of cultural tourism. The number of visitors interested in cultural attractions and proceedings has grown extensively throughout Europe. The traditional cultural tourism grows by the promotion of cultural attractions such as museums and monuments. This cultural potential created by rich historical heritage sustainably builds cultural attractions industry of the touristic country. The range of city trips on recommendation is more and more determined by foremost cultural events which are another reason to visit the city, in addition to its permanent attractions such as historical town centre or buildings, the options for cultural tourism available in cities are assorted ranging from museums and art exhibitions to concerts and festivals and to cultural history and culinary days. All of these well-programmed activities form the package of Cultural tourism. Cultural Tourism is essentially that form of tourism that focuses on the culture, and cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions and leisure pursuits of the local population and host community. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people. It should not be regarded as a definable niche within the broad range of tourism activities, but encompasses all experiences absorbed by the visitor to a place that is beyond their own living environment. (ICOMOS, ICTC, 2002) These services implemented by systematic, well improved a guiding service that is lead and result of strong marketing policy. Cultural and historical tourism has assumed an ever increasing economic and cultural significance in recent years. Due to a large number of individuals and organizations such projects are contributed in different ways to its successful competition. Attracting visitors to large cities and its monuments has great economic importance.

There is little doubt therefore that tourists are important consumers of cultural attractions throughout Europe. There is also some evidence to suggest that tourists have accounted for a growing proportion of cultural visits over the past 20 years. In many countries there is a strong relationship between tourism grows the level of cultural attraction visits. There is far less evidence, however, that cultural tourism is expanding as a proportion of tourism demand as whole. In Germany, for example, the proportion of the holiday-makers giving culture as their primary travel motivation exhibited little change between 1983 and 1991. (Richard 1996, 40) Cultural tourism development, cultural-historic policy based on urban revival the main income or contribution to economic regeneration. All these interdependent sectors involved in the incorporated tourism system. Information supply and economic increase was always considered integrated part of development consist of the total complex. Advertising of the product brings benefit to the economy so the product managers see the marketing in the first place and as a base on the economic development that was resulted by good promotion methods. We will look to the advertising different according to the concept of the product result of the effect show itself in economic growths that gives

Cultural Heritage

more chance and capital to the further marketing tools for promotion. As a conclusion to the research our examination theory indicated how widely country heritage and cultural images have an effect on attitudes towards a country's products and services and capability to attract investment, commerce and tourist abundance. It evaluates the specific position of strategic marketing management in promoting the country's image, attractiveness and factual potential. Creating the cultural historic brands through heritage and landmarks have been considered marketer's major tool for producing product demarcation. Furthermore, we defined cultural heritage values as the qualities which make a particular and definable role in the global identification of the community and destination.

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TOURISM AND RECEPTION IN THE ANCIENT WORLD

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Abstract

If we broaden the notion of 'tourism' to mean 'integrated relational tourism', based on the interpersonal relationships of friendship between guest and host, and serving to strengthen the bonds between different countries and cultural traditions and between man and territorial, historical, artistic and oenological-gastronomic patrimony, we realize that this formula is only apparently ultramodern, in that it is rooted in remote times.

An outstanding example is what we are told in the Homeric poem, the *Odyssey*, regarding that exceptional 'tourist' named Ulysses who, sailing from one coast to another, is shipwrecked, escaping from the furious sea, on the island of the Pheacians where the tourist / hospes is filled with gifts, welcomed with all honours and unconditionally, without barriers, stakes or 'rejections'.

The gift is the form of relationship in which relations of rank and power are manifested and is the form of relationships of solidarity with neighbours and the *filoi* with the *etairoi* and guests.

Hospitality creates interpersonal relationships of xenophilia and is translated into a means of knowledge of the tradition of a country in relation to oenological-gastronomic habits, described with details and serving for religious purposes, in relation to local customs. Referring to the Hesiod dimension (*Erga kai emera*), the sea voyage, as we know from his testimony, in the section on navigation, arose first of all from the need to transport produce of the land and as a source of earning. *Fortos* 'cargo' and *kerdos* 'earning' become keywords, serving to represent the focal nucleus around which there rotates *nautilia* and *emporion*. Passing on to the Roman dimension, an important text in this connection is Plautus' *Mercator*, whose model, *Emporos* by *Philemon*, is declared by the playwright in the prologue from the first verses. The father / son generational clash is expressed by the passage from the agricultural dimension, *labor rusticus* imposed on the pater by the avus, to the dimension of *mercatura*, to which the pater devotes himself on his death with the sale of the *ager* and the purchase of a ship not only through a change of job, but also and above all of *modus vivendi*. In relation to the key concept of reception an exceptional example of hospitality is present in Euripides' *Alcestis*. *Admetus*' house is in mourning; *Alcestis* with altruism, love and abnegation, has given life in exchange for that of the bridegroom. When *Heraclides* comes on a journey to perform one of his *labores*, *Admetus* welcomes him with all honours, offering him food and wine.

Key words: tourism, hospitality, reception

When we speak of tourism I cannot help thinking that its roots could be identified in the dimension described by Goethe in his "Italian Journey", that journey that the German writer had long imagined and at last made under a false name in 1786, by himself, with a travel bag and a rucksack, getting into a stagecoach to get to Rome, Naples and Sicily, and meeting and frequenting German artists who gave him an opportunity to satisfy his vocation and his passion for figurative art.

Actually, if on one side this was decoded by the writer as liberation of the senses and discovery of the 'classical' spirit, on the other side this was a journey that could be inserted in the category of journeys 'for formation', very similar in substance to those undertaken many centuries before by the ancient Greeks and Romans in the imperial age belonging to the governing class that completed their formation by

travelling to Athens, Alexandria, Rhodes and Pergamon to come into contact with teachers of rhetoric and with philosophical schools, blending the desire to satisfy their curiositas (in the positive meaning of 'desire for knowledge') with the pleasure of increasing their cultural baggage by directly seeing famous places studied in books. In addition there was the fact that trade, colonization and conquests guaranteed commercial routes, exchanges, contacts between the different parts of the Mediterranean that invited and stimulated people to build faster vessels, to improve navigation systems with the formation of a cultural empire, of a Mediterranean basin globalised under the common denominator of a single Greek-Roman culture.

Sanctuaries too became poles of attraction for citizens of other cultural areas, so that the religious pilgrimage became a broader phenomenon, a way to see other places, to know other religions, traditions and cultures, and to see the treasures and works of art that were kept there. A very popular destination was the sanctuary of Asclepius, where incubatio was practised with therapeutic indications,¹ as we are informed by Aelius Aristides (an orator of the 2nd century AD) who tried to recover from a serious illness of psychological origin by going from Rome to the temple of Asclepius at Pergamon and recounted his oneiric experiences in his Sacred Tales. Certainly the traveller in the ancient world did not have a 'navigator', but nevertheless he could enjoy a wholly respectable 'tourist guide': Pausanias in his *Periegesis tes Ellados* describes his journeys with abundant details on monuments, cults and myths, dwelling on the territory and on its products, but above all indulging in descriptions of places of historical and religious importance like Athens, Olympia and Delphi, which could also offer the 'tourist' of the day an opportunity to participate in religious feasts, to assist at games or to consult the oracle of Apollo.

If we then broaden the notion of 'tourism' to mean 'integrated relational tourism', based on the interpersonal relationships of friendship between guest and host, and serving to strengthen the bonds between different countries and cultural traditions and between man and territorial, historical, artistic and oenological-gastronomic patrimony, we realize that this formula is only apparently ultramodern, in that it is rooted in remote times.

An outstanding example is what we are told in the Homeric poem, the *Odyssey*, regarding that exceptional 'tourist' named Ulysses who, sailing from one coast to another, is shipwrecked, escaping from the furious sea (οἰνοπα πόντον 6,170), on the island of the Phaeacians and on awakening asks himself, 'Alas, on whose land have I landed? Perhaps violent people, wild ones, without justice (οὐδὲ δίκαιοι 6,120), or hospitable (φίλοξεῖνοι) ones that have a pious mind (νοοῦσθε οὐδέσ 6,121)? Athena glaukopis exhorts Ulysses to 'walk in silence' (ἰθὶ σιγῆ 7,30) in that the natives 'do not gladly see foreigners, do not give a cordial reception to anyone coming from outside' (7,32ff.).

Actually the Phaeacians are distinguished by their magnificent hospitality, seeing that Alcinoos, when a *xeinos* or 'foreigner' (viz. Ulysses), whose identity he ignores, οὐκ οἶδα οὗσ τῖς, comes as a castaway, αλομένος, to his house (8, 28), either from the east or from the west, and asks for *pompen*, 'accompaniment', begs that it be immediate (8,30), and orders that his desire be fulfilled at once, since no one that comes to his house must groan long for a similar request (8,33).

Indeed, he orders that a black ship, *nea melainan*, be pushed into the divine sea, *eis ala dian* (8,34), that on its first voyage it be *protoploon* (8,35) with a crew formed by the best young people and the banquet be prepared to which all sceptred kings, *skektoukoi basilees*, (8,41) will have to participate so as to honour the guest *ofra xeinon... fileomen* (8,42).

¹ *The custom of 'lying down', incubare, in a sacred place like the temple of Asclepius derives from the hope that as one sleeps in a dream the divinity will appear for the purpose of healing the supplicant. A literary testimony comes to us from Plautus' Curculio, in which the procurer Cappadox after practising incubatio in the temple goes away complaining about the fact that the god does not take care of him, qui me nihili faciat nec salvom velit (Curc. 218); indeed, his health worsens and his suffering increases, valetudo decrescit, ad crescit labor (219). The god has appeared to him in a dream, but sitting at a distance, thus showing that he does not want to help him (260 ff).*

The test of the games must be made in such way that the guest, *xeinos*, returning home, *oikade nostesas* (8,102), will recount to his friends *enispe oisi filois* (8,101) how excellent the Phaeacians are in the naval art, in dance, in boxing, in wrestling, and in running and jumping. This is a required act, like *os epieikes* (8,389), the giving of a gift before departure by each of the thirteen kings, the *xeineion*, the hospitality gift: a washed mantle, a tunic and a weight of precious gold. Holding these gifts in his hand, the guest will go to dinner *epi dorpon* 'joyful in the heart', *xairon eni thymo* (8,395). Euryalus (who has offended the guest by judging him a man incapable of competing as an athlete, and as 'one that, always travelling on trireme ships, a leader of sailors, *arxos nautaoon*, who are dedicated to commerce *oi te prekteres easi* (8,162), remembers the cargo and watches over the journeys and rapacious earnings'), since he has said things he should not have done, *ou kata moiran* (8,397), will have to appease the guest with words and with a gift *epeessi kai doro* (8,396-7). His gift, a bronze sword with a silver hilt and an ivory case will be the most precious gift, as a tangible way of apologising.

Alcinous himself asks his wife Arete (who also bears a mantle and a tunic) to bring a precious ark in which to place the splendid gifts, so that every day the guest will remember him *ofra emethen memnemenos emata panta* (8,431) and gives him his gold wine chalice, so that you he can sip to Zeus and the other gods. In this segment of the *Odyssey* there are all the necessary ingredients for realizing integrated relational tourism: the tourist² / *hospes* (*vox media* in that the referent appears as an agent / person acted on, who entertains and is entertained) is filled with gifts,³ welcomed with all honours and unconditionally (Alcinous does not even know who he is); there are no barriers of any type, nor stakes or 'rejections'; a castaway, he immediately receives what he needs: the ship with which to set off again.

Hospitality that creates interpersonal relationships of absolute xenophilia is also translated into a means of knowledge of the traditions of a country in relation to oenological-gastronomic habits, described with abundance of details (for the *hospes* the best foods, wine in the most precious chalice) and serving for religious purposes, in relation to local customs, like for example the advice given by Nausicaa to Ulysses not to stop immediately in front of Alcinous, but to go past him and supplicatingly embrace the knees of Queen Arete, who is in front of the hearth (6,310) 'to see the day of the return', *nostimon emar* (6,311).

But the shipwrecked 'tourist', relating and conforming to the statutory behavioural code, which contemplates bypassing the sovereign and addressing one's desiderata to a woman, even though she is a queen, does not hesitate even for an instant and perfectly adapts to the traditions of the place 'visited.' Will he have wondered why? Will he have been puzzled for a moment seeing this virtual transgression of masculine power? May it have been a case of matriarchy, though realized on a plane of parity? Obviously our tourist/castaway is exempt from all answers and in any case the measures taken by Arete in relation to Ulysses are in perfect harmony with those of Alcinous on the plane of absolute kindness towards the *xenos*.

Certainly when piracy was a normal activity and commerce was practiced only by unknown foreigners, the first and most natural attitude towards the foreigner was distrust. In effect, the control of routes, of commercial traffic in the ancient world, could turn into forms of violence to such an extent that there was no difference between commerce and piracy.

² Undoubtedly Ulysses is the 'traveller' par excellence. The idea that in him there is also the tourist pleasure of journeys and wanderings is also supported by the fact that also after *nostos*, the return home, he sets out again for new adventures. From this point of view, instead, I believe that Aeneas, though also fitting into the typology of the traveller, cannot be compared to the Greek hero, as his adversities, his journeys, are dictated by his *pietas*, his devotion, unconditional obedience to the divine will.

³ Cf. Mele 1979, 13 for whom 'the gift is the form of relationship in which relations of rank and power are manifested.' The gift is translated into 'the form of the relationships of solidarity with neighbours and the *filoi* with the *etairoi* and guests.' Referring to the Hesiod dimension, the gift set alongside *emporia* is no longer an institution of a global type, and is not even practised anymore in the form of balanced reciprocity, but is more directly connected to considerations of an economic type.

Thucydides recounts that in ancient Greek and other times, as soon as people furrowed the seas they turned into pirates. And piracy was so widespread and considered so honourable that Ulysses himself describes with some pride his own pirate raids on the coastal populations of Thrace, and when he returns home he pretends to be a Cretan pirate merchant and describes scenes of violence to women and children.

At all times, in any case, the Mediterranean has played a fundamental historical role as a crossroad of cultures, as an encounter and blend of civilizations between north and south, a meeting point between richer civilizations and less fortunate ones, between developed and developing countries, a point of contact between west and east, between different religions, between Jewish, Christian and Arab culture. The sea voyage, certainly more widespread in the ancient world than the journey by land, arose first of all from the need to transport produce of the land like oil, wine and timber⁴ and hence as a source of earning, as we know from the testimony of Hesiod in *Erga kai Emerai*, in the section on 'navigation', in which Hesiod, addressing his brother Perses, advises him to devote himself to agriculture only as alternative work, as a fallback 'when winds of every kind rage and it is no longer the time to have a ship on the dark sea eni oinopi ponto' (621-3). Then when the time of navigation returns 'push the fast ship into the sea and in the cargo, forton, put good order so that you can take home kerdos, as did my father and yours, foolish Perses; he went to sea, lacking the wherewithal to live' (631-4).

Thus *fortos* and *kerdos*, 'cargo' and 'earning', become keywords, serving to represent the focal nucleus around which there rotates *nautilia*, and they are so important for those that devote themselves to *emporion* as to run obsessively through a whole verse, *meizon men fortos, meizon d'epi kerdei kerdos*: 'the bigger the cargo, the greater the earning added to earning' (644).

As for Hesiod's father, he turned himself into a sailor, because he was forced to by poverty (637ff.) and ended up in the unhappy village (639) of *Askra* in Boeothia, where he certainly cannot have become rich, seeing that on his death the poet had to share with his brother a very meagre heritage, the cause of a quarrel that was afterwards the occasional cause of the poem (vv. 27-39). In any case the two brothers, though being heirs in the same measures, behaved in an opposite way as regards management of the inheritance: while Perses wasted it, Hesiod increased it and reached a certain level of prosperity.

Nevertheless, only the father remained an *emporos*, and virtually the poet who, though acknowledging he was inexperienced regarding navigation and ships (*oute ti nautilias sesofismenos oute ti neon* 649) and that he had only been at sea once on the occasion of the competitions in honour of *Amphidamantes*, behaved like an expert navigator regarding competence and perfect knowledge of the sailor's vocabulary, giving plenty of advice to his brother if he should want to devote himself to *emporion* (646) in order to escape from need and hunger.

Now, passing on to the Roman dimension, if on one side it is true that the Romans had a vocation for agriculture rather than for commerce, especially maritime, and that 'it was necessary to wait for more diffused propagation of Greek civilization for the taste for maritime journeys to develop, and not only for business purposes, but also and above all for recreation and for the study needs of young Romans making for the Greek sanctuaries of culture and art', on the other side people became familiar with the sea and with navigation through Greek models.⁵ An important text in this connection is *Plautus' Mercator*, whose model, *Emporos* by *Philemon* – of which only fragments are extant – is declared by the playwright himself in the prologue from the first verses. It is about a pater who, to avoid his son squandering his inheritance,

⁴ For the importance attributed by Thucydides to oil and wine as a strong stimulus to commerce, which in turn led to exchanges of ideas and gave a new dimension to social relationships, cf. Johnson 2001, 41. For Thucydides too, Mediterranean people started to emerge from barbarity when they learned to cultivate the olive and the vine, which led to a more complex social system. It can be said that wine and maritime commerce flourished together. River routes too could be used for transport of wine if Herodotus himself, 1, 194 speaks of barrels of wine transported by craft along the Euphrates.

⁵ Cf. De Meo 1986, 254.

sends him to Rhodes ad mercatum⁶ (v.11), where the verb mercari is emphasized both by the semantic-conceptual allusion to mercator (v.10) and Emporos (v.9), of the poster, and by the alliterating connection of the nasal me meus misit, which acts as an effective link in the pater/filius relationship.

The father/son generational clash is expressed by the passage from the agricultural dimension, labor rusticus imposed on the pater by the avus, to the dimension of mercatura, to which the pater devotes himself on his death with the simple sale of the ager and the purchase of a ship not only through a change of job, but also and above all of modus vivendi. Awareness of being hated by the father drives the son to the decision to esse iturum.. mercatum (83). Immediately shared by the senex, it very soon becomes operational thanks to the financial help and the timeliness of his intervention, which, expressed by the paratactic sequence of verbal lexemes relating to the lexicon of navigation aedificat navim cercurum et mercis emit, / parata navi imponit (87ff.) 'has a brig prepared and commodities purchased; as soon as the ship is ready, the cargo is put on'; far from being dictated entirely by affective drives, which are wholly absent from his perspective, all this is dictated, instead by pure economic interest.

The lucrum (corresponding to Hesiod's kerdos) obtained in Rhodes from the sale of the commodities turns out to be much greater than expected.

Probably closely connected to this situational segment is one of the Philemon fragments that, dealing with the theme of navigation, can be situated in the context of Emporos or, if they belonged to other comedies, were in any case the probable model of the Mercator: the fragment in question is 77K⁷ in which a father, certainly embittered by the behaviour of his son, is entirely insensitive on seeing his departure. This is echoed both in the modus agendi of the pater in Mercator – who, accusing his son of squandering the family inheritance, built up with boundless sacrifices by the father, threatens to disown him as a son (negitare adeo me natum suum v.50), and even drives him to suicide – and in the words of the juvenis who, realising he is hated by the person who should have loved him, decides to go away to devote himself to mercatura and sets sail for foreign lands, where he behaves both as a merchant and as a 'tourist', perfectly fitting into the milieu he comes to: recognized by a hospes while he is at the port, he is invited to dinner, receiving a festive welcome and luxury treatment, even being allowed to spend the whole night with a woman, qua mulier alia nullast pulchrior (101) 'than which no other woman is more beautiful.'

In any case the fragment quoted, together with others referring to navigation and in particular to the difficulties that it must have presented, highlights the familiarity shown by the poet with the sailor's vocabulary, from which we could deduce that Philemon had direct knowledge of the sea and perhaps see as reliable the notice handed down by Plutarch (Mor. 458 A) about a shipwreck that happened to the poet himself on the return from Alexandria to Cyrene, a fertile Greek colony to which at that time many Athenians went as farmers, famous for navigation difficulties and for the intimate relationships at that time between Athens and Egypt. As concerns the protagonist of the comedy by Philemon, was Plautus' young mercator also Philemon's emporos, or was the pater the emporos and did Plautus make such radical changes as to change its protagonist and replace the old mercator with the young mercator? In this case all the mentions of the sea journeys of the filius would be by Plautus, like the scenes concerning the return from Rhodes and the arrival of young girl. But an Emporos deprived of such scenes (relating to the boy's mercatura, to his exile, to his voyages to and from Rhodes) could certainly not be reconciled with the Emporos, in which precisely the exotic and romantic element of voyages prevails, in relation to the no less exotic and romantic dimension of the filius mercator.

⁶ For the abundant presence in the Plautine corpus of the semantic range relating to mercatura and to sea traffic and hence the family of merx: mercator, mercatura, mercari... cf. De Meo 1989, who stresses the major terminological influence of Greek on the corresponding Latin sector because of the greater propensity of the Greeks to sea traffic and the network of maritime commercial relationships. For the linguistic analysis of some Latin maritime terms like antemna, carina, sentina linter/lunter, ratis, cf. Alessio 1964; for the translation of the sailor's vocabulary, cf. Pighi 1967.

⁷ For the analogy between fragments by Philemon of uncertain or debatable placing cf. Averna 1988.

In particular, regarding the boat purchased by the pater on the death of the avus thanks to the sale of lands, *metretas quae trecentas tolleret* (75) 'of the tonnage of three hundred metretas', with which he had taken his commodities everywhere, something that can paradoxically prove useful and functional is the importance assigned by Hesiod to the size⁸ of the ship on which to put the cargo, for the purpose of greater profit.

Over and above the attempts at quantification of the real capacity, which in the end would suggest an evaluation of a 'ship ludicrously small',⁹ it seems to us that in any case Plautus' message is to be linked to Hesiod's idea of a big ship, essential to taking commodities everywhere (*mercis vectatum undique* 76), whatever the unit of measurement is that corresponds to *metreta*, which perhaps, being a Greek word, already present in the corresponding Philemon segment, Plautus did not even know exactly. With the same inaccuracy I believe that he employed, here as elsewhere, the numeral *trecentas* that, motivated by the phonic game of the assonance of the unvoiced dental consonant and of the liquid one that runs through the whole verse, hyperbolically indicates a very large quantity, just like its double, *sescenti*, with the semantic value of 'an infinity', corresponding approximately to our 'two thousand' in the expression 'I have to tell you two thousand things.'

Going back to the subject from which we started in relation to the key concept of reception, I want to conclude by stressing that exceptional example of 'hospitality' present in Euripides' *Alcestis*. Admetus' house is in mourning. Alcestis, with an act of supreme altruism and deep love and abnegation, has given her life in exchange for that of the bridegroom, with a sacrifice that not even his parents were prepared to make in order to save their son. Heracles comes on a journey to perform one of his labores, namely the conquest of Diomedes' mares ordered by Eurystheus, and Admetus welcomes him with all honours, offering him food and wine, as if a person extraneous to the family were dead. Since the choir deploras Admetus' silence on the terrible thing that has befallen him and disapproves of the hospitality given to the foreigner at such a grave moment, the sovereign justifies himself: if the illustrious guest had known the truth, he would have obeyed a behavioural code consistent with the circumstance and would never have remained. In this way another evil would have been added to his misfortune, in that he would have been accused of lack of hospitality.

Heracles, sorry at unintentionally having violated customs relating to the dimension of mourning with his coarse way of singing and dressing up with crowns of myrtle, repays the hospitality received with the promise to bring Alcestis back from Hades.

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8 Cf. Es. *Erga kai Emerai* 643 'praise a small ship, but put your cargo on a big one.'

9 Cf. Hill 1958, for whom 'the passage is inexplicable to me except as humorous allusion to the *Lex Claudia*', which, as from *Liv. XXI* 63,3, set the maximum capacity of ships at 300 amphorae. At all events, *metreta*, deriving from *metron*, designates a liquid measure corresponding to about 40 litres. As Ernout 1937 observes, 'par extension le terme a servi à designer une unité de tonnage, comme notre tonne.'

Cultural Heritage

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3rd IRT INTERNATIONAL
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**CAPE TINDARI
CHANGING PANORAMA THROUGHOUT TIMES**

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Historical outline.

Ancient town of Tindari was founded, according to the literary ancient sources, in 396 B.C., by the tyrant Dionysus along the Thyrrenian shore of Sicily, (148 Km from Palermo and 44 km from Messina); it was haunted until IX century A.C.

The whole town planning was established since the foundation; it was set up in most important axes along the slope of urban area, and secondary roads right-angled to the main roads. The first settlement was built in the eastern part of the urban area, and extended westward and northward. Private and public buildings occupied the entire block.

During Hellenistic and Republican period the town shows an economic and cultural welfare thanks to the massive exploitation of natural and productive resources: the outline of a great part of Tindari landscape during past centuries is well known thanks to a PhD archaeological research carried out by me from 2005 to 2007, that aimed to produce an archaeological map of settlements and land exploiting procedures in the eastern part of Tyndari's territory. The bounds of the research area are the following: the promontory, ad West, and the Termini river at East, and the mountains near Tripi ad south.

Despite of a traditional monochrome picture of roman Sicily as a granary for Rome, this archaeological research shows different productions in different parts of the territory: the sea, with fishing (Plin, Nat. Hist. III, 88- 90); the coastal plan and the hillside, with wheat, olives, vineyards (Cic. In Verr. III, 172.). All the productive areas profit by the infrastructures built by the Roman administration, first of all the public road system, carried out for the mailing and trading needs.

At the beginning of the imperial period, the town receives the title of Colonia Augusta Tyndaritanorum, and shows an increasing public and private building activity, due to the better economic condition of the aristocratic class. They possess the land, and they control the trades of the products. During the first three centuries A.C., the landscape of agricultural production is made of big farms, placed upon the upper part of hills, high enough to see cultivated areas and easily reachable from the network of roads.

Along the coastal plan, the aristocratic dwellings take advantages of the main public roads, and of the landing-places, so that they can easily get ordinary and luxury goods. Besides, they can profit by delightful and healthy seashore landscape.

Summing up, the territory of Tindari in imperial period is focused on the urban centre, which represents the administrative and political core, and the datum-point for cultural models. Urban and rural population, deeply bound to greek-sicilian heritage, make real its connection with Rome by economic rational exploitation of the land resources; the high-level classes acquired life- models and cultural symbols ranged to the standard levels of the other roman towns of the Mediterranean coastal regions.

During IV Century A.C. the urban area goes through a changing period: some private houses are restructured, between IV and V centuries a.C., just as the wall boundary is partially rebuilt, both signal of need of protection and restoring. The land occupation reflect this crisis, showing the marks of strong contraction of rural settlement, because in this territory the wheat agriculture is always been just a part, and not the main one, of a varied production landscape; in this period, almost the whole island has

reconverted the agricultural production to satisfy the renewed need of wheat from Rome, but the Tindari landscape, traditionally involved in exploiting different resources, can't adapt to the actual trend. During next centuries, the reduction of the population living in the country is going on, maybe because the agricultural production is getting less important and the public control is getting less strong, so that people feel more safe living in well-defended high places, just like Tindari.

Here, in VI century A.D. was instituted a bishop cathedra (Gregorio Magno, IX, 180; III, 59): probably the Roman Church wants to impose its authority in a relevant position in order to control a wide territory, not safely possessed because of the presence of heretical groups and great pagan landowners.

Later than the beginnings of the VII centuries we don't know anything about Tindari's bishops, maybe because the dioceses was abolished, but the town isn't desert: in 836 A.C. it was attacked by a Muslim army, during the manoeuvres to conquer Messina. The town, maybe, lost any important administrative and political rule, but it was still important in order to control and defend the territory and also the maritime routes.

About the Arabic domination, the evidence from the territory is scanty, but much more interesting data are detectable in literary sources. Tindari seems now completely desert, but a new settlement is getting more important: Oliveri, on eastern coast. The settlement was alive before Islamic period, and now it grows: Idrisi, a Arabic geographer writing during the realm of King Roger the I, tells us that there was a "castle", a market for trading local products, a harbour and a tunny-fishing area, and a bath, that witnesses the high social-life level. Nowadays, we have just scanty remains of these structures.

The land around Oliveri was probably organized introducing a new productive assessment, to cultivate wheat and vegetables: the Arabic farmers used in this territory the modern methods for exploiting water resources as well as it was possible. The same literary sources aim to understand that rural population is scattered along the coastal plan, from Oliveri to Milazzo; hillside, instead, is less exploited, and a productive agricultural landscape seems to be attested just southward, in the land around Tripi.

The land assessment in Norman age is well known, so that it is possible to say that the territory is again widely occupied and rationally exploited. Analyzing literary sources, integrated with material evidences, it seems that the territory is divided in medium- and large- sized estates, depending by religious institutions; other great estates are considerate Crown Property. These wide properties are extended especially in the inland hillside, whilst in the coastal plan are small properties linked to the chief estates, that maybe needed an outpost to best exploitation of the resources and trading goods. The inland settlement, on the contrary, are scattered on top of the hills, in order to be safe and to control the land and the roads.

The Tindari harbour in ancient and medieval period.

Ancient literary sources never mention this structure, and Tindari isn't included in roman towns in which goods for maritime trade are submitted to the loading tax called "portorium"; despite of this lack of documentation, the harbour was necessary because merchant ships need a good place for anchorage, for getting on and off wares, and getting also fresh water and everything is necessary for shipping.

During the second Punic war, Tyndaris was ally with Romans, and had to provide ships for military expedition against Carthage; so in the middle of II century A.D. there could be a dock for building, fitting out and launching these vessels. Agrippa, furthermore, after win Nauloco's sea battle against Sextus Pompeius, recovers his ships near Tindari; so that we can infer that in I century A.D. should be possible that a small fleet of warships was tied up there, obviously in a harbour.

Now there is a matter of location of this harbour, because, at the present, no submerged structure is detected near the Cape Tindari; so we can just develop hypothesis that need confirmation through researches. On the I.G.M. maps (scaled 1:25.000) we can read "porto di Tindari" in the Marinello lagoon area, since the first edition, edited in 1865 and we can find this name on the maps until the edition dated in 1938; in more recent maps (1970) there is no more name information about this place-name.

In the official Sicilian maps, we read again the same information, whilst the nautical map edited in 1992 does not give any name. We can exclude that in the Marinello area, in any historical period, there was a harbour: the lagoon outline is unsafe because of steady changes both in geomorphologic outline and in depth bathymetry.

The engineer Camillo Camilliani, in his description of the defence buildings along the Sicilian coasts, edited in 1584, points that the Cala Margone (one of the Marinello lakes) is wide enough to reach two galleys ("cala capace di due galere").

At the beginning of the XIX century, the cove mouth closed, because of continuous changing in lagoon shape, so quickly that two ships from Cefalù loaded with lumber, has to be completely unloaded to reduce draught and overcome the sand barrier. In 1835 a merchant ship seeks refuge during a storm but the cove mouth is unexpectedly closed, whilst the maps showed a harbour in that place, and had broken.

Considering the shipping practices and needs in ancient and medieval period, it's possible to conjecture that the harbour was east of the promontory; here, in effect, the ships could be shielded against dangerous winds for sailing along the northeastern coast of Sicily, above all the mistral. In accordance with this safety need, a recent hypothesis, proposed by a group of researches of the INGV, Messina University and provincia di Messina, places the harbour in San Leo, near the town of Oliveri, and dates it in roman period: the structures should be hidden by drift of the Helycon river. There's also a literary source the seems to confirm this reconstruction, but it refers to later time: the above mentioned geographer Idrisi, writing about a Harbour and a "tonnara". The local Soprintendenza per I Beni Culturali made an excavation in this area in recent years, and the archaeologists brought to light some structures probably belonging to a great roman villa destroyed during the motorway building. Even though a villa could have an harbour on its own, and could receive goods directly from the merchant ships, we can't easily infer that this was "the" harbour of Tindari, just because it would be difficult to go there using main roads. The area, furthermore, is afforded by continuous changes in shoreline, watercourse regime, so a big harbour could not be safe enough.

He usually describes sites and countries faithfully, and he does not mention the Marinello lakes, so we can infer that in the first half of XII century they did not exist, and they were no more detectable.

It's hardly likely that in the Helicon mouth, east of the promontory, and in the Montagnareale river mouth west of the same promontory, we can place the ancient harbour: even though, actually, we can't say anything about their ancient conditions, we can infer that they always had torrent regime, so that their mouth, carrying out strongly variable watercourses, somehow also violent, it's not suitable for building harbour structures.

Really, at the present state of knowledge, no placement around the Cape Tindari is safe enough to place a harbour, because of the variable conditions of the shoreline, of the depth, and the difficulty to get fresh water. The matter, probably has to be laid out thinking about not a single harbour, but a complex system that enable the settlements in it to exploit at best the coastal opening of the territory to use resources and trading.

Searching new data about historical landscape

The explanation of the matters related to historical landscape around the Tindari promontory trough centuries necessitates a research program that must be integrated, multidisciplinary and diachronic, based on the definition of the harbour system and the relationships between the inland territory. During this year was forged an agreement among professors belonging to different researches institutes to further study about the question.

It is first necessary to enlarge westward and eastward the research area, from Mongiove to Oliveri; it is moreover impossible to leave aside a survey program aiming to reconstruct the coastline and the bathymetry during past centuries.

The program implies a geophysical research planned and directed by Professor P.L. Cosentino, belonging to Palermo University; this research includes three areas, Mongiove, Marinello and Coda di Volpe, in which the workgroup will lead a geo-electrical survey, integrated with GPR (ground probing radar) survey in the first area, and gradiometer survey in lagoon area. The aims of this research are: detecting the stratigraphy of the depot accumulated under and around the promontory, individuating any structure hidden in the sand sediment of the Marinello area, or in the coastal plans.

This geophysical research is related to a systematic study of environmental geology, led by Professor G. Randazzo, belonging to Messina University; this study aims to enlighten factors involved in local coastal erosion, in actual and historical time; the situation of the whole lagoon system will be monitored constantly during many years, to get information to outline the changing trends.

Integrating and comparing different kind of research aims to improve data amount and their reliability, enlighten any misinterpretations.

Where geophysical research will be lead, the program includes also a systematic archaeological survey, to update information data collected in the PhD thesis led by me from 2005 to 2007; the new survey areas are the hills southward the urban centre of Tyndaris, particularly Tindari-Scala, Isola, Monte Giglione; in these areas, we'll detect any evidence belonging to ancient residential and/or productive settlement that is related with coastal plan and sea concerning the function or the visibility. The archaeological survey will be carried out by professor O.Belvedere (Palermo University), involving also the writer in coordinating workgroup.

The geophysical research has to be laid also on underwater backdrop between the western edge of Mongiove beach and Helicon river mouth, and by 1 Km wide far from the shoreline. Here the Soprintendenza del Mare will carry out detection using different research tools: the sub bottom profiler, that aims to detect the submerged stratigraphy and any wreck and/or building elements; the side scan sonar will give a real imagine of the depth surface, to reconstruct exactly the bathymetry and any underwater evidence. The research program includes also underwater surveys, to update and integrate information taken by scientific instruments

When the remote sensing researches will be concluded, the program includes archaeological excavations in those places where data need to be confirmed or verified; the Seine Archaeological of the local Soprintendenza per i BB.CC. di Messina will take care of this part of research.

Last but non least, simultaneously to other researches, the Centro regionale per il Catalogo e la Documentazione will carry out a archives research, starting from the great heritage of the Arca Magna in Patti; the papers in this archive dating from 1000 a.D. abound in information about medieval period, especially land use, roads, trading, place-names, and maybe also shipping. Considering, furthermore, that country and production system has changed slowly between medieval and ancient periods, all data detectable in those papers will be useful also for enlighten questions concerning roman period.

All the information collected during fieldwork will be put in one GIS, designed before starting surveys, to have a common platform that aims to store systematically all data, and also aims to make inquiries for every need about research, interpreting or also protect cultural values in that territory. The GIS, furthermore, is "open" so that it can be always updated. This geographical informative approach is not to be ignored in such a research that is strongly innovative because it's multidisciplinary, and therefore the information about the different aspects of a landscape are not simply juxtaposed but are deeply related each other in several different ways.

Another innovative factor of this project is in overcoming the traditional distinction between field and maritime research, trying to outline the dynamic relationships between land and sea throughout centuries.

Touristy and cultural resources

Today archaeological area of ancient Tyndaris is beside a touristy pole very important: the Madonna Nera sanctuary, built near the east edge on top of the promontory; the visitors go visit the church during all the year, but especially during May, months dedicated to Virgin's cult. This worship in Tindari flourished when the ancient settlement was deserted from a long time, and it is based upon a legend concerning the salvage of the ship carrying the wooden statue of the Virgin from Constantinople, during the iconoclastic period. About one million people visit Tindari during the year, because of the presumed miraculous power of the statue, whose legend is related to shipping difficulties around the promontory.

Visit to ancient ruins of Tindari adjacent to sanctuary is not included in goals and matters of interest of the religious tourism, although artistic, the archaeological complex of Tyndaris is rich in artistic and historical values; it is also "friendly", because no special knowledge is necessary to enjoy walking through ancient remains, watching wonderful panorama. Ancient roads, aristocratic urban dwellings, the theatre, the antiquarian displaying several precious remains are often deserted.

Another relevant attractive element, east of the promontory, is the Marinello protected area. The ponds are the emerged layer of a depot of sand and grit of metamorphic origin. These sediments come from the Timeto mouth, 4,5 km west of Tindari, and are carried out by marine streams, that move predominantly eastward and, running against the promontory, reduce much of their power, losing debris, that has silted slowly. The salted ponds that are on top of this depot caused the making up of a single environment very interesting for fauna and flora present in it.

On the northern slope of the promontory, about 75 m a.C., there is the Donnavilla cave; this natural grotto has a bone breccias with remains of Pleistocene mammals, and the walls and part of the ceiling have holes of lithodomes. According to the legend about this cave, in it there was an enchanter that attracted the seamen, causing the vessels' ruins; after helping them from death in the sea, she charmed them, and then she ate. The dark side of the salvage power of the Black Madonna of Tindari.

This complex system of touristy attractive elements (Madonna sanctuary-lagoon system-archaeological remains) could be structured in a management plan; if the project area is enlarged to include the entire geographical district, other interesting items could join the above-mentioned ones.

The most important of these cultural-foci, because of their relationship among them and the Tindari history, are the Roman villas in Patti Marina and in San Biagio (Terme Vigliatore); both dwellings represent relevant evidences of country settlement system in imperial period, and are visited just by a few hundred of visitors in one year.

Also inland territory offers several attractions in urban centres, showing important remains of their history, and in archaeological sites spread over the territory. In addition, scientific results, obtainable thanks to researches, could be matter to be exploited, because they can be re-used in didactic projects, or in editing products.

Exploiting landscape resources

The project includes the restitution of the scientific results to the territory, so cultural and naturalistic heritage could be protected from loss, and then also could be exploited as economic resources.

Deeply convinced that spreading knowledge is one of the best ways to defend something important, as well as make it alive and fruitful; the project includes also a plan for propagating news: printed materials, videos, drum, web editions; all these products could be articulated for different targets of users (scholars, students, interested people, etc.)

Local government institutions are also involved to carry out (Comune di Patti, Consorzio Tindari-Nebrodi) other enterprises for exploiting cultural heritage.

The project includes, for example, the dressing of several exhibition places scattered in territory, destined to reach relevant remains, photographic and cartographic product, ancient papers, etc. One of these

places is the XVII century monastery, S. Francesco, in the centre of Patti; the building, recently restored for being transformed in a big cultural centre, is divided into sectors that could be connected or separate, and devoted to different functions:

- Permanent exhibition of archaeological remains coming from Patti territori, and artistic products of the craft tradition of the same area.
- Temporary exhibition;
- Location for conferences and happenings;
- Location for courses and/or laboratory activities.

This monastery, in Patti, could be one of the most important focus point in the cultural heritage management, because it could be such a "landscape culture factory".

In this project, another important factor that can improve visiting the territory is magic-symbolic meanings traditionally attributed to some places. The most important of these places is Argimusco, near Montalbano Elicona, where the rock formation are shaped so that their function and relative position are interpreted in some fantastic and suggestive way. Such sites are attract people moved by esoteric and symbolic values of places; this interpretations, however, should be proposed to the visitors using right consciousness by the organization that receives visiting people.

Considering, at least, ancient and famous traditions in moulding and decorating pottery manufacts, that is rooted in ancient history of the territory even before Patti foundation, it's indispensable involving pottery local fabrics, and first of all the Caleca factory. The factory could be involved in different respects: a product line inspired to ancient pottery shapes and decoration could be rushed out; installing a laboratory for making objects using ancient techniques and processes, the factory could be a location for experimental and didactic practice.

The project I exposed above will soon start with a convention among all the public and private partners involved in the different phases of research and exploitation of historical landscape around Tyndaris and their actual elements. This convention will serve to create a workgroup with clear goals and common strategies and to accede to European and/or national financing, to carry out all the program phases

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3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE - Vol.1

**CRITERIA TO DEVELOP THE HISTORICAL CENTRE OF MALTA
OPEN AIR MUSEUM**

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Abstract

The paper shows the results achieved during a research developed during the Community Program called INTERREG IIIA ITALIA-MALTA (2004-2006) - METIC – Mediterranean Trading and Innovation Centre. The research has been organized around the theme of a new kind of tourism where the tourists want to become part of the daily life of the places they visit, and want their journey to be an occasion of knowledge of new place, new culture but, in particular, of the common life of the local people. Malta and its Historical centre have a tourist vocation, this aspect is very important to put in action new development strategies to recover a Mediterranean landscape destined to a slow decay. Malta is one of the strategic island of the Mediterranean Basin: the characteristics of the historical centres of Malta called Cottonera have induced us to develop a recovery methodology called “Open Air Museum” for the existing urban structure. Therefore the Cottonera area needs the exploitations of its symbolic connotative characteristics that are essentially:

- the close contact with the sea;
- the wide and articulated presence of integrated fortifications in the urban structure;
- the persistence of a good minor house building structure;
- the morphological places;
- the presence of historical buildings;
- an interwoven and diversified whole of urban environments with vernacular characteristic;
- the presence of a native culture conditioned by the influence of different domination and so representative of the southern Mediterranean.

This elements are a presupposition to develop the planning of “open air” museum that doesn’t constitute only a net between points and buildings important only for their history but a space continuous of stimulating occasions that can be valorized in two directions:

- 1) for the tourist, involving the visitor for permanence time longer than the time employed for the visit of a specific interest point. Recent developments in tourism seek to integrate the social life of the place, in order to better understand the local culture and tradition.
- 2) Rebalancing the urban quality of the people that live there, through services development bringing improvements in social, cultural and economic growth of the local community.

The search has been developed according to the followings points:

- Definition of the concept of “open air” museum as methodology to recover the building patrimony;
- Analysis of similar urban recovery examples;
- Synthesis of the historical stories that characterized the urban system of the Cottonera and have determined the actual condition of the area;
- Individualization of guide lines for a “open air museum”;
- Individualization of possible economic development.

At the end, this planning could stimulate a process of conservation and maintenance of the historical and cultural patrimony and bring over a new economic development.

Key words: Tourism, Sustainability, Mediterranean Basin, Heritage, Conservation

INTRODUCTION

Malta is an island characterized by the strong presence of the sea and the ancient harbour buildings neglected that will have notable potentialities in relationship with the area of the new port of Malta.



Figure 1: View of the Marina of Malta

It represents a synthesis of analogous cultural and economic centres in Europe and in the Mediterranean. Its history has many points in common with Sicilian and English history because, like Sicily, it has a particular isolated geographic position. In this case the presence of some peculiarities makes possible to activate, with opportune actions, a fast process of rehabilitation of the ancient port of Malta located in the Cottonera area. The study has essentially departed from the individualization in the city of Malta and in its historical centre of a tourist vocation that could do for incentive the exploitation and the recovery of a Mediterranean landscape otherwise destined to a slow decay.

Such elements have constituted a start point to develop a open air museum that doesn't constitute only a net among museum points and meaningful manufactured articles for their history but a continuous space of stimulating occasions that can increase the tourist interest and that they induce the visitor to a long permanence that can be employed for the visit of the single museum or to the specific point of interest.



Figure 2: View of the Cottonera waterfront in front of the new port of Malta

This project wants to contribute to the guardianship, the maintenance, the fruition and the promotion of the historical and cultural patrimony as point of departure of a new economic development induced by the tourism and as strategy of a politics of rebalancing and social and cultural growth of the local communities.

The point out lines drive to the realization of an open air museum in the area of the Cottonera articulated through the individualization of single sites and scattered by to valorise through the definition of criterions for the retraining of the smaller house building and of buildings and unusual manufactured articles with historical values of a certain interest (religious house building, civil, ecc.) to retrain through new uses that make vocation of museum or receptive places.

The different area will be connected with the organization of trails inside vernacular places, promenade landscape (foreshortenings, sea, fortifications, etc), places equipped that could have as a result the activation of a possible process of economic development induced by the same urban recovering.

MUSEO“OPEN AIR”: A RECOVERY METODOLOGY

The idea of open air museum has assumed different connotations, initially it is developed more as integration of present places of cultural importance in a operation territory of their peculiarities to become the museum “open air” understood as a continuous space of stimulating occasions that can increase the tourist interest and involve the visitor for a longer permanence than that of visiting a specific point of interest. This concept can be extended to large parts of the city giving an occasion for the rehabilitation and exploitation also of the smaller house buildings. Such an approach would allow to preserve the buildings and to spread the knowledge of the architecture of the different period and the different cultures.

Another example of open air museum is the plane for the historical centre of Bologna city. This plane is the forerunner project of open air museum. The plane started in the middle of seventy years and would recovery the council housing. This operation has resulted from the upgrading of a big area strongly characterized by smaller house building and it has represented a symbolic example of “ Open Air Museum “. Many times this example has been employed to the recovery of urban areas with similar characteristics.

Other experience, that places within an important action of renewal, is the urban retraining of parts of city strongly influenced by the presence of the sea. The recovery of the waterfronts has the objective to upgrade large areas, obsolete and abandoned, strongly connected both to the sea and to the city.

The patrimony that characterizes these areas is often constituted by industrial building without any monumental value but they represent the testimony of an important moment of cultural and economic development of the urban system.



Figure3: View of the Marseille port and waterfront

Particularly, in the areas of the north Mediterranean Basin, where the process of industrialization and consolidation of the port structures started, it is already possible to individualize numerous examples that had a driving value for the development of the city: in particular in Spain (Valencia, Malaga, Cadiz, the Port Vell of Barcellona), in France (Marseille) and in Italy (Genoa, Venice, Naples).



Figure4: View of the Genoa and Barcelona ports

These operations resulted as recovery for the community, not only intended as residents but, more extended, as users of an urban space, of a part of the city otherwise forgotten..

HISTORICAL DEVELOPMENT OF THE AREA

The area of Cottonera, also called of the Three Cities, is constituted by the housing nucleuses of Vittoriosa, Conspicua and Senglea that occupies the peninsulas on the south-oriental side of the Great Port in front of Valletta. These nucleuses delimit some deep creeks that, in the past, were used as basin of carenage. The Three Cities can be considered as the "cradle of the Maltese history" because they were used as safety and protection to people that lived in the island. The first town planning can be individualized in a small village of fishermen called Birgu, today Vittoriosa. The three cities, together with Valletta are considered the founded nucleuses of the actual urban structure. The buildings, the churches, the boundaries and the bastions of Vittoriosa are more ancient than Valletta and they were used by S. Giovanni's knights. The natural creeks have been used since the times of the Phoenicians. These creeks, if from one part could easily be populated, from the other one they left the local inhabitants to the attacks of the enemy when the Malta rulers wanted to participate in the war of the moment. For this reason in the XVII century was built, to their protection one double surrounded building composed by two defensive lines: one outside (Cottonera Lines) and one inside (Margherita Lines), organized to contain a large side of protected territory able to shelter, in case of siege, 40.000 people with livestock and means of sustenance. The morphological characterization of the Three Cities has strongly been conditioned by the fortifications system and by the economic development produced by the natural orography of the peninsulas. These conformations have allowed to shelter structures for the navigation in all historical periods. The life of the arsenal between Bormla and Senglea is strongly tied to the history of Malta and with the naval industry evolution beginning from the end of the XVII century. The construction of the sailing vessels went a long way at the end of the kingdom of the Order of Malta. The English since the beginning of their domination understand the strategic importance of the location of the Malta's port. From 1807, some islands of the Mediterranean Basin began to enjoy of special rules for the commerce. It is one of the greatest creeks of the Mediterranean basin for that period, but during the XIX this space is not enough however to shelter the ships employed during the war of Crimea (1854). With the inauguration of the Suez Canal, in 1869,

the naval traffic was increased and Malta had a strong economic return, besides England increased its naval presence in the Mediterranean Basin and this pushed the English admiralty to pay more and more attention to the Maltese islands. The XX century is characterized from a continuous decline alternated to brief moments of intense activity during the two world wars; but after the second world war the intense work of the naval sector brusquely stops, the English authority finished and the island fell in a deep economic crisis. Beginning from the years '70 Malta had a slow production recovery thanks to foreign investments especially in the field of the naval constructions. Since 1984 the Chinese government orders the building of merchant ships off-shores. Only some docks are used; the other docks located in the area among Birgù-Bormla-Senglea are leaved to a slow decay. Today the situation is desperate because the original destination is definitively lost an the buildings shows important decay pathology. Also the people that worked here had leaved their houses and now is very difficult to recognize the local tradition.

GUIDE LINES FOR THE REALIZATION OF A OPEN AIR MUSEUM IN MALTA

This work wants to verify the possibility to recover a big area of the historical centre of the Cottonera applying some principles that, recently, are addressed towards the realization of museums called "open air". This operation typology has been experimented in other existing centres, this is often developed through spontaneous exploitation of some urban fabric peculiarities. In this particular case the presence of some factors (climate, position, historical buildings, ecc.) make us believe that with opportune action a fast development of recovery can be activated. The Cottonera centre is characterized by monumental buildings and from singular points of strong attraction, from the presence of smaller house building that are located in large areas of the neighbourhood. The three agglomerations are still distinguishable: Vittoriosa, Cospicua and Senglea, and they also have a strong historical characterization (Figure 5) Vittoriosa is the more important of the three centres, and its has the most greater concentration of historical buildings, very poor, instead, to Senglea. For this reasons the Malta Government, in the last years, has improved a planning promotion to the recovery and development of the Cottonera area. Vittoriosa, the ancient Birgu, is the most ancient area of Cottonera, it is a start point of this project, for which in 2004 a master plan has been drafted.

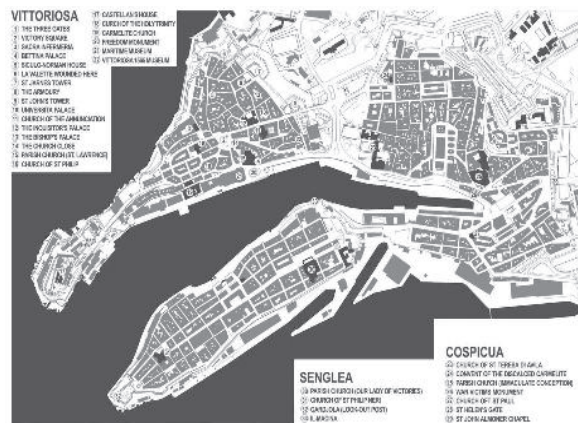


Figure5: Map of the tree cities

The plan was born from an existing partner-economic analysis of the situation; it doesn't have the purpose to resolve all the actual problems, but it is set to drive further punctual actions.

The plan develops this principal aspects:

- The maintenance of the historical inheritance.
- The improvement of the quality of the inhabitants life.
- The organization of the road traffic and of the parking spaces.
- The tourist development with particular attention to the younger.
- The increase of the services, the opening of new shops and some information points.
- The economic development produced by the tourism.

In Senglea there are few historical buildings and so it is seem meaningless under the tourist aspect.

However there is a smaller house building of residential agglomerations that are in good state of maintenance with an interesting preserved urban layout, where traditional characters, of the small urban agglomerations, are maintained.

There is a vernacular architecture built using local resources (materials and techniques) as expression of the traditional culture.

Cospicua district is a part of the city in front of Vittoriosa connected with Bormla. It is a continuous stream of fascinating and suggestive panoramic views that space from Malta to Vittoriosa.

This part of Senglea is inhabited but it seems, at every time of the day as a ghost city: without life, service, shop and of commercial activity.

This area is the ideal ground for the proposition of a open air museum according to the aspects exposed in the preceding paragraphs.

Particularly the proposal is focalized to the part of city in front of Vittoriosa and part of Bormla.

These are united by the presence of the abandoned basin of dry dock (Dock n°1) and the connected abandoned arsenals.

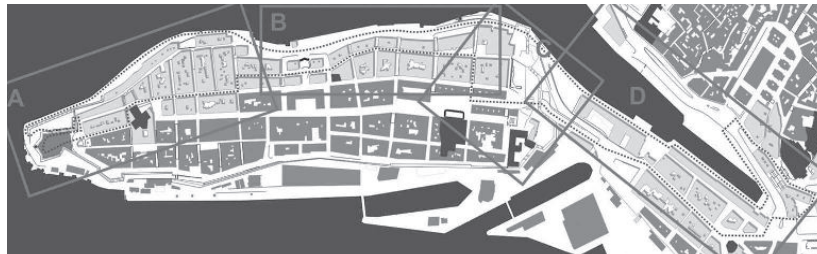


Figure 6 – Four areas of Senglea e Bormla

Four zones are individualized that have different peculiarities where it is possible to use specific criterions of recovery (figure 6) inside a walk; that can call forth strong emotions, step by step, and many different interest. It will be possible also to identify in the local traditions and in the domestic life according to the request of a different type of tourism; this aspect will have as result the increase of the time of permanence of the tourists.

Zone A (figure 7)

This zone includes the extreme part of Senglea characterized by the vision of a singular panorama of Malta. Over the sea, at a brief distance it is possible to see the fortifications of Valletta and the Sant'Angelo's Fort. Crossing the long Triq sea l-Arkati, a walking street goes on along a gallery that makes more suggestive the

Cultural Heritage

panoramic sight toward Vittoriosa (photo 3). There is a stair that goes around the main bastion, across a suggestive underpass (photo 5). On the top of the bastion there is a place characterized by a small garden and by a famous look-out. It is an hexagonal building located at the entrance of the port (photo 6). It is possible to see the docks, Marsa, La Valletta, the entrance of Grand Harbour and Fort St. Angelo. On the top there is a hexagonal building with stone decorations of a pelican, of an ear and of an eye, symbols of the vigilance, to testify the constant attention turned by the knights toward the enemies and from Maltese towards the port activities (photo 7). San Filippo Neri's church, built in 1662.

Zone B (figure 8)

This zone is characterized by the presence of a regular urban fabric organized with streets that are perpendicular to the sea.

The Triq Is sea - Siren is the parallel street to the sea, it is rich of vernacular architectures and is ideal for a spontaneous development of commercial activity of every typologies (from first necessity to the luxury objects sale).

The sea walk, characterized by the presence of street furniture and with large pavement, has great potentiality to be organized as place of stopover of relax and of refreshment.

Ideal the match of these connected activities structurally in a alternate in slopes and descents along the perpendicular staircases to the two streets that offer suggestive landscape foreshortenings (photo 1, 2, 3 and 4).

The building in the photo 5, for its conformation and architectural characteristic, is good to be destined to accommodating facilities.

Zona C (figure 9)

In this area there are some historical buildings as: the machina (photo 1 and 2), the remains fortification, the parish church of Saint Maria of the Victoria and the plaza in front of the descent Triq 31 Tas' Marzu and the buildings located on the dry dock basin of (photo 5). Here it should be necessary few recovery action as the setup of the plaza, the recovery of the Machina and the existing café. This operation could make this area a meeting point.

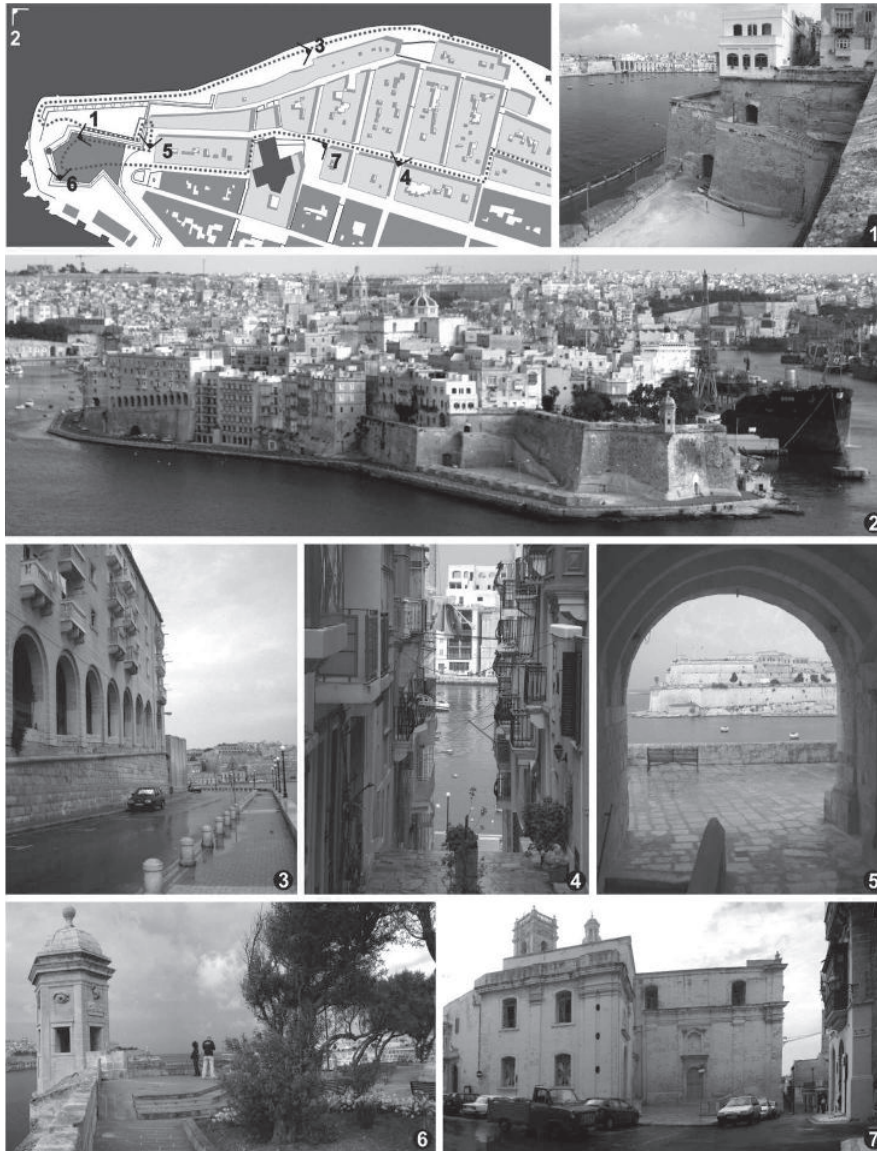


Figure 7 – Zone A Safe Heaven Garden in front of Grand Harbour and Fort St. Angelo



Figure 8 – Zone B 1) 2) 3) 4) foreshortened view of Vittoriosa from the Senglea's streets.
5) 6) foreshortened view of the recovery waterfront.

Zone D (figure 10)

Crossing the Triq San Pawl it is possible to arrive to St Paul's church, built in 1741, that is the background of the typical Maltese hose, characterized by the presence of Bou-windows in wood (photo 1).

Particular attention has been employed, to the recovery of the "Dock n°1" and the near buildings (figure 10 - photo 5 and figures 11 and 12)

We should plan an use for commercial activity, of accommodation facilities and of culture. Particularly it will be organized a museum for the diffusion of the Maltese and Mediterranean maritime heritage, not much known, with research laboratory destined to the researchers and tourists.



Figure 9 – Zona C. 4) Senglea's Parrish church 5) Actual Situation at and after the recovery.
The Machina is a great building that was used to hoist the ships.

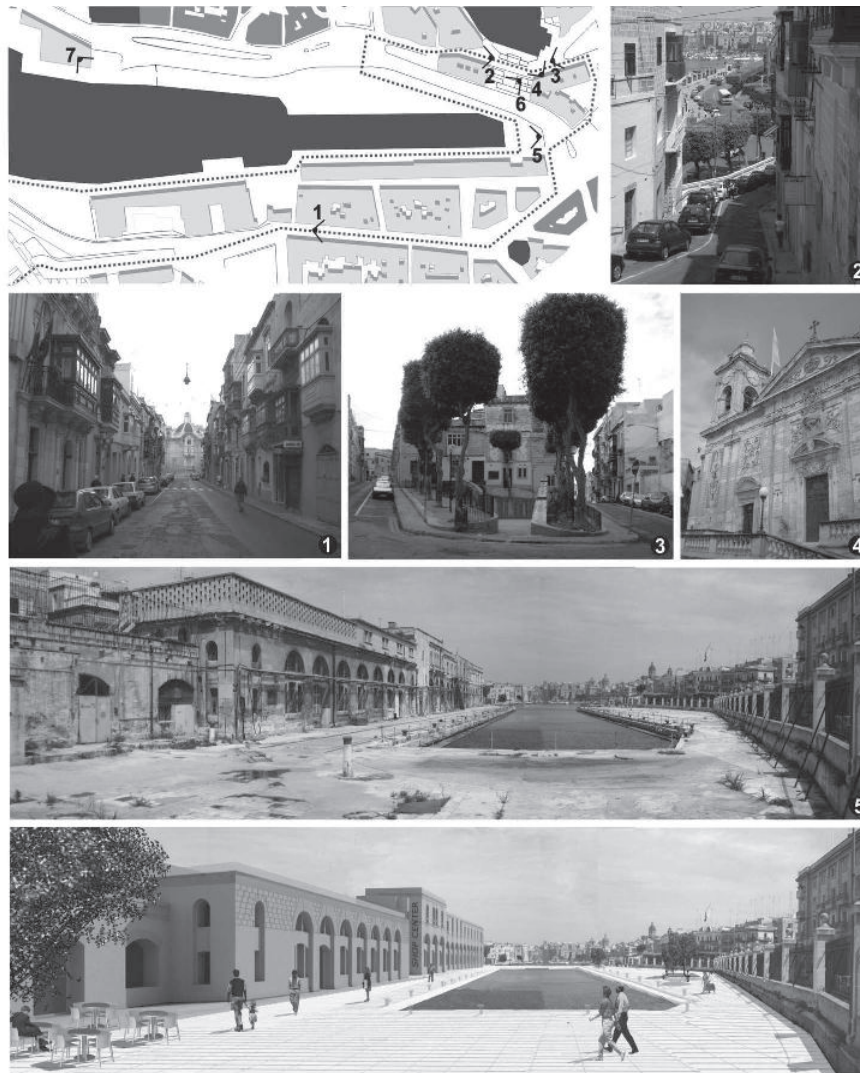


Figure 10 – Area D. 1) Triq San Pawl and the with the same name church , built in 1741. 2) Senglea's basin view 4) Cospicua's parish church

These activities are been individualized as the most adapt for our aims both to a tourist development in the area of Senglea and to the improvement of a best quality of social life for the inhabitants and to the economic development.



Figure 11 - Dock n° 1 at present and after the recovery



Figure 12 – Dry dock basin between Bormla e Senglea: at present and after the recovery

ECONOMIC DEVELOPMENTS

The tourism in Malta is one of the few primary economic resources. The tourists in transit in the month of April of 2008 have recorded a 5,5% increase in comparison to the same month of 2007.

In the same period has been valued an increase of the 7,9% of the tourist expense in comparison to the 2007 same period.

We believe that the transformation of a part of Senglea in museum open air is apt to realize a sensitive growth of the economy for the local people.

The consequential factors becoming from the tourism, linked among, that can determine the aforesaid growth are:

- transformation in tourist place with strong presence and duration of permanence of great number of visitors,
- creation of different commercial services as well as of receptive structures;
- indirect economic advantages determined by the increase of those services of first necessity that would have as effect a sensitive lowering of the expense for the residents if nothing else due to the diminution of the moving.

What has been stated must not be connected only to the above said data percentages but, in the case of Senglea, it assumes greater importance in economic terms the fact that the analyzed zone is almost entirely unknown to the tourism and also little lived by the residents and by the whole Maltese community.

This development could be able to constitute a strong attraction for the local community.

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Figure 13 – Port view

3rd IRT INTERNATIONAL
SCIENTIFIC CONFERENCE - Vol.1

**SOME ARCHEOLOGICAL EVIDENCES OF THE CULTURAL RELATIONS BETWEEN EGYPT
AND THE MEDITERRANEAN BASIN AROUND THE FIRST MILLENNIUM B.C.**

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Abstract

The cultural relations between Egypt and the Mediterranean basin civilizations are deeply rooted in history, and this was clearly attested in some Egyptian archeological evidences during the period of the Egyptian Empire, the nations of the Mediterranean basin tried to guarantee peaceful relations and trade with the Egyptians. Many scenes on the temples of the New kingdom period represent the military activities of Egypt towards the Mediterranean people; some other scenes specially of tombs refer to the friendly relations with them.

The Aegeans and the inhabitants of the Mediterranean islands are one of those people who had peaceful relations with the Egyptians. The tombs in the Theban necropolis during the first millennium B.C. have scenes that represent the Aegean delegates and the inhabitants of the Mediterranean islands giving tributes to the Egyptian kings, the most important examples are those date to the eighteenth dynasty, and specially the time of Tuthmossis III.

After a period of cease after the New kingdom and during the late period, toward the second half of the first millennium B. C., the Greeks could be seen in the tomb scenes in Egypt, at the end of the Pharaonic period and the beginning of the Graeco-Roman period in Egypt. In the tomb of Petosiris who was a contemporary of the last days of the thirteenth dynasty, the second Persian period, and Alexander the great, in his tomb we find the Greek people represented in pure Greek new artistic rules, and some other scenes with mixed artistic conventions are attested in this tomb.

The Egyptian maintained close relations with the Phoenician cost from the beginning of the Egyptian history. During the second millennium B.C. the Syrians were represented in the tomb scenes in the Theban necropolis, with their traditional customs and personal characteristics, they were represented as subjugated people giving tribute to the Egyptian kings, and try to keep peaceful relations with the Egyptians.

In the first millennium B. C. it is noted the fall in the friendly relations between Egypt and the Phoenician cost. In this period there is shortage in information about the relations between Egypt and the Phoenician cost. In general the relations between Egypt and Asia were hostile during this period and until the end of the Egyptian history.

Some archeological evidences refer to the friendly relations between Egypt and the Libyans during the second millennium B. C. There are some scenes in temples or tombs from this period represent the cultural and economic relations between Egypt and Libya.

The Libyans of the first millennium became Egyptianized, so no references could be attested in this period refers to the relation between the Libyans – as foreign people – and the Egyptians.

Key words: Mediterranean basin, Aegean culture, Greek art, Syrians, Libyans

INTRODUCTION

The period of the second and the first millennium B. C. witnessed very intensive activity of Egypt in the Mediterranean basin. Strong relations were maintained with the civilizations of this area, which were linked to the Egyptian empire with peaceful relations at those days. Many archeological evidences could be gathered from Egypt showing those people and their relations with the Egyptians.

The Aegeans and the inhabitants of the Mediterranean islands appeared in scenes in the tombs during the second millennium, and appeared again towards the second half of the first millennium.

The tomb scenes of the New Kingdom showed also the Syrians in their friendly relations to the Egyptians. The Theban necropolis during the eighteenth dynasty has many scenes for the Syrians especially during the time of Tuthmossis III. The Libyans were represented in many tomb and temple scenes in their relations to the Egyptians during the second millennium B.C. These archeological evidences could give an accurate idea about the Egyptian relations with the Mediterranean world in the second and first millennium B. C.

THE GREEKS

The relations between Egypt and the inhabitants of the Mediterranean islands began from the New Kingdom period in Egypt. The Kftiw were represented on the walls of the tombs giving tribute to the Egyptian king.

Some potters were found scattered in different places in Egypt belong to the Aegean culture,¹

ARCHEOLOGICAL EVIDENCES OF THE SECOND MELLENIUM B.C. (THE TOMB SCENES)

Many tombs have scenes represent the Kftiw and the inhabitants of the Mediterranean islands during the New kingdom, these scenes appeared in the tombs of Pumere (TT 39), second prophet of Amun, time of Tuthmossis III² Senmut (TT 71), chief steward, steward of Amun, time of Hatshepsut³, Menkheperresoneb, (TT 86) first prophet of Amun, time of Tuthmossis III⁴. Rekhmere (TT 100) governor of The town and vizier, time of Tuthmossis III and Amenophis II⁵. Amunuser (TT 131), governor of the town and vizier, time of Tuthmossis III⁶.

The scene of the tomb of Rekhmere is the most important of those scenes⁷. It existed on the western part of northern wall of the hall, second register⁸.

The scene represents Rekhmere with his followers receiving the tribute from the foreign countries. The topmost register is devoted to the inhabitants of Punt, the next to the men who represented the culture of the northeastern Mediterranean. Both lay out of the reach of the military forces of Egypt, though both were deeply indebted to her for a profitable exchange and for much more that. Hence these two peoples are in different category from the conquered Nubians and Syrians; and in the lower register where captives are shown⁹

¹ For these examples see Pendlebury, J. 1930, 83-88.

² PM, I, 71-75.

³ PM, I, 139-142.

⁴ PM, I, 175-178.

⁵ PM, I, 206-214.

⁶ PM, I, 245-247.

⁷ Davies, Norman de Garis, 1943.

⁸ in Vercoutter, J. 1956, 82-97. A complete study of the scene with text and translation in; Abd El Latif, S. A., 1987, 107-112.

⁹ Davies, Norman de Garis, 1943, Vol. 1, 18.

The second register represent the Kftyw present to him decorative vases and heads of bull, dog, and lion¹⁰(see fig 3.). The text above the Kftyw says:
 lit m Hpw in wrw nw Kftyw iww Hryw-ib nw WAD-Wr m ksw m wAH tp n bAw Hm.f n-sw-bity Mn-xpr-Ra di anx Dt sDm .sn nxtw.f Hr xAswt nbt inw.sn Hr psdw.sn sb-tw rdit n.sn TAw n anx m-mryt wnn Hr mw n Hm.f r rdit mk st bAw.f in mH ib n ity imy-r niwt TAty Rx-mi-Ra Ssp inw nb n xAswt nbt innw n bAw n Hm.f
 “The arrival in peace of the chiefs of Kftyw land (and) the islands which are within the Great Sea, in respectful obeisance to the might of his majesty, the king of Upper and Lower Egypt, Mn-Kheper-Re –may eternal life be given to him- of whose victories throughout all the lands they have heard with their tribute on their backs, in the hope that the vital breath be given them because of loyalty to His Majesty, and in order that his might should protect them. It was the confidant of the sovereign, the mayor and vizier Rekhmere who received the tribute of all the lands brought to the might of His Majesty “¹¹. The typical products of the country piled up before the scribes such as baskets of Lapis-Lazuli and rings of silver and vases of silver and gold, bowls, daggers, and precious stone¹². The term Kftyw may refer to the Aegeans in general¹³. or the inhabitants of Crete Island as given priority in a close association with an insular culture¹⁴ so represent a Minoan embassy to Egypt and its gifts¹⁵. The scene represent the Aegeans with their traditional costumes, the kilt diggers from backflaps and codpieces in other Egyptian scenes¹⁶ the analysis of the previous scene and text reveals some facts concerning the relation between Egypt, the Kftyw, and the inhabitants of the Mediterranean islands during the time of Tuthmossis III: The time of Tuthmossis III was the real beginning of the relations between Egypt and the islands of the Mediterranean. The Egyptians considered the inhabitants of the Mediterranean islands and the people of Crete as one nation. Those people came to Egypt because of their fear from the military interference of Tuthmossis III in their internal affairs after hearing the news of his victories sDm .sn nxt.f Hr xAswt nbwt, to gain the friendship of the Egyptian pharaoh, to permit their trade with the costs of Syria which was subjugated by the Egyptians, and to guarantee the peaceful relations and trade with the Egyptians¹⁷.After Tuthmossis the archeological evidence for the relations between Egypt and Aegeans are fewer compared to those of the time of Tuthmossis, when some Aegean potters were found scattered in different sites in Egypt until the time of Tutankhamen.

THE FIRST MELLENIUM B.C.

The relations between Egypt and the Greeks maintained another time during the 26th dynasty, when the Greek came to Egypt in plentiful numbers as mercenaries and merchants. The relations between Egypt and the Greeks flourished during this time when Psmatic the first king of the Saite dynasty employed Greek mercenaries in his efforts to strength and extend his authority, and in addition to military power he strengthened his economic base by developing economic links to the Greeks and Phoenicians¹⁸. Towards the end of the Pharaonic period and the beginning of the Ptolemaic period, there is a very important document which shows to what extent reached the cultural relations between Egypt and the Greeks, this document is the tomb of Petosiris at Tuna el-Gebel, the scenes of this tomb show Greek and

¹⁰ PM, I, 207.

¹¹ Davies, Norman de Garis, 1943, Vol. 1,20.

¹² For a list of objects see Davies, Norman de Garis, 1943, Vol. 1,21-22.

¹³ Strange, John, 1976, 606.

¹⁴ For a discussion of the nature of the Kftyw see Davies, Norman de Garis, 1943, Vol. 1,22-23, and note 31 p. 23.

¹⁵ Davies, Norman de Garis, 1943, Vol. 1,25.

¹⁶ For a discussion of the Aegean costumes appeared on Egyptian monuments see: Rehak, Paul, 1996, 35-51.

¹⁷ See Abd El Latif, S. A., 1987, 109-116; Vercoutter, J. 1956, 117-118; Kantor, H. J., 1947, 80.

¹⁸ Allan B. Lloyd, 2000, 371.

mixed Greco-Egyptian artistic influence. The mixing of Greeks and Egyptians led to new artistic development, with traditional subjects depicted in innovative ways, as in the scenes of the tomb of Petosiris¹⁹. Building the tomb of Petosiris was begun under the last years of Pharaonic history and continued until the first years of Ptolemaic period in Egypt²⁰. The scenes of this tomb are very important in the surveillance of the cultural relations between Egypt and the Greek, and to show to what extent the Egyptians were affected by the Greek art before and at the dawn of the establishment of the Greek reign in Egypt.

Two scenes of this tomb are the most important evidence to the Greek artistic influence; first the Greek scenes run on the base of the side walls of the naos (fig 1)²¹, and the agriculture scene on the eastern wall of the pronaos (fig2)²². The scenes on the base of the naos walls represent a procession of priests runs towards the southern side on the base of the western and eastern walls of the naos. The scene represent an intermediate stage between the Egyptian art effected by the Persian art, and the Greek art, this appears from some foreign artistic elements of the scene²³. The scene have no inscribed texts, may be because the scene was executed in a small place and this couldn't enable the artist to add more texts to the scene²⁴.

The procession consists of twenty eight persons on the eastern side facing the south, and in the western wall there are twenty five persons, both are traditional offering bearers.

The persons represented with Greek facial features, and according to the new artistic rules, the scene encompass some new artistic elements belongs to the mixed art during this period, some persons were represented in facing position (see fig. 1 a, b), and the appearance of the red cock in the hands of the tenth woman on the western wall (fig, 1 c), an element resembles the cock on the walls of the tomb of Rekhmere represented in the scene of the Kftyw²⁵. The style of dress in general is Greek, for example the women Greek folded dress (fig. 1 d), and men wearing the Greek short dress , and puts the Greek diadem on head (fig. 1 e). Finally these elements in the scene refer to the mixture between Egyptian and Greek civilization during the days of Petosiris. The new mixed artistic elements and new dresses appear here refer to the effect of the Greek culture upon the Egyptians, represented in Greek artistic ways. The procession itself may refer to the unification of these races in the worship of Thoth, the god of Hermopolis, and the influence of the priests of Hermopolis, Petosiris and his family, who were able to subjugate all these different races who give offerings to their god²⁶. The second scene is the agriculture scene in the eastern wall of the pronaos²⁷ (Fig. 2). This scene is traditional scene of Egyptian harvest, but it encompass many foreign elements, as the dress of the woman in the first register which is the Greek Tunic dress, and the dresses of the men are Greek also, like that of the first and second register, and the Greek cloak worn by the man in front of the third register²⁸. Although the scenes of the procession in the naos represent pure Greek scenes, the agriculture scene in the pronaos represents the mixture of the Egyptian traditional art and the Greek artistic elements.

19 See *Greeks*, in Shaw, Ian and Paul Nicholson, 1995, 115-116.

20 For the dating of the tomb see the study of the researcher; Abd El Hafeez, H., T., 2008, 100-109.

21 Azab, A., S., 2002, 326-338.

22 This scene was discussed many times by Egyptologists for its foreign artistic influence see: Montet, P., 1926, 161-181; Picard, Ch., 1931, 201-227.

23 Azab, A., S., 2002, 326.

24 Lefebvre, G., 1924, vol. 1, 31 ff.

25 Houlihan, 1988, 81.

26 Azab, A., S., 2002, 327.

27 Lefebvre, G., 1924, , vol. 3, pl. 13.

28 Picard, Ch., 1931, 201-227.

THE ASIANS

The relations between Egypt and the Phoenicia coast began early from the predynastic period in Egyptian history. The relation became more solid at the beginning of the historical times in Egypt²⁹. Influences of Phoenician art could be found in many objects in Egypt from this time.

From the time of the fourth dynasty the Egyptian pharaoh consolidate the relations with the Phoenician coast where they import the necessary cedar wood for their projects, monuments bearing their names were attested at Byblos³⁰. This policy continued by the pharaohs of the Old and Middle kingdom,³¹.

During the new kingdom period and specially the time of Tuthmossis III, many military expedition were made to subjugate the Mitaneans and the inhabitants of the Libano-Syrian countries, after the battle of Megiddo he succeeded to break the collation between the Mitaneans and the inhabitants of Libano-Syria³².

Amenophis III established peaceful relations with Libano-Syrians, a policy continued under the coming rulers of the 18th dynasty³³. The Syrians appeared in the scenes of the Egyptian monuments, There are many scenes represent the Syrians as delegates on the walls of the tombs of the New kingdom who bring the tribute or gifts, or materials for trade, for example: The tomb of Nebamun (TT 17) the scribe and physician of the king Amenophis II³⁴, the tomb of Amenmosi (TT 42) commander in the army of king Tuthmossis III³⁵, Menkheperresoneb (TT 86) the first priest of Amun under the reign of Tuthmossis III³⁶ Amunuser mayor of Thebes under the reign of Tuthmossis III (TT 131)³⁷, and the most important scene of Rekhmere (TT 100) mayor of The town and vizier, time of Tuthmossis III and Amenophis II.³⁸

The most important scene of the Syrians is the scene of the tomb of Rekhmere, in the fourth register of the scene of foreign people represented the Retjnu or Syrians. The Retjnu of Dynasty 18 may be defined as Palestine and Syria together, and it cannot be doubted that Retjnu in the wider sense continued, as in the Middle Kingdom, to cover both Palestine and Syria³⁹. The scribe stands in front of sixteen Syrians and their tributes. The chiefs of the Syrians the first and third person in front of the procession are marked by some horizontal blue bands on the breast⁴⁰. The Syrian tribute are baskets of gold and silver rings, planks of wood, turquoise and lapis-lazuli, and incense⁴¹.

The text above the Syrians says:

lit m Htpw n wrw nw rTnw xASwt nbt mHtt nw pHwy stt m ksw m wAH tp inw.sn Hr psd.sn sb-tw rdit n.sn
Taw n anx n mrwt wnn Hr mw n Hm.f mAA.sn nrt.f aAt wrt Hryt.f sxm.s ist in iry-pat HATy-a mry nTr mH ib
aA n nb tAwy imy-r niwt TAty Rx-mi-Ra Sspinw n xASwt nbt

"The arrival in peace of the chiefs of Retjnu and all the lands of further Asia in deferential obeisance, their tribute on their backs, in hope that there would be given to them the breath of life because of loyalty to His Majesty; for they have seen his very great victories. His terribleness has dominated their hearts. Now it was the prince, the mayor, beloved of god, confidant of the sovereign, the mayor of the city, Rekh-mi-re who received the tribute of all the lands⁴²". This scene shows the general characteristics of Syrians that all

29 Chehab, M., 1967, 2.

30 Chehab, M., 1967, 2.

31 Chehab, M., 1967, 3-5.

32 Chehab, M., 1967, 6.

33 Chehab, M., 1967, 7.

34 PM, I, 31.

35 PM, I, 82.

36 PM, I, 177.

37 PM, I, 246.

38 PM, I, 206-214.

39 Gardiner, A. H., 1947, vol. 1, 142-149.

40 Davies, Norman de Garis 1943 Vol. 1, 27.

41 Davies, Norman de Garis 1943 Vol. 1, 28.

42 Davies, Norman de Garis 1943 Vol. 1, 27.

men shown the same facial features, they wear the same dress, the heads are well shaven or they wear the hair down to the shoulders. The traditional dress of men is the long white Syrian robe. The faces are colored yellow which is the distinguished colors for the Syrians on Egyptian monuments⁴³

FIRST MELLENIUM B.C.

At the time of Ramses XI Egypt became so weak that is no longer commanded the respect of cities such as Byblos, and the report of Wenamun tells how an Egyptian official was shabbily treated by a high handed prince of Byblos⁴⁴. The century after the 21st dynasty there is shortage in information about the relations between Egypt and the Phoenician coast, but the Egyptian presence there would not stop⁴⁵. In the Harem of Solomon there was an Egyptian princess. The presence of the 22nd and the 23rd dynasty pharaohs is attested in Phoenicia after the famous campaign of Sheshonq I over Jerusalem. After the Assyrian domination of the Phoenician coast and marching toward Egypt the relations between Egypt and Phoenicia became hostile relations and the 25th dynasty pharaohs maintained the hostile policy against the Assyrians, and this policy was continued under Psamtek I of the 26th dynasty⁴⁶.

No archeological evidences were found referring to the Phoenicians during the first millennium B.C. in Egypt, because there were no friendly relations between Egypt and the Syrians in this period.

THE LIYBIANS

The Libyans have relations with Egypt from the predynastic period⁴⁷. The relations during the New Kingdom were in part friendly relations during the 18th dynasty. The Libyans beard various appellations on the Egyptian monuments, the most important of these names is &emeHw, a term apparently refers to any nomadic group inhabiting the western desert. The name of that tribe which means "the northern land" or "the blond" became the most general term for the ethnological sense as reference to the all the western tribes living to the West of the Egyptian borders in ancient Egyptian sources of the New Kingdom especially in the Ramesside Period.⁴⁸ Like the linguistically based designation aAmw⁴⁹ for Western Asiatic Semitic speakers,⁵⁰ it is possible that &emeHw is a reference to the Berber language shared by the geographically dispersed (Libyan) groups. Other names could be applied to the Libyan land like "the desert land / or foreign land of Meshwesh"⁵¹, or PA Rbw, "the land of Libu"⁵². Traditionally, the two major appellations for Libya that occur prior to the New Kingdom—&eHenu and &emeHu—are considered to be primarily anachronistic by the Ramesside Period.⁵³

43 Faheed, H., 1994, 185-188.

44 For bibliography and translation of the story of Wenamun see Lefebvre, G., 1949, 204-220; see Phoenicians in Shaw, Ian and Paul Nicholson, 1995, 224.

45 Leclant, J., 1967, 11.

46 Jean Leclant 1967, 11-18.

47 A recent study of the topic is: Abo El magd. A.M., 2007; see also: Oric, B., 1914, ; O'Connor, D., 1990, 29-115; Shaheen, A., M., 2003.

48 Gardiner, A. H., 1947, vol. 1, 114; Gauthier, H., Dictionnaire Geographique, VII, p. 75 ff; Hölscher, W., 1955, 24 ff.

49 Wb. I 167.19-20.

50 Redford, D., 1992, 32.

51 ¹⁷ KRI, IV, 14.4.

52 ³² KRI, II, 475.7; cf. Habachi, L., 1980, 3-30.

53 Osing, J., 1975, 1015; Spalinger, A., 1979, 140-41. for a detailed discussion of the various names of Libyan tribes and their land see: Abo El magd. A.M., 2007, 26-43.

EVIDENCES OF CULTURAL RELATIONS WITH THE LIBYANS IN THE SECOND MELLENIUM B.C.

Although there is a great stress on the military hostile relations between Egypt and Libya in the New Kingdom period, some friendly relations could be attested from archeological evidences in Egypt. These relations could be cultural ones as the participation of the Libyans in the Egyptian feasts, this is represented in the scenes of the mortuary temple of Hatshepsut at Deir El Bahari⁵⁴: There is a scene in the Chapel of Hathor, the northern wall of the columned hall, in the fourth register of the wall represents a group of Libyan dancers and 3 musicians participating in the festival of the goddess Hathor (figure 4) and between the two groups there are 2 columns of inscription mention: [ibw in &mHw] means dancing by the &emeHw –each one of the dancers and musicians decorates his hair with 3 white feathers, only the one in the middle is straight, bordered by yellow line with a thin red line inside. Each one of the musicians is holding throw sticks to regulate the rhythm. They are wearing white mantles with red overcoats decorated with white small dots in vertical lines. The commercial relations to the Libyans are attested in the text inscribed on a seal of a jar discovered in the remains of the palace of Amenhotep III at Malkata at the west of Thebes, a part of the text says:

“HAt-sp 34 aD wAD n kAn MSwS n pA wHm Hp-sd MSwS n Axt-nswt sS-nswt Imn- ms”
“Year 34, fresh fat of bulls of Meshwesh to repeat the Sed Festival.... the Meshwesh, for the royal palace, the royal scribe Amun-mose.”⁵⁵

As Hayes points out, the reference must be to cattle of originally Meshwesh type or breed – not need fully to actual cattle or beef-fat imported from the Meshwesh, given the provenance as the stockyards of this or that official. The diplomatic relations between Egypt and the Temehu confirmed through the existence of some ambassadors representing the Temehu among the other ambassadors of the foreign countries in the court of the king. In the tomb of (Pwy-m-Ra), from the reign of Thutmose III, in the valley of the Nobles there is a scene depicting the foreign ambassadors including that of the Temehu.⁵⁶ The same scene is repeated in the tomb of (In tw sf) No. 155 which dates to the same reign and at the same necropolis.⁵⁷

In the tomb of (Ra-msi) Ramose, in the Valley of the Nobles, from the reign of Amenhotep IV, there is a scene represents the owner of the tomb and in his presence a group of the couriers and the representatives of the foreign ambassadors including the Temehu ambassador as noticed through his dress.⁵⁸ In the western wall of the tomb of Mery-Rea II at Tell el-Amarna, there is a scene represents a group of security forces consists of: a Nubian soldier carrying the bow and arrows and wearing a lion skin, an Asiatic who is represented with long hair, heavy beard and wearing a short kilt which is decorated at the fringe, the Temehu soldier carries an axe and was depicted with his short hair and the side lock is hanging down behind his ear and wears a long overcoat, opened at the side, and an inner short kilt, and finally the troop terminates with another Nubian soldier.⁵⁹ (Fig. 5) There is a scene in the northern wall of the same previous tomb represents the visit of the royal family to the temple and at the end of the scene is the depiction of the body guards of the king consists of: 6 Egyptian soldiers carrying divine emblems and followed by another 6 soldiers represents the foreign body guards arranged as follows: 2 Nubians with bows and arrows, 2 Asiatics and finally 2 soldiers of the Temehu without any weapons.⁶⁰ In the eastern side of the northern wall of the tomb of Ay at Tell el-Amarna, there is a scene represents the foreign peoples, including a representative of the Temehu, who came with a translator to congratulate the owner of the tomb because he

⁵⁴ PM, II, 350, No. 30, plan XXXVI; Hölscher, W., 1955, 30-31; Brunner-Traut, Emma, 1938, Abb. 41; Bates, O., 1914, fig.63.

⁵⁵ Hayes, W. C., 1951, fig. 10 nos. 130, 132.

⁵⁶ PM, I, 71-75.

⁵⁷ Meyer, E., 1913, 778-9.

⁵⁸ Meyer, E., 1913, 738-746.

⁵⁹ Davies, N de G., 1905, II, pl. 40.

⁶⁰ Davies, N de G., 1905, II, 33, pls. XXIV-XXV.

was granted some jewelries by the king (fig. 6).⁶¹ The Libyans represented with their typical phallus sheath and the garment of cross bands over the chest differentiated them clearly from the inhabitants of the Nile valley and that they were circumcised.⁶² They were represented blond, pointed beard, the crossed bands over the chest, the kilt, the tail and the long overcoat and the feathers on the head⁶³

THE FIRST MILLENNIUM B.C.

It may be assumed that more and more Temehu came to settle in Egypt, in addition to those already present, for example prisoners of war or mercenary soldiers. During the 21st Dynasty, some Temehu families acquired powerful positions and from these families, in the second half of the 10th century B.C., arose the first Libyan kings of Manetho's 22nd and 23rd Dynasties.

The transition from the "Temehu" of the later New Kingdom to the "22nd Libyan Dynasty", which came to power over two hundred years later, is almost completely undocumented at the moment, but it is reasonable to assume that significant continuity linked the two. The 22nd Dynasty was descended from a line of rulers (wrrw) of the "Libyans" of the very Late New Kingdom, and so presumably were the various Great Rulers (wrrw) of the Ma (Meshwesh) and of the Libu who rose to power during the Third Intermediate Period. Moreover, it is suggested that more specifically "Libyan" trait survived the long period during which "Libyans" settled in and (partially) assimilated in Egypt, to emerge in the form of "decentralization, institutionalized as a recognized mode of government"; changes in linguistic patterns; and a "move towards family vaults in preference to individual burial". The historic and cultural picture in the Third Intermediate Period is very complex, and continuity and adaptation of earlier forms of government practices and cultural traits must also be taken into account⁶⁴.

The Temehu seem to have had no artistic or architectural tradition of their own, and the elite culture of the period remained wholly Egyptian. No special archeological evidences represent the Libyans as a nation differs from the Egyptian could be attested in the first millennium B.C. Those foreigners became now Egyptianized or completely Egyptians⁶⁵

CONCLUSION

Studying the Egyptian evidences of the cultural relations between the Egyptian civilization and the civilizations of the Mediterranean basin reveals the fact that those relations passed two stages; first during the second millennium which parallels in Egypt the New Kingdom period, in this period there were Aegeans, Syrians and Libyans represented on the walls of the Egyptian tombs seeking the friendly relations with the Egyptians and maintaining trade activities.

There are tomb scenes refer to these relations although the majority of the temple scenes refers to the hostile relations between Egypt and Syria and Libya, The Aegeans were not represented as enemies for the Egyptians, may be because they were abroad from the Egyptian military activities. The first millennium B. C. witnessed a fall in the friendly relations between Egypt and Syria.

The Libyans of the first millennium in Egypt became Egyptianized, so no special characteristics could be noticed for them, they reflect the same Egyptian artistic conventions with no special trends for them as foreigners.

The situation differs for the Greeks; from the time of the 26th dynasty they came to Egypt in plentiful numbers as mercenaries, travelers, and merchants. Many Greek communities were established in Egypt during this period.

⁶¹ Davies, N de G., 1905, VI, 22, pls. XXX-XXXI.

⁶² Gardiner, A.H., 1961, 32.

⁶³ Gardiner, A. H., 1947, 121.

⁶⁴ Abo El magd. A.M., 2007, 271.

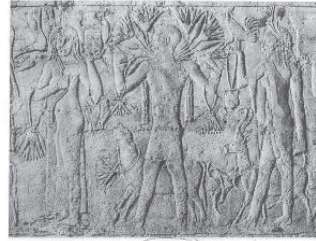
⁶⁵ Abo El magd. A.M., 2007, 272.

The scenes of the tomb of Petosiris towards the end of the Pharaonic and beginning of the Greco-Roman period are very important document for the cultural interrelations between Egypt and the Greeks during this period. The scenes of this tomb reserves a mixture between Egyptian and Greek artistic conventions as an evidence for the flourishing of the cultural relations between Egypt and the Greeks, in the time of the fall of the relations between Egypt and the other Mediterranean basin cultures. Then the Greeks came to Egypt as rulers with their special architectural and artistic features.

Figure 1 Petosiris



naos (a)



naos (b)



Figure 1 (c)



Figure 1 (d)



Figure 1 e

(After N., Cherpion, and others, *Le tombeau de Petosiris a Touna el-Gebel releve photographique*, IFAO, 2007, p.13)

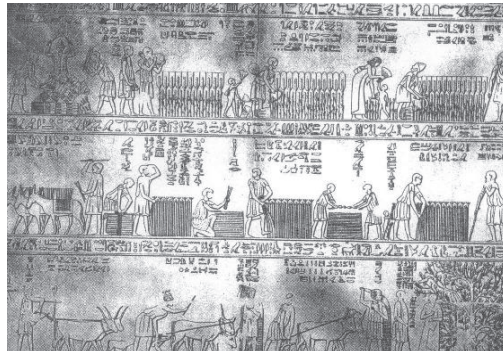


Figure 2

(N., Cherpion, and others, *Le tombeau de Petosiris a Touna el-Gebel releve photographique*, IFAO, 2007, p.65)
(Lefebvre, *Petosiris*, plate 13-15)

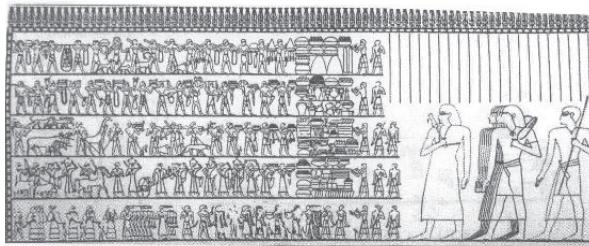


Figure 3

(After Faheed, H., 1994, *Analytical study of the scenes of Asians on the Egyptian temples in the New Kingdom in Upper Egypt*, Unpublished Master thesis, Zagazig University, 354)

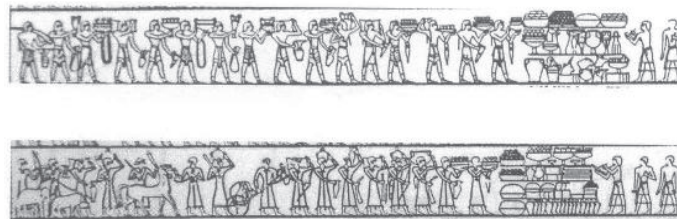


Figure 3a - Figure 3b

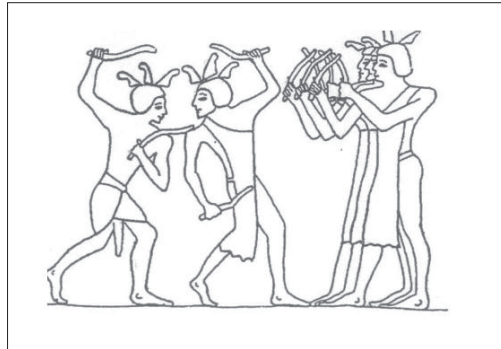


Figure 4
(Bates, O., 1914, fig.63.)

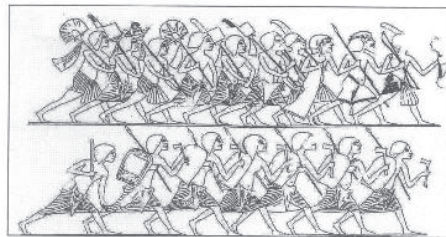


Figure 5
(Davies, N de G., 1905, II, pl. 40.)



Fig. 6
(Davies, N de G., 1905, VI, 22, pls. XXX-XXXI.)

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THE ROLE OF KEFTIU IN THE INTERRELATIONS BETWEEN THE LEVANT AND THE NEW KINGDOM EGYPT AS SHOWN IN THEBAN PRIVATE TOMBS.

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The present topic deals with one of the Aegean elements; the Keftiu as such, according to their depiction in the Theban private tombs of the 18th. Dyn. (ca. 1540-1295 B.C.E), which witnessed the success of the Egyptian empire in dominating a great part of the ancient world, from Nubia in the South to the southern Mediterranean islands in the North, and from the Phoenician coast in the east and its hinterland to the Libyan border in the West.

One would say in the outset that the sporadic contacts between Egypt and Crete was evidently known since the O.K Egypt, whereas its people were identified amongst the northerners in the Egyptian texts by three specific names; THE HAW-NEBW, in the Pyramid Texts (i.e. the people of the far north, or the inhabitants of the Aegean Sea ... etc.), THE KEFTIU (the Cretans) in various texts but mainly from the 18. Dyn., and finally from the reign of Thutmose III up to that of Ramesses III the *Imyw iwꜣw hryw ib nw w3d wr* (Lit. the islanders in the midst of the Mediterranean-sea, e.g. The Myceaneans).

However, not only was the Egyptian hegemony confined to the military power, but also the economy and culture influence had been targeted as well. And in return, The neighbours of Egypt expressed their homage to the ruling pharaoh in many ways. The most notable one in the Theban tombs is the offering of their country products as tributes or gifts rather than taxes.

The Keftiu were one of those neighbouring elements whose mention and depiction appear -as far as we know- only on ten private Theban tombs, whereas the reference to them is varied in names and appearance. These tombs, however, are TT. No. 71 of Senenmut, the chief steward in Hatshepsut's reign, where they are not called Keftiuans but " people of the isles in the midst of the sea (The Islanders). The second tomb is TT. No. 155 of his colleague Antef the great herald of the king, whose career continued also during Thutmose III's reign, similar to the career of the owner of TT. no. 119 whose name and titles are unfortunately lost.

From the succeeding reign of Thutmose III, we have TT. No. 131 of Weser Amun (sometimes called User) ; the governor of town and vizier, where the people are visibly the same as those of Senenmut. They also appear in TT. No. 39 of Puim-re the second prophet of Amun.

It seems notable that they appear in TT. No. 86 of Menkheper-re-seneb, the 1st. prophet of Amun, coming with the chiefs of the Hittites and Tunip (in the vicinity of Aleppo).

The Keftiu appearance seems also notable in two other tombs whose owners' career maintained in authority during the reign of Amenophis II, son and successor of Thutmose III. The first is TT. 85 of Amen-em-hab; lieutenant and commander of soldiers, where they are depicted in accompany with Syrians apparently of upper and Lower Retnu. Whilst in the second of the same reign; TT. 100 of Rekhmi-re; the governor of town and vizier, they are depicted coming with The Islanders. A reference which differentiate between the two elements (i.e. Keftiuans and Islanders).

TT no. 93 of the chief steward Ken-Amun stands the only one which contains the Keftiu scenes from the reign of Amenophis II solely.

As for the tenth tomb no. 120 of Anen the 1st. Prophet of Amun in the reign of Amenophis III, it should be discarded for two reasons. Firstly, it refers to the Keftiu amongst the traditional foes of Egypt, the so-called nine bows, despite their specific and peaceful interrelation attested by several examples, such as their mention in Kom el-hitan toponyms list, the transcription of medical remedy attributed to Keftiu, the existence of their ships in the royal dockyards and the adoption of their decoration style in many instances.. etc.. Secondly and consequently this representation of Keftiu amongst the traditional foes in

TT.120 may be also considered as an allusion to the cease of direct contact with the Keftiu after the fall of the Minoan culture. A view which would be focused on the break of their real existence since the era of the three successive Pharaohs; Hatshepsut, Thotmosis III and Amenophis II, whose reigns cover ca. 80 yrs. of the whole period of the 18th. Dyn. (i.e. 245 yrs.; ca. 1540- 1295 B.C.E)

The investigation of the nature of the Keftiu's appearance in the above mentioned tombs would give rise to various controversial views as follows:

Firstly, in the light of the background of Graeco- Egyptian relation before the 18th. Dyn., the identification of the Keftiu becomes important in order to differentiate or assimilate them with the Eageans; whether Minoans or Myceneans.

In this respect, the Egyptian writing refers to the Keftiu with the determinative of foreign lands, which would denote sometime a specific toponym rather than people. A speculation which may be attested when we argue the grouping of Keftiu in the geographical lists with the Aciatic cities of Naharin, Asy, Kadesh, Tunip, Kheta, Mannus ...etc., which enclosed the eastern boundary of Cilicia, and it seems conceivable to look for Keftiu in the middle of these boundaries.

Meanwhile, the Keftiu as an ethnic term was considered in the Egyptian view as a reference to Cretan sailors or ships. Furthermore, the relevant texts differ between the Keftiu and the islanders by mentioning them as two separate inteties (for example. in TT. 100) of Rekhmy Re^c whereas the text reads: " Coming in peace the chiefs of Keftiu and of the islands in the midst belonging to the mideterranean sea". it might be possible that the keftiu were considered as Minoan-Cretans whose term replaced the wider term of the Aegean- Haw-nebu in the Graeco- Egyptian relation after the Hyksos and their counterparts invasion which affected the thalassocracy in the Mediterranean world.

These Keftiu, however, are portrayed identically in the Theban tombs (TT. 86, 100, in particular) among envoys of tributary nations with clean shaving faces, long coiffures with multiple locks of black hair, dark reddish skin and they wear short kilts with multi- coloured patterns, tassels, and belt. And sometimes boots or sandals with leg bindings .

In his study on the Aegean costume, Paul Rehak paid considerable attention to the change of clothing of the Aegean Keftiu, especially their Kilts. He suggests that they are depicted in earlier tombs wearing breechcloths with codpieces and backflaps, while in later tombs they are shown in kilts. He also suggests that the differences in Aegean costume may reflect a variety in the activities of individuals and possibly their ages as well. Therefore the depiction of those in earlier tombs denoting intense activity of youths and adolescents mainly Physical, such as harvesting, bull- leaping and combats. While those in later tombs who are wearing kilts are the mature men, with a notable difference between the simple kilt and the patterned one. Since the first might indicate a low level official status while the patterned kilt might indicate officials of higher status.

In applying this view on the notable change of costume style in the tomb of Rekhmire^c , it might be possible that this change from breechcloths to kilt would have meant a certain significance to the painter of the tomb. Most probable a change in status or age group of the Aegean officials who composed the embassies to Egypt in one hand, or a denotion to a new group of visitors whose delegation took place at the time of Rekhmire^c's tomb preparation.

The second point to discuss is about the Egyptian view towards the Keftiu, whether they are considered as captives or merchants. In the outset, we would say that the association of the Keftiu in the Theban tombs' scenes with other subdued contingents, whose countries were dominated by Egypt such as Syrians, Mitanians and Nubians, may give the impression that Crete was also an Egyptian vassal.

But since we know that no military expedition was launched to Crete in the relevant reigns, we have to find out a conceivable explanation. In this respect, there is a viewpoint which emphasizes a partial abandonment of Crete between 1500-1450 BC, according to two different approaches. The first approach attributes this to a total destruction that was done by an invasion or invasions from abroad, and as a rule

the Acheiens were held responsible. The second approach, which we are inclined to adopt, is expressed by the opinion that Crete must have been destroyed not by human intervention but by the huge eruption of Thera island. Consequently the appearance of the Keftiu in the Theban tombs at the relevant date and during the following generation may be an indirect result of the partial abandonment of Crete.

If we accept the previous interpretations, the Keftiu would have been considered as immigrants and their old acquaintance with the Phoenician coast may have oriented them to be dwellers rather than colonists in the Syrian cities. Therefore, the Egyptians may have likely considered them as part of the Syrian coastal vassals.

But the present writer is apt to propose another explanation that based on the traditional role which was developed by the Cretans (or Keftiu) because of their being as transit traders, and interested in the interchange and importation of goods between Egypt and Phoenicia. They also had to present their goods such as agricultural and metal ingots and products, moulded or bag-shaped vessels, amphorae, humped bulls, clothes etc..., among envoys of tributary nations who were depicted bringing to the Pharaoh diplomatic gifts, as described generally by Rachael Sparks in the account on luxury vessels. Particularly when we know that Thutmose III received Tribute of "vessels of iron ... (and) silver Shawabty- vessel of the work of Keftiu", who were the users of iron since the early fifteenth century and poured out over the Levant as immigrants after the above mentioned circumstances.

This may erroneously refer to the inclusion of the Keftiu as being vassals of Egypt, similar to the traditional inclusion of some places in the toponym lists of the subdued countries as long as they are in the Egyptian sphere of influence.

Quoting Vercoutter in this respect, he says: "... Enfin, la mention de Keftiu dans la liste de neuf acres est un archaisme caractéristique, car il y a longtemps que le nom de pays qui eu figurant perdu toute signification géographique précise...".

This view would be strengthened by the textual-pictorial evidence which denies the presence of any Egyptian military action in the relevant era against the Cretan people and reveals their influence in the Egyptian economy as traders and experts in harbors construction on one hand. A fact which would be attested by various Egyptian sources such as Kom el Hitan toponyms list, ostrakon and papyrus transcription referring to the Keftiu, their ships in royal dockyards, the Egean frescoes style found in tomb ceiling and the decoration style as found on canopic jar lid at Saqqara.

On the other hand the lack of arms and armour in their tombs and in palaces decoration would attest that they did not regard fighting as the nobleman's primary occupation. A fact which refers to the Cretans/Keftiuans as humane and peace-loving people.

To sum up, one would suggest the following possible conclusions:

Firstly: The Keftiu would be considered according to the Egyptian relevant texts and depictions as part of the Minoan-Cretan people since the First Intermediate Period onwards. Their trade with Egypt represented part of the economic activity between the Mediterranean harbours, mainly in the Late Bronze Ages (LBA) which coincides with Late Minoan II-I (LMII-I).

Secondly: Whatever the change of their depiction in the Theban tombs would denote according to their costume style, it has nothing to do in their political structures. Thus the most likely controversial view is to adopt a denotation of toponym rather than the social status or the age or ethnic groups. Therefore scholars would consider Keftiu as Crete which might be the same as biblical Caphtor. Or it is thought to be Phoenicia itself rather than the Phoenician colonies or Cyprus or Crete or Cappadocia. A matter which will last open to question for a long time. Thirdly: Their outstanding appearance in Theban private tombs within a period of circa. 80 years of the 18th. Dyn. which covers particularly the reigns of Hatshepsut, Thutmose III and Amenophis II as such. One would notice that since the owners of these tombs are six of administrative background, two of a priesthood and the last of a military one, the nature of their visits was mainly peaceful and of interchangeable benefits.

Fourthly: The Keftiu should have never been considered as captives or surrenders within the Egyptian sphere of influence, although the Egyptian artist depicted them among Egypt's vassal contingents. Thus their goods would be considered as merchandise samples or gifts to the state 'key-positions (the King and high officials), rather than giving tributes as subdued people. Particularly if we take into consideration the poses of each representation of the relevant scenes either gravelling, prostrating, bowing, kneeling or standing.

Finally, it seems to me that the Keftiu/Cretan problem should not be refrained but relevant historical studies based on archaeological and textual evidences should be done to reveal their specific nature and set their dating properly. Until then their appearance can be investigated in a touristic approach by adopting the pattern of ornaments in costumes and vessels with its glittering colours in several productions and fiestas of the Mediterranean.

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INFLUENCE OF ANCIENT EGYPTIAN STATUARY ON SCULPTURE OF THE MEDITERRANEAN BASIN

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Abstract

Sculpture in the round served the ancient Egyptians as a means of representing and expressing their religious ideas. Royal statues placed in mortuary temples and statues of private individuals had a particular function to fulfil in funerary rituals. Furthermore, the Egyptians believed that statues were the abode of the ka of the deceased thus it was necessary that the statue would be represented in an idealized manner, without any individual touches, of the sculptor, being added.

Frontality was a fundamental feature from the beginning to the end of the ancient Egyptian era, and its dominance together with the limited poses for formal statues may give the impression that little changed during this time. In fact, new types of statues were introduced from time to time, the context for elite statues moved from the tomb to the temple, and above all there were continual changes in style, proportions and attire.

Outside Egypt, knowledge of ancient Egyptian monumental statues inspired the creation of life-size, and over-life-size, hard stone statuary by Greek artists. Psmatik I, the first king of the 26th dynasty, brought Ionian and Carian mercenaries to Egypt to help him consolidate his hold on the country, after which Greeks, although strictly controlled, were allowed to settle and trade in Egypt. There, they would have seen monumental hard-stone statues, in contrast to the much smaller limestone or sandstone produced until that time by Greek sculptors. Not long after, the first monumental Greek statues, made of marble, which is harder than either limestone or sandstone, appeared. The male Kouroi of the Greek Archaic period exhibit frontality and stand with the left leg advanced, the arms held at the sides of the body, and the fists clenched. Clearly the pose is based on that of a typical Egyptian male standing statue.

A story told by the Greek author Diodorus recounted how two Greek sculptors of mid sixth century B.C., one in Samos and the other one at Ephesus, each made one half of the statue 'and when they were brought together they fitted so perfectly that the whole work had the appearance of having been done by one man'. The explanation given is that the sculptors got the proportions of the two halves to correspond so exactly by using the standard grid system employed by Egyptian sculptors at that time, suggesting that Greek artists were familiar not only with the form of the Egyptian statuary but also with the working methods of sculptors in Egypt. Thus, it seems that the long tradition of Egyptian statue-making helped shape the development of monumental Greek statuary, which in its turn was to have a profound influence on later western artistic traditions.

Key words: Statuary, Sculpture, Ancient Egypt, Greece, Mediterranean.

INTRODUCTION

This study will be centred on ancient Greek sculpture, as it was the most affected by ancient Egyptian art. The Roman sculpture has also been influenced but to a much lesser degree.

Before 800 BC, Greek art was in its infancy. One of the earliest stages was "the geometric style" with no or very little representation of humans or the world of nature. Later, when the human figure makes its

appearance, he seems like a strange creature, painted as a silhouette with the head shown in profile with a dot or blob-style depiction representing the eye: the body is shown frontal in triangular form with the arms short and thin (match-stick like) and the legs appear in profile with rounded buttocks and strong calves. This form mostly appeared on pots and vases etc. (Strong 1967, 35).

By the 8th century in sculpture, a figure style highly reminiscent of the afore-mentioned geometric style became more common. It was a simple and straightforward formula for representing the human and animal figures. Human figures had long triangular faces, large eyes, long necks, triangular bodies with the ribcage lightly indicated and strongly developed thighs with the arms free from both sides of the body. An example for this kind of sculpture is a beaten bronze figure for god Apollo from his temple at Dreros on Crete kept in Boston, dating to around 700 BC and presumably made by a certain Mantiklos (Strong 1967, 36) and (Osborne 1998, 75). It is a part of a group statue consisting of three persons. These figures are presumed to represent Apollo, taking center stage, with his cold-hearted mother Leto and sister Artemis at his flanks (fig. 1)¹.

By 750 BC, a very important development affected the Greek world. The Greek city-states were beginning to plant their first colonies abroad, allowing the re-opening of trade with different countries especially east Mediterranean. This activity led to the exchange of new ideas from neighbouring countries such as Phoenicia and most importantly Egypt. It is imperative to mention that the fundamental character of the Greek art was not changed but mostly adapted to accommodate these new foreign ideas producing a more developed outcome (Strong 1967, 36).



Figure 1 Beaten bronze group statue for Apollo flanked by his mother and sister

MATERIALS OF EARLY GREEK SCULPTURE

Small bronze and terracotta sculptures were the only works of sculpture surviving from the Dark Ages. Wood has also been cited for the earliest cult-images but unfortunately none has survived. (Strong 1967, 37) From the middle of the seventh century, the Greek sculptor probed the idea of using stone in building his statues. This feature is highly thought to be devised as a result of intent observation of the Egyptian grand temples and impressive works of art. The Greeks made great use of their fine local sources of stone and marble to carve big figures, both cult-images and statues of men (Strong 1967, 37).

EFFECTS OF ANCIENT EGYPTIAN METHODS ON GREEK SCULPTURE

According to observing several characteristics of ancient Greek art it could be debated the influence of ancient Egyptian statuary on its Greek counterpart. Yet this topic was faced with much controversy from scholars' point of views. Rudolf Anthes, for example, denies the Egyptian influence on Greek sculpture as seen in the stance, torso or wig (Anthes 1963, 60-81). While Friedrich Matz has stated that Egypt as a source is mainly ignored, although not denied, for early Egyptian statues such as Ranofer (fig 2) have often been used for comparison with Greek kouros (Matz 1950, 106, pl. 47). However Levin has concluded that the Egyptian influence on Greek sculpture is strongly attested taking into consideration that the latter cannot be considered constant but was continuing and evolving² (Levin 1964, 27).

¹ Retrieved from <http://idliketocallyourattentionto.blogspot.com/2007/04/comparison-and-contrast.html> on 21/10/2009
² Levin has attributed this influence to several factors such as trade between Egypt and Greece, which was recorded since late 600s B.C, as well as the fact that Ionian mercenaries had helped the Delta princes against the Kushite and the Assyrians

The most notable ancient Egyptian features that affected Greek sculpture could be demonstrated as follows:

- **Frontality:** This feature is one of the most fundamental characteristics of ancient Egyptian statuary. Modelled human figures are static and orientated solely towards a profile or frontal view. This manner of treatment makes it impossible, for example, for an arm to be stretched out diagonally, or for the head to be turned sideways (Woldering 1963, 99).
- **The Frontal Stance with left leg stepping forward and clenched fists:** Greek sculptors were deeply intrigued by the colossal measures of the Late New Kingdom statues particularly those made by Ramesses II, whom they knew by the name of Ozymandias. The impression made on the Greeks by such statues may have been a major influence in the Greek adoption of this typically Egyptian striding stance for the kouros type. However the Greeks with their daring qualities made the figure totally independent by eliminating the clothing, the traditional Egyptian back pillar, and the fill-in between the arm and torso and between the legs (Levin 1964, 68).



Figure 2 Ranofer

The exact date for the appearance of Greek statues with their left leg advanced is very hard to speculate, but it is definitely before the mid seventh century B.C. Examples are the Boeotian Mantiklos kouros, as well as some small male figures from Olympia (Matz 1950, pls. 67, 68a, 69), and the bronze male figure from Crete (fig 1) (Matz 1950, pl 80a), all date back to the first half of the century.

The Greek sculptor always tended to bend the elbow slightly, using the rigidly straight Egyptian type of arm only occasionally (Levin 1964, 68).

- **The Headdress or Wig:** Ancient Egyptians were practically always represented wearing a headdress. The other alternative was the representation of a clean-shaven head. The most common types of ancient Egyptian headdress are: the Nemes headdress (traditional royal headdress), the Khat headdress (also referred to as bag wig) and the tripartite wig (also known as the Hathoric wig). The Hathoric wig is most commonly shown on female figures (Levin 1964,25).

Most scholars accept the fact that the early Greeks adopted the ancient Egyptian hairstyle i.e. the wig. However, Greek sculptors employed various wigs as means of decoration without any distinction to their type or function. The earliest examples of wigs of Egyptian type used in Greek sculptures could be traced as far back as at least 700 B.C. These types have been documented from ceramic figurines from sub-geometric levels of Argos and Sparta. They show a style of wig reminiscent of the Hathoric wig, with vertical tresses bound together by horizontal bands. Moreover, the resemblance of the Egyptian Hathoric mask to the sub-geometric female heads is particularly striking; not only the coiffure but also the shape of the face and high ears are similar (Levin 1964, 26) and (Strong 1967, 37).

- **The Smile:** During the Late Period and particularly prior to the 25th dynasty, Egyptian statues showed no indication of an up-curved mouth. The first evidence of this feature belongs to a courtier of Psamtik I called Bes (Bothmer 1969, 34-35). However, it should be mentioned that while the form of the up-curved mouth results in the facial expression commonly known as a smile, it is not necessarily an indication of an emotional state (Levin 1964, 22). Bothmer suggested that: "the so-called smile of the god was probably a northern feature, to which the Theban sculptors

in the early seventh century B.C. Later on, by 580 to 530 B.C. during the Greek Middle Archaic period, relations between the two countries have become even closer.

were introduced after the realm of Psamtik I was extended to Upper Egypt in 656 B.C.”(Bothmer 1969, 33-34). It had been speculated that if the up-curved smile- commonly referred to as the Saite smile - is of Northern origin, then it may have been regarded as a Saite reaction to the brutal realism of the Kushite Dynasty which preceded the Saite Dynasty (Levin 1964, 22).

As a matter of fact, it had been argued that this feature was not an innovation of the Late Period. It had been previously observed since as early as the Middle Kingdom e.g. Statue of Mentuhotep II of 11th Dynasty and Senusirt II from the 12th Dynasty, while Senusirt III's mouth displayed a down-curved mouth that was characteristic for him. A more definite smile was observed in the New Kingdom's eighteenth Dynasty especially noticeable on the face of Thutmosis III, Amenhotep the II and Amenhotep III (Levin 1964, 23).

But if we assume that this particular Saite smile has appeared at specifically the same time as the appearance of the famous 'Archaic' Greek smile³, thus it could be concluded that it appeared simultaneously in Greece and in Egypt. Moreover, evidence showed that it appeared in Egypt in the Delta where the Greek contact was at large, therefore, influence rather than coincidence is more likely (Levin 1964, 24).

Contrary to the Egyptian smile, the Greek smile displayed a different concept. As explained by Levin, the smile is understandable in terms of the Greek definition of being alive. A further explanation details how self-sufficiency was a pre-requisite for life in the Greek image type, so the ability to move was the main feature of displaying life. This included the movement of the mouth to form the up-curved smile as well as the left leg stepped forward (Levin 1964, 24)

- The Canon of Proportions (Grid system): Diodorus Siculus (1.98.5-9) recounts how two Greek sculptors, Telkles, son of Rhoikos and his brother Theodoros⁴ made a statue “in the Egyptian manner”- Which is described as using a grid of twenty-one parts plus a quarter⁵ - known as the Pythian Apollo. Each sculptor fashioning only half of the figure, but in such a precise way that the two parts joined exactly, even though one had been executed in Samos and the other in Ephesos (Ridgway 1966, 68) and (Levin 1964, 19). This account had been explained as follows:

C.H. Oldfather, in his translation of Diodorus, took it to mean that the Egyptian method “consisted in making a statue of separate parts, or more specifically in two halves, as contrasted to the Greek approach to the statue as a whole (Ridgway 1966, 68). However a different interpretation was given by (Casson 1933,155). He cited that a certain technique for making bronze statues required that a wooden model be carved and an impression of it in sand to be taken in two halves (to allow the removal of the wood from the mould). The two sections of the mould are the joined together around a rough clay core and the statue is cast as a whole. A further analysis of the topic is explained by Anthes. He suggests that the “non-Greek” procedure followed by Telkles and Theodoros does not refer to the actual making of the statue in two halves but to the adoption of the strict system of proportions employed by the Egyptians, which once the unit of measure was agreed upon, allowed different sculptors to work separately on different parts of the statue with perfect results (Anthes 1963, 66) and (Iverson 1957, 134-135).

For a further clarification about the Greek use of the Egyptian canon of proportions, Robin Osborne is quoted: “Greek use of the second Egyptian canon of proportions is recorded by Diodoros ⁶, ,

³ The Archaic smile had been recorded on Greek sculptures between 580 and 570 B.C.

⁴ These two sculptors were said to have spent time among the Egyptians.

⁵ To quote Ridgway (Ridgway 1977, 30): “establishing a grid based on a division of the standing human figure in twenty-one and one-fourth parts, with twenty-one squares from the soles of the feet to a line through the eyes. Major anatomical points were located on the grid lines, and the grid itself was applied to the surface of the block which was to be carved, so that the size of the unit forming the squares was a variable determined by the size of the block. The grid represented a true canon of proportions because the number of units of height remained constant, and the lines invariably crossed the body at specified places. Such grids have been preserved on unfinished statues in the round, on reliefs, and even in papyrus drawings and plans.”

⁶ Diodoros is thought to have visited Egypt and his description of the second Egyptian canon is essentially correct. It is

this kouros [referring to the kouros from Attica] alone exactly corresponds, so that if the distance from toes to eyes is divided into twenty-one equal squares, the knees fill the seventh square, the navel completes the thirteenth square and the breast completes the sixteenth square" (Osborne 1998, 76)

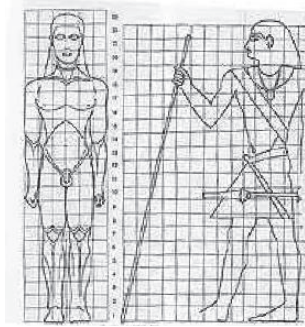


Figure 3 The Metropolitan Kouros and the second Egyptian canon (after c. 680).

FEATURES OF ARCHAIC GREEK SCULPTURE

Assuming that the Greek sculptors were affected by Egyptian practices, yet the Greeks had their own imprint on the resulting works of art. It could be mentioned, as Rudolf Anthes had stated that the Greeks used the Egyptian art "as a background rather than an example for their own work" (Anthes 1963, 67). This inspiration was turned by the Greek sculptor into an original contribution, embodying in it the new freedom and joyousness characteristic of his people (Richter 1932, 223). Greek artists strip the Egyptian body of any garments, as well as eliminating the supporting stone for the arms and legs, which was often left by Egyptians working in harder stones such as granite. The hair, though sometimes similarly coiffured barely frames the head (Osborne 1998, 76-77). As a matter of fact, the Egyptians had been affected by the Greek style of hair, as we can cite an example of a male statue dating back to the end of the 25th dynasty with a cap-like hair, which had been described by Bianchi as the forerunner of the more developed coiffure shown on Ptolemaic statues. (fig) (Bianchi 1978, 99) It is true that the Greeks had an effect on the Egyptian art to a certain extent, yet there was no difference in the principal notion of human image carved in stone.

MODEL FOR EGYPTIAN INFLUENCE: THE KOUROI

By the end of the 7th century BC, Greek artists had developed a form of standing male figure which is completely free of geometric conventions, and although strongly influenced by oriental models, is properly their own. This simple archaic 'canon' of male figure is known as "Kouros"⁷. It should be explained first the difference between the Egyptian statues and the Greek kouroi. Egyptian statues are images of power and embody the power of the individual they represent, while the Greek kouroi were prestigious offerings, which served primarily as a dedication in a sanctuary. Examples are cited from sanctuaries of the gods Apollo, Poseidon and other male deities also from sanctuaries of the goddesses Hera and Athena. Yet the kouros also had another role outside sanctuaries, at least in Attica, where it was used as a marker on men's graves. Thus the Egyptian statue with its sleek physique, gently rounded musculature and characterful face reveals to the viewer the nature of the ruler, while the analytical anatomy and the plain features of the kouros make no definitive statement about man (Osborne 1998, 78-79) Ridgway suggests that the similarity between a kouros and an Egyptian male figure is only superficial. He explains that the Egyptian posture or stance, with the body in a line with the weight leg and forward leg at a considerable distance from the other is seen as quite different from the balancing of the body on both legs of the kouroi. The cited interpretation for this theory is that the Egyptian usually approached his work with full understanding of the limitations of stone, and therefore did not endeavour to carve away the "screen" between the outstretched left leg and the body, nor the rear surface of the block against which

more difficult to judge how true is the story of Theodoros and Telkles: Theodoros who lived in the sixth century B.C., was also credited with the development in bronze casting and making first self-portrait.

⁷ Plural is "Kouroi"

the statue stood. In consequence those figures adhered closely to the background; likewise, because of the relief-like carving of the forward leg, a bold extension of the limb was possible. On the contrary, the Greek sculptor conceiving his statue fully in the round removed the back pillar and tried to free the limbs of his figure from any connecting "membrane" of stone. As a result the kouros, unable to lean backwards against a non-existing support, had to balance their weight on their two legs. Similarly their left legs carved entirely in the round could not be stretched too far forward, to prevent breakage (Ridgway 1966, 70).

EGYPTIAN REALISM AND ROMAN VERISM

Realism in ancient Egyptian art was a feature that appeared and flourished during certain epochs of the Egyptian history. Before the Late Period, realistic representations were shown in the works of the Old Kingdom, Middle Kingdom and Amarna Period. Excluding the Amarna Period, the New Kingdom and the Third Intermediate Period produced so little realism in sculpture that no attention was given to the subject. Yet the Middle Kingdom style was so strong and also still visible through works dating back to the period that it had its effects, a millennium later, on the 25th dynasty. Thus, the latter revived the Middle Kingdom style with all its features including realism (Bothmer 2004b, 416-17). However, the 26th dynasty saw a thorough reversal returning to sculptures with idealizing pleasing faces frequently emphasized by a faint smile achieved by upturning the mouth corners. No portraits showing signs of age were found dating to the Saite Period (Bothmer 2004a, 26, 29-32). Bothmer comments on this aspect in another article: Realism, individual as well as general, is much reflected in the faces of courtiers, administrators, and priests throughout Dynasty XXV, and early Dynasty XXVI during the reign of Psmatik I.... Then comes a "gap"... from the time of King Necho II to the end of Amasis, 609-526 B.C., but with the Persian Period general realism is revived, and a number of remarkable faces appear that show individual realism, probably attempting true portraiture" (Bothmer 2004b, 418). It has been suggested that the "Verism"⁸ for which the Roman portraiture is famous depended on Egyptian realism (Gardner 1931, 49). Bothmer traced its Egyptian origin saying that almost all statues of private individuals dating back to the Late Period were made of hard stone and displayed in temples. Being aware of the fact that a large number of Romans visited Egypt since the beginning of the 3rd century B.C., thus it is quite acceptable that such direct contact with Egyptian realism brought the elements of this style to Rome. Bothmer confirmed his assumption by an excellent comparison between the "Berlin Green Head" (Staatliche Museen, Berlin, no 12500) dated to the period between 100-50 B.C. and the "Caesar Head" that is kept in the same museum. Both heads are made of the same Egyptian material, which is green schist. The Caesar head was dated to the period shortly after he reached Egypt in 48 B.C., and was clearly made by sculptors who had long experience with such a hard material possibly by the same workshop that made the other head. Both portraits have much in common and a close comparison shows that "the tradition that found expression in the Green head was still alive when the bust of the conqueror was made" (Bothmer 2004b, 427-428)



Figure 4: Metropolitan Kouros,
Early Archaic, c. 615- 590 B.C

⁸ "Verism" was defined by Gisela Richter as "a somewhat dry realism which shows the person portrayed as he really is, without idealizing tendencies, with wrinkles and warts and other physical defects" (Richter 1955, 39)



Figure 5: Berlin Green Head



Figure 6: Caesar Head

SUMMARY AND CONCLUSION

Outside Egypt along the Mediterranean basin, knowledge of ancient Egyptian monumental statues inspired the creation of life-size, and over-life-size, hard stone statuary. The male Kouros of the Greek Archaic period, the first monumental Greek statues, made of marble appeared around 7th century B.C. These statues exhibit frontality, they stand with the left leg advanced, and the arms held at the sides of the body with the fists clenched. Clearly the pose is based on that of a typical Egyptian male standing statue. It seems that the long tradition of Egyptian statue-making helped shape the development of monumental Greek statuary, which in its turn was to have a profound influence on later western artistic traditions. It is likely that the realism that became in vogue during both the Greek and Roman eras has originated in the Egyptian Late Period.

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RURAL ARCHITECTURE IN WESTERN SICILY TRADITION, IDENTITY, SUSTAINABLE RECOVERY

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Abstract

In the rural landscape the architectures that support human activities represent often elements able to characterize the territory, furnishing to the more cautious traveller some indications that relate about the history, culture and economy of a context through the slow and prudent transformations of natural environment. Often in the Mediterranean area, also in areas geographically neighbouring the anthropic process could be various by different historical events, heterogeneous geological and lithologic and agricultural conditions. Particularly in Sicily, always a privileged place of exchanges and contamination of cultures, appears evident the complex interaction of different agricultural and residential traditions, that produces a diffuse repertory of rural architectures, representative also of other areas of Mediterranean Basin. Varieties, originality of typological solutions, essentiality and efficacy of constructive techniques – all expressions of a not rich culture, obliged to essentially use the local resources – became a paradigm of quality for the most of rural buildings, contributing to define the characters of a regional architecture that purpose its identity like a leading element for the economic and cultural sustainable development of rural areas, particularly of the internal ones, often extraneous and unknown to the more hurried and attentive tourism. The rapid evolution of techniques of agricultural production, the crisis of traditional use of territory and the consequent urban migration have accelerated the transformations of many rural areas with the correlated twisting of farms, alienated and subdivided in different properties, adapted to minor exigencies connected with new functions. In other cases, we notice the abandonment and the decay of not more competitive structures, with the related partial loss of identity and learned characters. In these occasions many rural architectures have been transformed introducing functional, constructive and plant-engineering criteria referred to models extraneous to tradition, not integrated in the landscape for their characters, volumes and functions. Starting by the actual consciousness that rural architectures – examples of those integrations that represent an equilibrium and dialogue between nature and artificial element – constitute elements able to characterize a place and its landscape, derive also the exigency to a safeguard of these architectures through a sustainable utilization.

This study put in evidence as the interventions on building in natural environments that – according to the material conservation of architectures – purpose some compatible uses, they could restart an economic development able to safeguard the originality of local cultures. Not only to restore the compromised architecture in their characters, recovering the history, quality and identity, but also to recognize the susceptibility to transformations for assign them that function economically valid, able to subordinate the modifications to the maintenance of typological characters.

The appreciation of our rural architectures could therefore follow up an economic and functional survive, proposing an active sustainable conservation based on the revisiting of tradition and on real instances, integrating the agricultural vocation with a tourist fruition that from it draw an interest.

Key words: rural architecture, western Sicily, sustainable recovery

IDENTITY AND TRANSFORMATIONS IN ARCHITECTURES OF SICILIAN COUNTRYSIDE

In the countryside of Sicily, all along a privileged place of exchanges and meeting between cultures, the complex interaction between agricultural landscape and rural architecture appears in its evidence, testifying residential and constructive traditions that are the result of environmental factors (physical, climatic ones, availability of materials), joined to the uses of a community that over the centuries have inhabited the region.

The variety and the coexistence of different architectural forms, constructive modalities and functional organizations, is mixed with the contamination between cultured interventions and disrupted ones, so as to make often complex understanding, interpretation and opinion on the organism in whole and the various parts, prerequisites for sustainable recovery interventions, particularly when oriented to the exploitation for tourist accommodation..

Rural architectural heritage is in fact characterized, in its minor as in those most valued, by stratification that have determined typological, constructive and technical specificities; generally, until the earlier XX century, the innovations and transformations were designed to process improvement and optimization of the previous nucleus, defining a configuration in which the relationship between architecture, function and fruition could represent above all congruent values of a traditional economic and social culture.

This process of modification, implementing most of the time for progressive aggregation rather than by the removal and substitution, has meant that even today the original nucleus appear often recognizable, despite the strong tampering in the name of new - and often incongruous - uses, the fragmentation of property and the abandonment.

With a view to enhancing the Sicilian rural building stock, relevant for the many examples and for quality, regarded as a monumental complex of unique events, also the close study or "minor" architectures reveals its evident interest: elements that look very simple, if included in a global vision, suggest serial typological, material, constructive and anthropological cross-references (manufacturing, residential processes, agricultural and zootechnc activities, ...), that contribute to a deeper understanding/interpretation of relationship between buildings and territory.

The identification of areas of cultural and commercial influence can also concur to the definition of the evolution of processes and ways of anthropisation of natural landscape.

If, paradoxically, the more isolated rural complexes - abandoned when they were considered not as competitive - have been preserved by distortions, a different destiny suffered those structures that - in recent years - had an adjustment with the introduction of functional, constructive criteria and of installations that were referred to models extraneous to tradition, with the consequent loss of character identity.

Worse fate has befallen architectures next to major centers, absorbed by the sub-urban expansion areas, with the disappearance of ancient gardens, street layouts, furniture elements (access alleys with annexed portals, tanks, water-holes and fountains) and service buildings.

Something of rural architectures still remains, something unfortunately disappears, more was and is still profoundly modified.

Our duty as citizens and as a university is to contribute actively to create cultural and technical conditions for the respectful and sustainable safeguard, also with a recovery proposal compatible with the characters and the nature of buildings.

THE PARADIGMS OF RURAL ARCHITECTURE IN WESTERN SICILY

Already at a first superficial investigation it is clear that the vast rural architectural heritage has diversified character, depending on the location: we refer to the profound differences between the mountain, hilly and coastal areas; between isolated architectures, very distant from cities and those near them or close

to infrastructures (main streets, railways, ports), about finding of constructive materials, diffusion of knowledge and, generally, about co-existence of very different cultural influences.

The enhancement of a heritage building so vast can not be separated primarily by knowledge, recognition and identification of the paradigms that concur to define a "regional" architecture, proposing the recovery of identity and of variety as training element for the cultural valorisation, economic and sustainable development of rural areas, particularly of the more internal ones, often unknown to hurried tourism.

In a territory not rich and having extensive agriculture and zootechnician vocation (the more frequent), most of the rural architectures do not use a highly specialized destination, as they were parts of farms with cultivation activities associated to sheep-farming and first processing of products: from seeds to wine, from oil to cheese and milk.

Despite the constitutive genesis could be very different, it's possible to identify recurring patterns able to suggest typological-functional categories, useful to pre-figurate a compatible reuse that has to contemplate the architectural characters and the constructive traditions of communities that have made them.

Aspect that unites almost all types examined is the presence of a well defined building, usually on two floors, that represent the "proprietor's home", which often offers valuable decorative elements that recall the urban architecture. The presence or absence of accessory buildings derived from the importance of the core production and the needs of the case.

The final expression of rural architecture – but also of the other architectural organism such as seasonal noble mansions, places of retreat to monastic orders, or complex architectures developed around fortified structures adapted for farming activities – refers mainly plant-planimetric distribution with a single or double courtyard, sometimes even just closed on one side by a wall, depending on the will to create an opening or a caesura with the surrounding environment.

The fortified rural complex, which in time had reached major dimensions for the aggregation of storerooms and warehousings, residences for workers, covers for animals and agricultural vehicles, they guard originally the faraway territories from major centres; in order of their defensive role for many centuries, they maintain the fortified characters in the military elements and above all in the closure to the outside, despite were adapted to the needs of agriculture production when the changed social conditions allowed greater security. Besides the main house, between the accessory parts are certainly the most interesting architectural spaces intended for the storage and processing of agricultural products and in some cases, the stables: they are large rooms, with high scenographic impact, in several cases with sequences of arches, which are set on the masonry tympana supporting the wooden span-roofs.

When farming was interested in a feud of great extension, the accessory buildings could also be scattered into territory, with diversified functions (school, productive buildings, papermills, mills,...).

Among the architectures in the agricultural landscape, an important role is assumed by the complex formerly belonging to Religious Orders: small monasteries, houses for residence and prayer, have been converted into agricultural farms, and today there are still churches and chapels memory of the monastic destination. Through a not superficial analysis it's possible to recognize the conventual cells sequence, refectories and dormitories, often richly decorated, transformed in storerooms and warehousings; the original rich spatiality is violated by the insertion of new floors and service rooms, the arcades of cloisters often walled for the creation of new spaces.

The knowledge of typological aspects lets you find, beyond the distortions, the configuration of outside aspect, from usual volumes to the conformation of architectural elements as accesses, doors, windows, arrow slits, battlements, overhangings,...

A topic of some interest is represented by industrial factories built during the nineteenth century in areas distant from the city wall, whose story is punctuated by modifications, adjustments and abandonments and constitute very uncommon examples: we mentione structures serving to sulphur mines, wine-cellar or ancient salinas, great "containers" highly specialized that often continue to enclose the working

machinery. We have to face with space having unusual dimensions and a great quality – from the long sequence of ample arches to “technological towers” like chimneys, water-towers, windmills – where, not without difficulty, the preservation of their historic characters have to be associated to a functional recovery consenting an appreciable economic and touristic use.

THE MATERIAL AND CONSTRUCTIVE ANALYSIS AS A PRECONDITION FOR A COMPATIBLE REUSE

The constructive study, as the typological-functional one, it is an unavoidable phase for knowledge and a project proposal that is respectful not only of the organization and the original volumes, but also the technological specificities – testimony of different constructive phases – that permit the building valorisation: on several occasions, in fact they reveal an additional and inalienable value.

The constructive techniques are often simple and essential and, at the same time to great effect as result of secular experimentations and refinements, using the most suited local environmental resources.

The choice of materials to be used and how to implement it are – more than the planimetric organization and volumes – the true essence of rural architecture, strictly relating with the territory that created it: the stone of masonries, the colours of finishing will harmonize themselves with the tones of the surrounding landscape, together with the external pavings, walls and many other elements of furniture and finishing. The needs of the economy, which have always plagued even the rich urban architecture, are very present in all the rural constructions, also because of the considerable distances from great towns, determining a use of material resources, workers and constructive modalities strictly connected to territory.

The masonries represent the main structure of buildings; so that, for example, in western Sicily the strong yellow-ochre colour of Palermo, Agrigento and Marsala architecture contrasts with the white colour of stone of Trapani or in such internal zones (as the high Madonie), with occasional appearance of the brick left, where this tradition exist, or used for consolidations and repair interventions.

The stone, roughly hewn or ashlar, forms to masonry types in the richest parts or statically more demanding (main house, pillars, columns, angular parts,...) often exposed, which is commonly associated with shapeless masonry put and simple lime mortar, sometimes with listings, or stuffed with stone or brick chips, for economy and also for difficulty related to work too compact material.

Even where available, the use of stone intaglio was limited to angular portions, portals, window-frames, arches, cornices, battlements: however, we find also in the poor building a particular care in the realization of some masonry elements that, beyond their formal aspect and surface treatment, shows a clear awareness of the problems of static.

Differences in adopted materials and/or in processing allow to distinguish the ancient nucleus from added buildings, the proprietor's house from accessories-productive parts, contributing to acknowledge each addition, inappropriate or historicized: we may well still find present portions of medieval or Renaissance period masonries (towered volumes, battlements, cornices of arrow slits, machicolations and other parts of fortified architecture, corbels and window-ledges of balconies, balustrades, cornices and projections...), all the traces of a “noble architecture” with respect to tampering and substitutions posthumously.

Often not only are found different sizes and types of processing for the various elements of the masonry, but also using different natural stone, in this way by optimizing the use of material resources and according to the availability and performance, following the criterion of “every stone in the right place.”

Frequently the continuity of wall present a chaotic conformation: formless stones, found directly from the surrounding land and without any further processing, was put with a lot of mortar that allows to limit the contact among stone elements, but it constitutes a frailty component and a cause of possible decay in the masonry complex. The employ of gypsum, or even clay as binder, has favoured a rapid decay and the failure of some masonries after the abandonment of buildings and the consequent lack of maintenance of the plaster, cornices and down-pipes and eaves system, which caused leaching of the mortar itself.

The most representative rooms are characterized by stony or brick vaults, sometimes also having a very significant thickness, called in the local constructive tradition as "realine", and usually formed – if for structural use - by almost three brick strata. The gypsum, also adopted with a structural employment, is recurrent in the whole gypseous-sulphur southern area of Sicily; because of its mouldability, the absence of shrinking and the rapid set, gypsum could be easily formed and it allowed the realization of monolithic vaults or very light " casting shell-structures", even very complex geometry.

The low resistance of gypsum to water is the main cause of many of the upheavals of the buildings surveyed, not least due to limited maintenance; identification of the presence of gypsum is still necessary to carry out compatible interventions of consolidation.

Gypsum potentiality to mask very simple constructive ways with good economy seems to represent a specificity in the rural architecture of south-western Sicily (Caltabellotta, Chiusa Sclafani, Delia, Burgio): as a significant and diffuse example we cite the use of gypsum slabs reinforced by reeds for the intrados of stone-arches presenting a great span, when are made of rough-hewn. This constructive technique allows to obtain continuous surfaces without any adding finishing, and to built the arch directly on the supporting structure without the interposition of wooden boarding.

Wood, where available, is the fundamental raw material for the construction of roofs and floors, ceilings and light partitions, for some types of internal staircases, often associated with gypsum.

The considerations exposed about materials, architectural, constructive, distributive and functional characters show how in the same analysis phase are contained the project premises for conservative interventions, also contemplating philological reconstruction of altered or not in existence volumes, that shows how it is possible to recover the memory and at the same time to promote and exploit the territory in terms of sustainable tourism.

REUSE AND EXPLOITATION IN RESPECT OF IDENTITY

The many cases undertaken in connection with specific research and academic work allow us to work on a "Code of Practice", an useful instrument for all the operators, able to indicate some of the direction of recovery interventions and reuse of rural architecture; these ones sometimes represent an unicum, because are different the environmental and cultural characters to which they have to compare, but in some respects may refer cases to be repeated, then typological categories.

A critical repertory of design solutions, moving away from the "textbook" and underlining the complexity of theme, rather than direct towards a simplification, could purpose interventions less connected to a necessary analysis of every specific study-case, so to avoid pre-defined solutions.

We indicate intervention purposing the conservation of rural architectures, also initiating a local development of territory, with compatible uses, able to safeguard the original character of these complexes, result of a "regional" culture and the traditional economy.

To assess the susceptibility to modification, and consequently the compatibility of some of the reuse proposals, we must distinguish the cases in which environmental quality is fundamentally attributable to the architecture, the natural landscapes or both of them: the valorisation passes through a compromise between the evaluation of actual conditions and the susceptibility to transformations. In many cases, in fact, contexts of high architectural or environmental quality have a rather limited and rigid transformability, that improperly not increase the settlement pressure; this condition is implemented, for example, in the choice of functions not lead to an unsustainable increase in anthropic presence, both in the interference that human presence could have with the environment (restriction of visitors in sensitive environments, natural or artificial) or because the increase of tourists and visitors would require the development a network of infrastructure, transport and services (water supply, sewerage, ...) are often not compatible with the context.

Therefore, the valorisation of rural architectural heritage has to pass through a choice of quality that privilege tourism approaching discreetly to natural environment rather than mass tourism, certainly the most remunerative but having not always a tolerable adequacy.

According with these cognitive and methodological premises, the project proposal – with regard to the expected use – looks both at the instances deriving by knowledge, in an optic of architecture valorisation and recovery, and those ones imposed by actual rules (consolidation, seismic melioration, energy saving,...). First of all, the building typology has a great importance in the use-destination changing: often farms are naturally suitable to be transformed in touristic-hotel structures, such as agri-tourist farms or little hotels, with the maintenance of proprietor's house for the necessities of owner; the creation of rooms and apartments for visitors is possible in the accessory parts, having a major susceptibility to changes.

Even the rooms previously used for housing animals and processing and storage of food may be partly utilized for the new tourist accommodation: these spaces, in fact, result often oversized or not adequate to the real exigencies of agri-tourist farm. The choice of the co-existence of agricultural activities and touristic ones however needs a relational and spatial separation, avoiding the interference between these functions. The great size of these rooms allows – for the benefit of remunerativeness – transformation in collective spaces, that can accommodate not only residential guests, as well as external users: it's the case of small churches, great rooms used for catering and receptions or activities related to wellness and body care (massage, saunas, whirlpools, ...). Sometimes these galleries where high spatial and aesthetic effect are actually oversized or repeated, we decide - even if with prudence and in such proposal also with some remorse - to fragment spaces, by subtracting a span to internal spatiality or by introducing small volumes that can be perceived as objects within these large spaces: we refer to the big stables or warehousings, reused like living halls, or large spaces of industrial factories divided in length and height to allocate within the large "container", which is never lost the perception of the whole volume, the intended use of the hotel, which provides both collective spaces (reception, hall, ...) and those purely residential (suites, single, double, etc.). In other proposals, the widespread presence of very high spaces , only for restricted portions suggest the introduction of intermediate floors, useful equally to creation of housing and services. The choices are in each case guided by the knowledge that under-utilization will provoke a loss of buildings consequent to the not feasibility of the intervention due to low profitability.

The accessory small rooms, especially those with independent access or who is directly facing the inner courtyard, could contain common functions: the exposure of agricultural equipment still in situ, or zone where to commerce of products by the farm, and also a central core for the necessary sanitary facilities, particularly in the minor parts of buildings.

The actual closure towards outside, which is often invariant typological Sicilian rural architecture, in the design phase entails the constraint of maintaining inviolate the perimeter wall as possible. This condition made difficult creating new sources of natural lighting and ventilation in the external rooms.

These are cases, especially in buildings of considerable thickness, in which the designer experience is able to bring together a rational and proper internal organization with the realization of not disrupting openings also on the closed fronts: the typological study could suggest ideas from similar cases about forms, dimensions and position of the new openings, favouring a proposal not invasive and respectful of the historical configuration. In almost all cases, the lack of covered walkways connecting the various portions of architectural complex, orientates to consider the internal courtyard space as the only connective and common space able to relate and join different functions.

The alternative to create covered passages dividing and crossing the courtyard has been excluded because we think that the unity of this space represents an important typological value.

Also the introduction of complements useful to recreational activities follows the criterion that just utilize existing buildings or- if they are not adequate or insufficient - we have distinguished through separation and not with aggregations the new building to pre-existent ones: swimming pools, playgrounds and

related accessory buildings are placed outside or otherwise in ancillary spaces that visually and functionally would not conflict with other activities.

The technical locals could be realized in service volumes, often semi-basement, properly exploiting the site orography.

A not secondary design aspect is also represented by appropriate adjustments of rural architectures to modern installation systems. We provide to the enlargement of water resources for the new residential functions, for the wellness centres and spa, for the recreational-sporting activities, for the irrigation of external vegetation areas: from this choose derives the exigency of great water tanks.

Similarly, the conditioning and heating necessities of rooms and also an adequate illumination and artificial ventilation (where the natural one results insufficient) constitute a priority, qualifying the design and making the complex more comfortable and appreciable for receptiveness.

The design problems are essentially: 1- in finding a suitable place where to allocate these tanks and bulky, noisy machinery; 2- to identify the locations of piping and terminals of installation, so as not would conflict with the functionality, spatiality aesthetic appearance of buildings.

If basement is more suitable for water tanks, plant engineering machinery can fit in parts open and hidden in cover.

The evaluation of susceptiveness to transformations and the extent of available heritage suggest also the possibility of introduce adaptations that could maintain the residential use, but allowing also some functions that could induce a particular benefit by environmental conditions: the amenity and health of places, the possibility to perform activities related to agriculture and breeding make compatible and particularly suitable type activities including rehabilitation.

Rural structures, in fact, could give hospitality to disabled people or drug addicts, in which contact with nature plays an important therapeutic function; in these cases, the design proposal must deal with long time residential pattern that shows different exigencies from those posed by tourist function.

Where it's possible for environmental conditions and the presence of paths, we may resume the primal relationship between architectures and territory, promoting tourist routes, taking account of vocations and environmental resources: the identification of ancient roads, creation of picnic areas, bike paths, routes to the neighbouring towns, horse trails, presence of streams for canyoning activities, exploitation of channels for kayakers, as in the case of salinas, allow to recover even small rural buildings as staging points and overnight "on stages" of several days.

The growing success of the activities hosted in Sicily in rural structures, referring to the relatively low cost, encourages to pursue the path of integrated relational forms of tourism in which complementary activities allow a profitability that can encourage operators to invest. Intercepted this instance, our contribution is aimed at promoting compatible interventions with the delicate realty of rural historical architecture.

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Figure 1



Figure 2



Figure 3

Cultural Heritage



*Figures
4, 5*

Figures 1-5 - Landscape and rural architecture



Figure 6



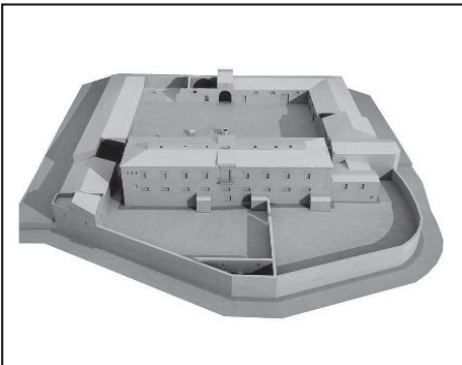
Figures 7, 8, 9, 10
Figures 6-10 - The issues of rural architecture: great spaces



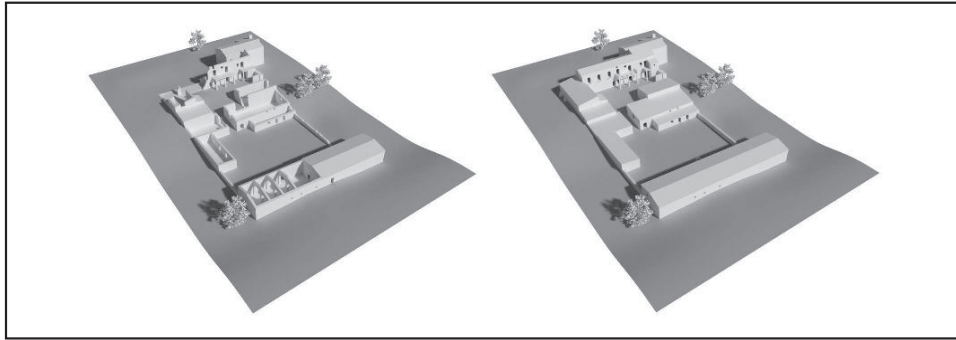
Figure 11



Figure 12
Figure 11-12 - The issues of rural architecture: closing out



Figures 13, 14, 15 - The issues of rural architecture: the courtyard



Figures 16, 17, 18 - Themes design: the philological reconstruction (before and after)



Figures 19, 20

Cultural Heritage



Figure 21



Figure 22

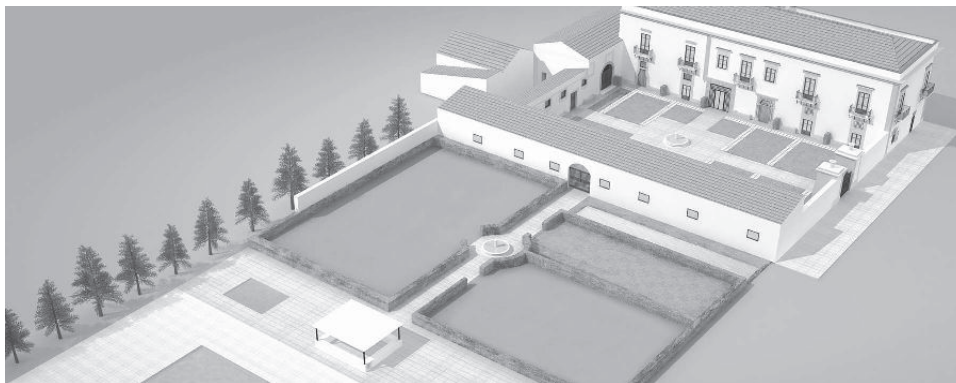
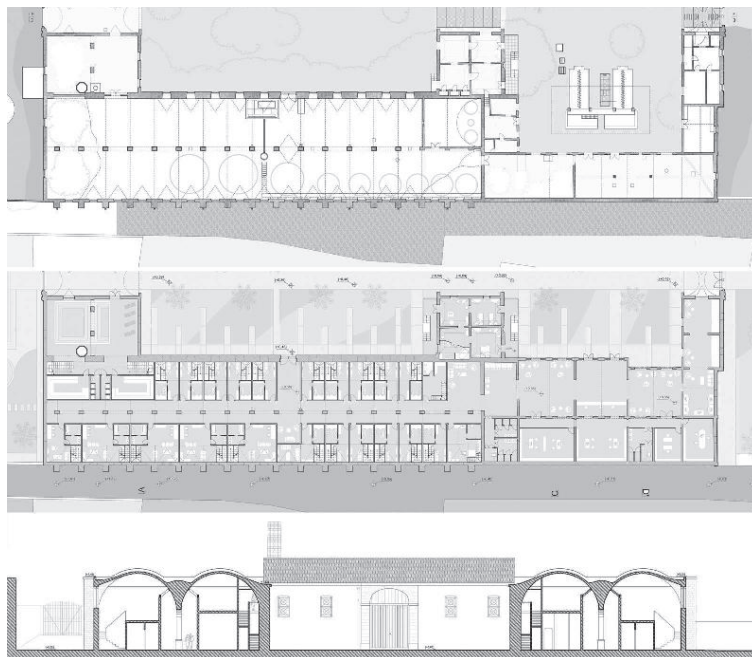


Figure 23 24, 25
Figure 19-25 - The design of outdoor spaces (before and after)



Figures 26, 27 - Reuse of great galleries (before and after)



Figures 28, 29 - The fragmentation of great rooms: sacrifice or standard practice?

TABOOS IN ANCIENT EGYPT

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Abstract

Cultural Heritage can be one of the most important identity basics that can lead to the development of new types of tourism, which can re-launch the inland areas, through the re-discovery of their authenticity and identity. This will increase the economic and social benefits for the country and certain localities.

Tourists today are seeking for adventure, being a part of the daily life activities and aware of the cultural heritage of the places they visit, gathering between leisure and knowledge, while respecting the social and cultural equality of the population.

Today's tourists are anxious to know more about our cultural heritage, ancient Egyptian civilization and people who lived at this period, discovering their traditions, attitudes and social life. Egyptology should not be just a study of tombs, temples and pyramids, but a study of the people and civilization that achieved all these imposing constructions.

The Mediterranean area is experiencing this change and new interests, through the Integrated Relational Tourism (IRT), seeking for overcoming the traditional concept of tourist demand and decrease the merciless economic competition. This will need a network of activities and services to realize a satisfactory relationship with the local inhabitants and the areas visited. Guides will have an effective role in this network to realize (IRT), being an actual contact between their own cultural heritage and tourists.

This paper will discuss one of the cultural heritage topics of ancient Egyptian civilization, taboos in Ancient Egypt, which affected all aspects of life in ancient Egypt.

Taboo is a strong social prohibition or ban, relating to any area of human activity or social custom declared as sacred and forbidden. Breaking of taboo is usually considered objectionable by society. No taboo is known to be universal, but some occur in the majority of societies. Taboos may reveal the historical and cultural heritage of societies and civilizations when other records are not available.

Taboos were in effect the means by which the social and metaphysical framework was preserved and reinforced. What was the origin of the word taboo. Did the ancient Egyptians have their own taboos. What are the classifications of these taboos. This paper will try to answer and discuss all these issues.

The origin of the term taboo seems to have been derived from the ancient Egyptian language; the word used by the ancient Egyptians to refer to the concept of taboo was "bwt". Pierre Montet's analysis of cult-topographical lists of the Late Period (747-332 BC), reached the conclusion that the proper rendering of the word bwt was taboo. The proposed translation seems to have met with general acceptance, especially from Egyptologists.

The ancient Egyptians believed that taboos were instilled by gods in particular objects, actions, buildings and even individuals. Only the creator-god himself, or the king could alter these taboos.

Taboos could affect spiritual and physical entities of people, as it was ranging from bodily orifices, copulation to national borders. Other forms of taboos were concerned with the avoidance of such activities, as the consumption of certain food stuffs, including pigs, kinds of fish and honey. Walking upside down and the epagomenal days at the end of each year were also taboos.

Among the very accepted taboos in ancient Egypt, the access to such ceremonial and ritualistic buildings, as tombs, temples and palaces, in the sense that individuals were prohibited unless they adhered to certain rules of purity, being circumcised and abstinence from sexual activity. So, we can conclude that taboo in ancient Egypt was a combination of religious, ritual prohibition and social avoidances that affected all their aspects of life.

Key words: Taboos, fish, circumcision, pigs, menstruation.

INTRODUCTION

Taboo is a strong prohibition, relating to any human activity or social custom declared as sacred or forbidden. A taboo might be general or particular, permanent or temporary, physical or spiritual. Breaking a taboo is usually considered objectionable by society. The penalty for the violation of a taboo is either religious or civil. The idea of a universal taboo is questionable, as no taboo is known to be universal, but some occur in the majority of societies. Taboos may reveal the historical and cultural heritage of societies and civilizations when other records are not available.

Taboo is thought to be one of the few Polynesian words that incorporated into European Language and thought. It was a word brought back and introduced into the English language by Captain James Cook in 1777(Frandsen 2001, 345).

The study of taboos by anthropologists has led to deeper understanding of the development of different societies. "Frazer" has pointed out that a taboo is only one of a number of systems, settled by kings or priests to build up the complex fabric of society (Frazer 1911, 8). "Mary Douglas" presented her views of the concepts of pollution and taboo, saying that "Taboos are means of protecting people and societies from anomalies and marginal states and it is dangerous to be outside the boundaries that create and uphold moral and social order" (Douglas 1966, 33).

Taboos are used as a means of establishing and maintaining social strata. The political power of a person is delimited by the taboos he could impose (Steiner 1956, 39; Frandsen 2001, 345).

Taboos in Egypt were in effect the means by which the social and metaphysical framework was preserved and reinforced. What was the origin of the word taboo? Did the Egyptians have their own taboos? Who instilled these taboos? What are the classifications of these taboos, and why they were considered so? This paper will try to answer and discuss all these issues.

THEORETICAL AND METHODOLOGICAL APPROACH

This paper aimed to be an analytic study of taboos in ancient Egypt, which affected all aspects of the Egyptians' life. This contribution discussed also the relevant terminology and sources of taboos in Egypt, the origin of the word taboo, the different classifications of taboos and the real reasons of regarding these taboos in ancient Egypt.

DISCUSSION

The origin of the term taboo seems to have been derived from the Egyptian language; the word used to refer to the concept of taboo was "bwt", qK p̄

qK p̄ q̄ p̄ qK p̄ qK! p̄

Pierre Montet's analysis of cult-topographical lists of the Late period, suggested that the proper rendering of the word "bwt" was taboo. Although the word taboo is still used in a loose sense, the proposed translation seems to have met with general acceptance (Montet 1950, 85; Frandsen 1986, 135).

Terminology

The word bwt was commonly translated as taboo in different texts, almost during all periods of ancient Egypt. Unfortunately the term was sometimes badly translated.

The word "bwt" is singular and the plural is q K Ꞗ q K 11K Ꞗ 6

"bwtyw" or "bwyw". The most common determinative of the word "bwt" is the fish, as it was generally referring to dirt, impurity, bad things and evil actions in Egyptian language and thoughts. The word "bwt" had occasionally two determinatives, the fish or the bird of wretch things or behaviors (Montet 1950, 86-88).

The word "bwt" was first appeared in the mastaba of the vizier Ankhmahore at Saqqara (6th Dynasty). The term was referring to abomination, having the same kind of fish as a determinative (Montet 1950, 89; Shaw And Nicholson 1997, 281).

The Concept of Taboo

Taboos were in effect the means by which the social, physical and spiritual framework was preserved and reinforced. In Egypt, the world was created according to and by means of "maat", which was an Egyptian term, means "world order", "truth", "justice" and "cosmic balance". Hence "maat" was a complex and interdependent sense of ethics that maintained the universal order in Egypt (Okinga 2001, 484).

To live in accordance with maat, was also fundamental to everlasting existence (Baines, 1990, 5). The goal of every Egyptian was to find a place within that ordered universe, both in life and the next (Kadish 1979, 203-205). Bwt was regarded to be the opposite of maat. Violating a "bwt" would threaten the destiny of an individual. The Instructions of Ptahhotep (6th Dynasty) vowed: "There is a punishment for him who passes over its maat's laws." The Instructions of Merikare (10th Dynasty) stated: "Do maat so that you may endure upon earth." (Frandsen 2001, 346). "Kadish" mentioned that "Evil-doers are as dangerous as one can imagine." (Kadish 1979, 206).

The Egyptians believed that taboos were instilled by the creator god or the king (represented the god on earth), to reestablish the original and primeval order of the world, the so-called "maat" (Shaw And Nicholson 1997, 281). Desecrate a taboo became harmful for the gods, dead and even the living. The deceased was careful to declare in his funerary inscriptions that he has had no contact with "bwt". The Egyptian had to seize every opportunity to deny willingness to adhere to the forces of disorder; that is accomplished by refusing to behave in a disordered fashion (Douglas 1966, 35).

The "negative confession"; which was a list of sins that had not been committed by the deceased, and was intended to be recited before the gods in the "hall of judgment" to ensure a successful outcome of the deceased, recorded in the tenth sentence of its first confession (Strauhal 1992, 28).

[< ! q K ! Ꞗ 35⁴

"I did not do any taboos instilled by the gods"

1K s Ꞗ ? K ! Ꞗ

"I am a purified person" (Montet 1950, 114).

Taboos could affect physical entities ranging from bodily orifices to national borders, so the concept of bwt gave rise to numerous prohibitions. One type of a taboo affected access to such sacred and ritualistic structures as tombs, temples and palaces.

This adhered to certain rules of purity, such as the abstinence from sexual activities and avoidance of particular types of food as pigs, fish or honey, depending mainly on the local cosmology. In fact, each province had its local god, emblem and specific taboos (Frandsen 1985, 151).

Foodstuff Taboos

A) Pigs

Pigs were herded, raised and occasionally eaten, throughout Egypt from the Predynastic period and onwards, although they thought to be a taboo meat. The pig was the sacred animal of god Set, and therefore it was considered a taboo since Set was an "evil-god", the murderer of god Osiris, and the adversary of god Horus (Parsons 2005, 1). The domestic pig was already known as early as the Predynastic era; small clay models have been found in the graves of that period at Abydos and elsewhere in Egypt (Newberry 1928, 211).

There is some divided speculation concerning the pigs as a taboo diet in Egypt. "Salima Ikram" said that; "The Near Eastern and Egyptian pork may actually stem from considerations of health, rather than sentiment. Animals can become taboo if they have offensive habits or smells and transmit diseases (Ikram 2001, 47).

Herodotus; the Greek historian was the first one who mentioned the pig taboo in Egypt. According to him, the main reason for pig taboo was its impurity, uncleanness and association with god Set. He had reported that; "The Egyptians never touched pigs or ate them, since they were identified with Set. An Egyptian, who accidentally touched a pig, would have to plunge into the Nile for purification." He then added; "Swineherds were so shunned that, they had to live apart." (Ikram 2001, 48). Besides, those who kept pigs formed some kind of underclass, who could only marry the daughters of other swineherds (Shaw And Nicholson 1997, 33).

The paucity of pigs in the artistic records of the upper classes during both Old and Middle Kingdoms, and the lacking of swine in the extensive offering lists, religious and funerary texts, have served the idea that pigs were a taboo diet. This idea was supported by the repeated identification of pigs with the evil-god Set in the "Contending of Horus and Set", "Coffin Texts" and in chapter 112 and 125 of "Book of the Dead" (Ikram 2001, 47).

In the New Kingdom, pigs in Egyptian husbandry expanded considerably. Pig bones were discovered at the workmen's village at Deir el-Medina and at Tell el Amarna as "Barry Kemp" reported in the "Amarna Reports I" (Frandsen 1985, 155). Wealthy citizens began to maintain large numbers of pigs on their estates. The tombs of several notables in the 18th Dynasty illustrated swine alongside other farmyard animals (Houlihan 2001, 47).

Ramses III's temple at Medinet Habu, has recorded pigs as offerings for a feast of god Nefertum. Amenhotep III gave the temple of god Ptah at Memphis, about 1000 pigs as offerings. The recorded texts in the temple of Seti I at Abydos, indicated that the temple had large herds of swine on its domain (Ikram 2001, 48).

B) Fish

Fish enjoyed a very special position in Egypt; sometimes sacred, sometimes scorned, eaten by some, prohibited to others. Skeletal remains, the literary records and artistic representations from tombs and temples are the main sources employed to trace the development of fish use and diet in Egypt. Fish appeared continuously in the artistic and literary records, in offerings, taxes and payments. The earliest evidence of a strong reliance on fish dated back to the Predynastic period (Brewer 2001, 532).

The Nile, the marshy Delta, the Red Sea and the Mediterranean coast are all rich in fish, so fish served as a substitute for the more costly meat for the poor people. Records excavated at Deir el-Medina, stated that fishermen were employed to provide some of the rations for the royal tomb-workers, and to provide food for lesser officials. Fish bones were discovered in great numbers around the workers tombs, who were participating in building the pyramids at Giza (Shaw And Nicholson 1997, 100).

The association of fish with certain gods and goddesses, and in mythology, was a real fact. To what extent the religious view of fish influenced their use remains complicated, but later temples texts indicated that fish was a taboo diet. The existence of local prohibitions provided lists of taboos in different provinces in Egypt; these lists recorded six kinds of fish taboos (Danneskiold 1988, 18).

At Esna, the Nile perch (Lates), was a taboo diet as it was identified with goddess Neith, who at one point turned herself into a Nile perch to navigate to the primeval ocean Nun. At Mendes, the modern Tell el-Rubaa, (Lepidotus fish) was a taboo diet as it was associated with goddess Hat-Mehit; "the chief of fishes", that was worshipped in the form of a fish or, a woman wearing a fish emblem (Shaw And Nicholson 1997, 100). At Oxyrynchus, or the modern El-Bahnasa, (Mormyrus fish) was a taboo food, as it was thought that this fish came forth from the wounds of god Osiris (Montet 1950, 95).

The Tilapi; or (Chromis Fish), was a taboo diet, since it acted the role of a pilot for the boat of the sun-god Re, warning the approach of the snake "Apophis" during the voyage through the netherworld (Shaw And Nicholson 1997, 100).

The fish taboo might actually derive from the Egyptian belief, that the fish had consumed the penis of god Osiris. The Greek writer Plutarch said that; "When the body of god Osiris was cut into pieces by god Set, his phallus was eaten by three species of Nile fish; Lepidotus, Mormyrus and the Phagrus (Danneskiold 1988, 20).

Herodotus had reported that fish was a taboo food for priests in Egypt, while Diodorus, extended this ban to every one. However, the king, the priests and the blessed dead, were not allowed to eat fish, since it was occasionally identified with the evil-god Set, owing to its role in the myth of Osiris (Montet 1950, 94). The Victory Stela of the Kushite ruler, "Piy", mentioned that fish-eaters were prohibited to enter the royal palace, because of their uncleanness and impurity (Ikram 2001, 391).

C) Honey

The native Egyptian honeybee was probably exploited by the Egyptians as early as the Neolithic period. Honey was known to the Egyptians as "bit". By the first dynasty, one of the most common royal tutelary was "nsw-bity"; "He of the Reed and Bee", thereby associating the monarch with the heraldic emblems of Upper and Lower Egypt (Sagrillo 2001, 172).

Honey was used as the principal sweetener in the Egyptian diet and a base for medical unguents, thus employing its natural anti-bacterial properties. It was utilized also in baked goods, to prime beer and wine, to create natural paints and as a component of some perfumes (Crane 1984, 34; Sagrillo 2001, 173).

Honey was suggested to be a taboo, since it was involved in Egyptian myths. According to one Egyptian myth, bees were the tears of the sun-god Re, while the Pyramid Texts recorded that goddess Nut could appear as a bee. Honey was also served as a sacred offering to the gods. The religious significance of the bee extended to an association with goddess Neith, whose temple at Sais was known as "per-bit"; "the house of the bee" (Montet 1950, 105; Shaw And Nicholson 1997, 51).

Taboos actions in Ancient Egypt

A) Walking upside down

Walking upside down was among the taboo actions in Egypt. It was mentioned in spell 173 of Coffin Texts (CT III, 47-59); "I will not go upside down for you." Realizing the main explanation for this taboo is still a matter of confusion. "Montet" mentioned that this kind of taboo may have been related to the crime of god Set in persuading god Osiris to stretch in his sarcophagus in such abnormal position (Montet 1950, 106). "Frandsen" stated that; walking upside down was constantly related to the taboo of fasces (Frandsen 1985, 151). While "Zandee" explained this association by saying that those who walk upside down in the netherworld became impure in the presence of the gods, and their digestive processes would be in danger of being reversed (Zandee 1960, 73).

"Kadish" concluded that the Egyptians feared to face eternity upside down lest; they might lose their heads or have been swallowed up by the beast that waited alongside the scales of justice in the "Hall of Judgment" (Kadish 1979, 203).

B) Eating Excrement and Drinking Urine

Eating excrement and drinking urine were among the taboos in Egypt. The deceased was very cautious to ensure his purity before the gods in the hereafter, so he had to deny violating any kind of taboos. The "Coffin Texts" served as a focal point that contained many references of eating excrement and drinking urine taboos. Spell 173 of "Coffin Texts", (CT III, 47-59), began with the heading: "So as not to eat excrement and not to drink urine in the necropolis." (Kadish 1979, 205).

C) Additional Taboo Actions and Behaviors

- The Egyptians regarded the Nile pollution as a taboo, and the one who incorporated with this act, would be cursed by the gods.
- Eating the meat of any sacrificed animal.
- To covet the offerings and property of the temples were taboos.
- Taking improper rewards (bribes) was also a taboo (Fairman 1958, 88).
- Criminal acts; such as theft and murder, crimes of a cultic nature; such as stealing the offerings and defiling the purity of a sacred place were taboos (Okinga 2001, 485).

The Epagomenal Days Taboos

They were the additional five days at the end of each year, the discrepancy that gradually developed between the lunar year of 365 days and the solar year. They were corresponding to the birthdays of the deities; Osiris, Isis, Horus, Set and Nephthys (Hornung 1992, 58). It was believed that they were a time of mortal danger, and one must know their names to survive from death (Frandsen 1986, 136).

The Menstruation Taboo

Menstruation taboo was among the most universal ones, and the Egyptian material was not exception. The ordinary term for menstruation in Egyptian language was "hsmn(t)". This word was also attested with the meaning "purification". Janssen suggested that the term could refer to post-childbirth purification (Janssen 1980, 141), while "Kitchen" has translated the term, as "sick", where it occurred in the "absentee lists" at Deir el-Medina (Kitchen 2000, 361). Frandsen stated that; "The accumulated evidence for the term hsmn excludes any interpretation other than menstruation." The interrelationship of menstruation and purification is suggestive for the euphemism of the term menstruation which could be a taboo-word (Frandsen 2007, 81). References to menstruation seemed to show that any contact with women during their periods could be dangerous. This would explain why the menstruation of wives and daughters was accepted as a legitimate cause for a worker absence from work, as was documented in the well-known "absentee lists" from Deir el-Medina. The menstrual women had to get as far as the rear of their houses, or stayed in a specific area, the so-called "women's place", away from their village (Toivari 2001, 164).

The fate of the laundrymen is pitied as was mentioned in the "Instructions of Dua-Kheti"; and their position in the social hierarchy was so humble that, they had to wash the clothes of menstruating women, which were also as a taboo (Frandsen 2001, 346).

Menstruation was believed to have some kind of a bad effect on both woman and her environment. Menstrual woman was forbidden to enter to any sacred and religious sites, thus, her husband became impure that, he should stay at home, either to be away from his work, or to help his wife during this dangerous period. It was suggested that, the blood of menstruation could counteract the vital processes associated with creation, as it has a negative impact on someone who has just given birth, since menstruation indicated the absence of pregnancy and thus the lack of fertility (Frandsen 2007, 106).

Taboos of the sacred places; "Tombs, Temples and Palaces"

Access to such ceremonial and ritualistic buildings as tombs, temples and palaces, required certain rules of purity, such as abstinence from sexual activity, menstruation and the avoidance of certain types of taboo diet (pigs, fish or honey). The ancient Egyptian dedicated most of his time and effort, preparing for his afterlife. Since the tomb was the most essential element for his eternal survival, he wanted to preserve the tomb itself, its purity, his mummy, iconography and texts.

Thus, the thresholds of such sacred places were regarded to be taboos. Certain spells in mortuary literature, regarding magical bricks and clay figurines could function as curses for those who might threaten the purity of those buildings (Silverman 2001, 348).

A text from the temple of Edfu, addressed to the temple priests, as a final reminder to the visitors of those conditions of moral and ritual purity, indicated the god's particular concern with purity, saying; "Beware of entering in purity, for God loves purity more than millions of offerings, more than hundreds of thousands of electrum, he sates himself with truth, and his heart is satisfied with great purity." (Fairman 1958, 90).

Herodotus, mentioned that; "The Egyptians were very careful of their purity.

They were the first people, who prohibited anyone, especially the priests from entering to such sacred areas after intercourse or reciting religious formula, unless they were completely purified". To be in a priestly function, it required certain rules of purity, the priest must be clean-shaven, and have his nails cut. From at least the Late Period and onwards, it became compulsory for priests to be circumcised, as a part of the purification necessary for the performance of their temple duties (Frandsen 2007, 105).

The ancient Egyptians practiced circumcision for cleanliness sake. The victory stela of the Kushite ruler "Piy" indicated that; "They were forbidden to enter the royal palace, because they had not been circumcised" (Shaw And Nicholson 1997, 281).

RESULTS OF OTHER STUDIES

1. The word " bwt " was identified as " taboo " in Egyptian language , during all periods and in different texts , although the term was occasionally used in a loose sense (Montet 1950, 85; Frandsen 1986, 135) .
2. The principal determinative of the word " bwt " was the fish , that refers to impurity , dirt , bad thing and evil action. The term " bwt " is singular , while the plural is " bwtyw " or " bwyw " (Montet 1950, 88) .
3. "Bwt" was regarded to be the opposite of "maat" (world order, truth, justice and cosmic balance). Thus, violating a taboo , had a very bad impact on its doer , an act that would bring about the second death for people and god involved (Frandsen 2000, 10) .
4. Taboos were instilled by the god, or the king (represented the god on earth), to reestablish the primeval order, the so-called "maat". The political power of a person was delimited by the taboos he could impose (Shaw And Nicholson 1997, 281).
5. Taboos affected access to such sacred and ritualistic buildings (tombs , temples and palaces) , this adhered to certain rules of purity such as abstinence from sexual activity , menstruation, avoidance of certain types of food (pigs , fish or honey) , going upside down , or even being circumcised (Frandsen 1985, 155).
6. Taboos varied from time to time, depended mainly on the local cosmology. Egypt was divided into provinces; each one had its local god, festival, emblem and also its own taboos (Frandsen 2007, 87).
7. Pigs were a taboo meat in Egypt , as the pig was the main sacred animal presenting god Set , the evil-god , the murderer of god Osiris, and the adversary of god Horus (Ikram 2001, 390).

8. Fish was also a taboo, in regard with the association of fish with certain gods and goddesses, and according to the Myth of Osiris, the fish was believed that had consumed the penis of Osiris (Danneskiold 1988, 18).
9. Honey was also a taboo diet, since its association with goddess Neith and Nut, while the bees were the tears of sun-god Re (Sagrillo 2001, 172) .
10. Taboo diet , was probably never absolute , and may have applied exclusively to a certain segment of society (the elite and the priests) , or even in such religious building , or only at particular times of the year (Ikram, 2001, 390)
11. Walking upside down was among the taboo actions, as the Egyptian saw themselves as right side up with respect to their physical realm. Walking upside down had to be avoided at all costs and not only by heavenly accession, as its doer was damned that he could eat his own excrement or drink his urine, loose his offerings and after life (Kadish 1979, 213).
12. Eating excrement and drinking urine were taboos, as they spoil the purity of the deceased which was a focal point in the hereafter (Kadish 1979, 212).
13. The epagomenal days were taboo, being a time of mortal danger and one had to know their names for surviving from death (Frandsen 1986, 141).
14. Menstruation taboos are among the most universal, and the Egyptian material is not exception. The Egyptians connected menstruation with impurity and danger that the menstrual woman had to stay at the rear of her house or in the so-called "women's place", away from her village . The "absentee lists" from Deir el-Medina referred that menstruation of wives and daughters, was an accepted excuse for workers to take days- off (Frandsen 2007, 99)

CONCLUSION

- The origin of the word "taboo" is the Egyptian term " bwt " , which was used by the Egyptians to refer to the concept of taboo , from the Old kingdom until the Graeco-Roman period .
- The bird was occasionally used as a determinative for the word bwt; as a sign of bad things and prohibited behaviors in Egypt .
- The pigs were a taboo diet during the Old and Middle kingdoms, relating to their association with god Set (the evil-god in Egypt) , together with their impurity and uncleanness . As early as the New Kingdom and onwards, the pig was regarded as cheap , low-status food for the poor . Thus the pig could be a taboo diet for the elite , priests or at specific times of the years .
- Taboos were rarely depicted on artistic representations, formal and official contexts , and especially on funerary and religious texts , for example sexual acts are completely avoided in formal and ritualistic texts or scenes .
- Purity was a very important issue for the Egyptians, either in their daily life or in the hereafter . The first class taboos were those which threaten a man's purity such as (menstruation , intercourse, certain kinds of food as pigs , eating excrement and drinking urine) .
- Being a part of the Egyptian myths and religion , or representing an evil-god , was enough to regard something a taboo such as (pigs , fish and Honey) .
- Violating an action against maat or the universal order was a taboo, as walking upside down , forgetting the epagomenal days , theft and murder , eating the meat of a sacrificed animal and to diminish the offerings or property of a temple .

Classification	Taboo
Foodstuff Taboo	Pigs, fish and honey.
Taboo actions and behaviors	Walking upside down. Eating excrement and drinking urine. Forgetting the so-called epagomenal days. To cause pollution to the Nile. Taking bribes. Criminal acts, such as theft and murder. Eating the meat of a sacrificed animal. To diminish the offerings or property of a temple. Defiling the purity of a sacred place.
- Contemporary Taboos (avoided in entering a sacred area ; tombs , temples and royal palaces) .	Menstrual woman. Intercourse and sexual activities. males who were not circumcised .

Table (1) : The classifications of Taboos in Ancient Egypt

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FATIMID INFLUENCES IN SICILY

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The history of Islamic Sicily begins in 827, when the Arabs conquered the island under the Abbasside caliphate, declaring Palermo their capital city. In 916, the Fatimids took patronage of the island (succeeding the Aghlabides of Tunisia) ; for more than two hundred years, Palermo was the capital of a flourishing Islamic civilization.

Its strategic geographic location linking Islamic and Christian civilizations, soon made it one of the most important political and cultural centers of its time, competing with Cordoba and Cairo.

In fact, the Fatimid dynasty brought great prosperity to the island by building mosques, palaces, hammams and other public facilities and by developing new advancements in the silk, ivory, paper, mosaic and ceramics.

However, internal conflicts in the heart of the dynasty led the way to Norman armies commanded by Robert Guiscard de Hauteville and his successors to accomplish the Norman conquest of the island (between 1061-1091) and they managed to overtake Sicily.

While Christian in faith, the Norman kings legally protected and tolerated Muslim population. In fact, Norman kings passed to the prosperity as real patrons of art and architecture in which Moslem craftsmen have brought great contributions.

Many of Palermo's richest monuments built during this period by Arab designers displayed the interlacing of Muslim, Roman and Byzantine stylistic forms and influences.

Among these monuments we can mention for example:

1. Cappella Palatina: built by king Roger II in 1132-1143, served as the royal chapel for the Sicilian Norman sovereignty. This small chapel exhibits an extraordinary convergence of Muslim and Byzantine stylistic influence, typical of Roger's culturally court. These influences are remarkably noticed in the typological basilica plan combined with the procession path leading up to a low positioned stage, much like the reception hall often found in Islamic palaces. The most remarkable Fatimid influence is also noticed in the painted wooden muqarnas ceiling.
2. Ziza palace: founded by kings William I and William II in 1166-1189 also exemplifies the confluence of cultures so typical of the Norman period in Sicily, by interweaving Muslim, Roman and Byzantine stylistic influences. One of the most important architectural elements bearing Fatimid influences is the marble shazirwan opposite to the pool.
3. Cuba palace: commissioned by the Norman king William II in 1180. The palace's outer surface features repeated blind arches that rise to the height of the structure. The cornice is inscribed with band of Arabic calligraphy. As its name suggests, a large dome (qubba in Arabic) surmounts the central area of the palace.

As for the objects of art, produced in Sicily during and after the Fatimid period and revealing Fatimid influences either in form, in material or in decoration, they are numerous. They are made of ivory, lime stone, marble, rock crystal, wood, luster painted ceramics and silk. They represent horns, caskets, chess pieces, plates, ewers, textiles and so on.

In fact, these productions were believed to have been crafted by skilled Muslim artisans working in Sicily, since they strongly resemble or are copied from the Fatimid repertoire, blended with European creations. This combination, so typical of Norman Sicily, produced a distinctive moment in history of art and architecture.

The aim of the study is to establish an evidence these several influences, based on a comparative study with similar elements of art and architecture dating from the Fatimid period in Egypt and Syria.

FATIMID INFLUENCES IN SICILY

INTRODUCTION

The interaction of the Arab and Norman societies following the Norman conquest of Sicily from 453 H. /1061 to around 648 H. / 1250 marked the appearance of the so called "Arab-Norman culture". This civilization resulted in fact from the numerous exchanges in the cultural and scientific fields, based on the tolerance showed by the Normans toward Muslim society (Agius 1996). In fact, it was the product of several races which preserved side by side their separate nationality (Curtis 1912, 400).

While Christian in faith, the Norman kings legally protected and tolerated Muslim population. In fact, they passed to the prosperity as real patrons of art and architecture in which Moslem craftsmen have brought great contributions (Ahmad 1975; Wilson 1998). Many of Palermo's richest monuments built during this period by Arab designers displayed the interlacing of Muslim, Roman and Byzantine stylistic forms and influences. The aim of the study is to establish in evidence these several influences, based on a comparative study with similar elements of art and architecture dating from the Fatimid period in Egypt, in Tunisia and in Syria.

HISTORICAL BACKGROUND

Islamic Sicily

The history of Islamic Sicily begins in 212 H. / 827, when the Aghlabids of Tunisia conquered the island under the Abbasside caliphate. A first battle against the Byzantine troops occurred on 4th Rabi' II 201 H. / July 15, 827, near Mazara, resulting in an Aghlabid victory (Ahmad 1975; Wilson 1998; Amari 2002). Four years later, the African Berber units managed to capture the Island in Ramadan 216 H. / September 831 (Orton 1971, vol I, 370) and Palermo became then the Muslims capital of Sicily, renamed al Madinah (Ibn Jubayr 1952). In 297 H. / 909, the African Aghlabid dynasty was replaced by the Shiite Fatimids, and, in 305 H. / 917, Fatimid caliph al-Mahdī, sent an army which sacked Palermo. The island was governed by an emir, named after the Fatimid caliph first from Mahdiya in Tunisia then from Cairo after the Fatimid conquest of Egypt in 358 H. / 969 (Wilson 1998). In fact, the Fatimid dynasty brought great prosperity to the island by building mosques, palaces, hammāms and other public facilities and by developing new advancements in the silk, ivory, paper, mosaic and ceramics (Bresc 2002). The exportation of Sicilian fine silk to Egypt was mentioned by the Persian traveler Nāṣir Husrū by the year 434 H. / 1042 (Husrū 1954).

The cultural Islamic impact on the island was caught by the eminent traveler / geographer Ibn Hauqal in 362-363 H. / 972-973. He described the quarters of Palermo, their palaces and their hundreds of mosques: "The mosques of the city and of the quarters round it outside the walls exceed the number of three hundred (Ibn Hauqal 1872). This Islamic identity of the island was still preserved even 100 Years after the arrival of the Normans as described by the Spanish-Moslem traveler Ibn Jubayr who visited the island in 579 H. / 1183.

Norman Sicily

However, internal conflicts in the heart of the dynasty together with economic crises led the way to

Norman¹ armies commanded by Robert Guiscard de Hauteville and his successors to accomplish the Norman conquest of the island (between 453-484 H. / 1061-1091) and they managed to overtake Sicily (Ibn al-Atir 1866-1874); (Ahmad 1975); ('Abd al-Raziq 1993). Therefore, we should note that the Norman conquest of the island was the work largely of a single individual, Count Roger; though in the earliest stages he received vital help and participation from his brother Guiscard (Ahmad 1975, 53).

Soon after the death of his brother, Roger began the division of his possessions in Sicily and Italy into fiefs, and distributed them amongst the members of his family and his companions. Sicily, which had a large Muslim population, thus became feudalized.

In the decade which followed the completion of the conquest, 484-495 H. / 1091-1101, Roger ruled the island with tranquility and tolerance.

For reasons of state he resisted the ecclesiastical pressure for the conversion of Muslims to Christianity (Ahmad 1975, 54).

Roger died in 495 H. / 1101, and after a short period of instability, his son Roger II was crowned as king at Palermo in 525 H. / 1130, and yet became one of the most illustrious of the Norman rulers of Sicily (Ahmad 1975, 55); (Curtis 1912). His reign was characterized by its multi-ethnic nature and religious tolerance where Normans, Arabs, Greeks, Lombards and Italians lived in harmony (Wilson 1998).

Arab-Norman interactions:

An intense Arab-Norman culture developed under the reign of Roger II, who had Islamic soldiers, poets and scientists at his court: he spoke Arabic perfectly and was himself fond of Arab culture (Aubé 2006, 177). He even mobilized Arab architects to build monuments in the Arab-Norman style².

In his earlier career, in fact during most of his reign, his conduct toward Moslem population was tolerant, such that Ibn al-Aṭīr praised him for protecting and liking the Moslems (Ibn al-Atir 1866-1874). There were even unfounded rumors among both Moslem and Christian subjects of his kingdom that he was a crypto Moslem. In the same time he was a champion of the Christian church and built two magnificent religious monuments: Palatine chapel and the Cathedral at Cefalù (Ahmad 1975, 58).

Under the two Williams, the Arab influences and interactions remained as strong at court as under Roger. For example under William II, The famous Spanish-Arab geographer/traveler Ibn Jubayr visited the island in 580-581 H. / 1184-1185. To his surprise, he enjoyed a very warm reception by the Norman Christians. He was further surprised to find that even the Christians spoke Arabic, that the government officials were still largely Moslem, and that the heritage (may we say the Islamic and Arabic identity of the island) of some 130 previous years of Muslim rule of Sicily was still intact. Here are some important quotations from his travels: Speaking of Palermo, he says: "The finest town in Sicily and the seat of its sovereign is known to the Moslems as al-Madinah, and to the Christians as Palermo. It has Moslem citizens who possess mosques, and their own markets, in the many suburbs. The rest of the Muslims live in the farms and in all villages and towns. Their king, William, is admirable for his just conduct, and the use he makes for the industry of the Muslims. He has much confidence in Muslim, relying on them for his affairs. He possesses splendid palaces and elegant gardens, particularly in the capital of his kingdom, al-Madinah. He pays much attention to his Moslem physicians and astrologers, and also takes great care of them. One of the remarkable things told of him is that he reads and writes Arabic" (Ibn Jubayr 1952, 340-341).

¹ The name Norman is one of convenient but loose application. If we may apply it to the French-speaking conquerors of Lower Italy, we shall confine it more justly to the period of 1016-1060, after which the influx of the invaders ceased or became a mere trickling through of individuals of the race. The name still survived and served both official and rhetorical uses; thus a charter of Roger II. See (Curtis 1912, 401); (al-Madanī 1365 H.)

² Such as the Capella Palatina founded between 1132-1143 to serve as the royal chapel for the Sicilian Norman sovereignty

The description mentioned above gives no doubt, that an Arab-Islamic influence was predominant during the Norman reign of the island as Roger and his dynasty passed to the prosperity as real patrons of art and architecture in which Moslem craftsmen have brought great contributions.

FATIMID INFLUENCES

Architectural impact

Roger I paid tribute to the beauty of Arab architecture in Sicily and the admirable skill of its constructions. The baths of Cefalù, the remains of the palaces and the baths at the fortress of Mare Dolce are the oldest Arab architectural monuments still surviving in Sicily (Ahmad 1975, 97). As for the civil architecture, the only remaining monument is the palace of Favara (fawāra) of Palermo, commissioned by the Fatimid governor of Sicily the Kalbid Amir Ġa'far, dating back to 388-410 H. / 998-1019. Its name, meaning fountain, suggests that it contained fountains fed by water channeled from a mountain nearby. The ruin of a façade still bears some of its arcades, a feature we meet frequently in later Arab-Norman architecture (Ahmad 1975, 97), (Amari 1854-1872).

William I and William II, prolonged in fact this tradition, and both palaces La Zisa palace (deriving from the Arabic al-'Azīza, the glorious) and Cuba palace (deriving from the Arabic qubba, copula) give us some idea of the palaces of North Africa, no more existing. When built, the palaces were surrounded by splendid parks complete with fountains, pavilions and tree lined promenades. A man-made pool immediately enclosed the palace and served as a natural air-cooling system for its residents and users (Wilson 1998).

Despite the difficulty of defining a unique style of the monuments of Sicily, we should notify that the Fatimid impact was more distinctive and is strongly remarkable in the artistic and architectural creations of the island:

La Torre Pisana of the Norman royal palace in Palermo had its prototype in the Qaṣr al-Manār of the citadel (qal'a) of Banū Hammād, constructed in the fifth century of Hiġra / eleventh century A.D.³. The cubic structure of the tower and the blind arches decorating its façades, bear architectural influences of the contemporary Fatimid constructions of North Africa (Ahmad 1975, 98); (Wilson 1998, 213).

Let's cast an eye over some particular architectural elements bearing Fatimid impacts:

1) The transitional zone: On top of corners of square constructions in order to form a transition with the circle to receive the dome. It takes several techniques such as:

Pendentives: The inverted concave triangles springing from corners of a square or polygon and meeting at the top to form a circular base for the dome (al-Tayesh 1999, 4). They first appeared in the Cairene monuments such as the dome added by caliph al-Hāfīz in al-Azhar mosque, in front of the transept (Abou Seif 1989). The pendentives exist also in the mašhad al-Ġiūšī, founded by the Fatimid vizier Badr al-Ġamālī in 478H. / 1085, making the transitional zone of the dome surmounting the prayer niche ('Abd al-Rāziq 1993).

This technique is remarkably noticed in the remains of an Islamic building in the complex of the church of San Giovanni degli Eremiti and in the church of St Cataldo (Wilson 1998).

Muqarnas: Stalactite or muqarnas are honeycomb-like carvings in stone or stucco in which a multitude of small embedded niches are repeated in an intricate geometric arrangement. Muqarnas are characteristic of Islamic architecture, they are found almost everywhere in the medieval Islamic world (Abou Seif 1989, 67). The minaret of mašhad al-Ġiūšī, bears stalactite cornice on the upper edge of the rectangular shaft. It is the earliest surviving example of stalactites on a building in Egypt (Hautecoeur et Wiet 19, 232); (Abou Seif 1989, 67); ('Abd al-Rāziq 1993).

³ The Ban Hammād were of Berber origin, and were attached to the zirides, to whom the Fatimids have confiéd the reign of the island (Wilson 1998, 213)

The western façade of al-Aqmar mosque, built by the Fatimid caliph al-Amir in 519 H. / 1125 is also decorated with recesses crowned with four rows of stalactites considered as the earliest extant stalactites on a façade decoration (Abou Seif 1989, 72) ; ('Abd al-Rāziq 1993). However, the first use of stalactites as transitional zone in Egypt appears in the mašhad of Sayyida Ruqayya built in 528-529 H. / 1133. The octagonal transitional zone of its dome is more developed and more complex than previous monuments. It's higher, and has four two-tiered squinches at the corner subdivided into keel arch niches, thus forming large stalactites (Abou Seif 1989, 74).

Stalactites were used to form the transitional zone of several Norman monuments in Sicily.

The Capella Palatina displays a remarkable painted wooden muqarnas ceiling -of typical Islamic- technique covering the nave (Kitzinger, 1983, 169); (Ahmad 1975, 101); (Wilson 1998, 214). May we add that Monneret de Villard had pointed some similarity in the structure of the ceiling of the Capella Palatina and that of the mosque of Cordova (Villard 1950).

The hall on the ground floor of the Zisa palace had a vault with niches: a novel feature in the vaulting is the cantilever of stalactite which covers not only the niches of the hall on the ground floor, but also those of lateral rooms above (Marçais 1956) ; (Ahmad 1975, 100).

The ruins of the Uscibine palace in Palermo, built in the second half of the twelfth century, display another example of muqarnas. The vault of the niche opposite the entrance was decorated with stone and plaster muqarnas, of which only traces of the lower part remain (MWNF).

2) Crenellations: Battlement; a fortified parapet with alternate solid parts and openings, termed respectively "merlons" and "embrasures" or "crenels" (hence crenellation). Generally for defense, but employed also as a decorative motif (El Tayesh 1999, 2). Crenellations take various forms: geometrical, vegetal and even some times human-being scheme.

Most likely these elements were in common use in the Cairene monuments such as al-Azhar mosque, al-Hakim mosque and al-Aqmar mosque. During this period, the merlons followed usually the geometrical form; more precisely the stepped form.

The Arab tower in the palazzo Corvaja in Taormina, dating back to the reign of the Fatimid caliph al-Mu'izz in 358 H. / 969, is a square plan tower built on two levels and topped with crenellations (MWNF).

At St Cataldo, the walls are crowned with a crest (crenellations) of carved stone, a kind of decorative battlement outlining itself in fine dentils (Marçais 1956); (Ahmad 1975, 99).

3) Šāzīrwān: Deriving from a Persian origin. It indicates the part of the fountain (marble slab engraved with vegetal motifs) over which water flows in a thin sheet (Nasser 1997); (El Tayesh 1999, 4).

There used to be a Šāzīrwān (salsabil or fountain) in the niche opposite the entrance of Zisa palace. Water flowed from a spring in the back wall down a corrugated-like incline and into a canal into the hall, cooling the air (Ahmad 1975, 100). This motif dates back to the Tulunide period in Egypt ('Abd al-Rāziq 1993, 134,137) and may have been introduced in Sicily by the Fatimids.

We can also find this element inside the Cuba palace where a central enclosure shelters a Šāzīrwān (archnet.org).

4) Blind arches or arched recesses: This kind of recess rising from the floor to the ceiling and dividing the façade had probably for function to enhance the majesty of the building but also to incorporate the different kinds and levels of windows.

It was first seen on the façades of the mosque of the Fatimid vizier al-Šālih Ṭalā'ī' built in 555 H. / 1160. Each of the arched recess had a large iron grilled window, placed near the floor level of the mosque. Cairo architects adopted this façade treatment in nearly all later foundations (Abou Seif 1989, 10, 76).

Both outer façades of Zisa palace and Cuba palace in Palermo feature repeated blind arches that rise to the height of the structure. Inside them were smaller blind arches and niches with double-arched windows beneath them, penetrating into the ground floor (Ahmad 1975, 100).

Decorative and artistic impact

The paintings of the wooden ceiling of the Capella Palatina are considered as the only monumental-scale pictorial cycle from the Fatimid period in the Mediterranean basin to have survived in its most entirety⁴. In fact, they belong to the Fatimid school of Egypt⁵ and are decorated with lively scenes celebrating the pleasures of worldly life and courtly entertainment emphasized by kufic inscriptions (Curatola 1993, 188) (Abouseif 1995, 286).

They depict among others birds such as affronted doves. This scene was depicted on a fresco panel (squinch) found in the Fatimid hammām in Cairo dating back to the 5th/11th century.

Another motif is the falcon attacking an animal such as an antelope. A similar scene is executed in an inlaid wooden panel also dating back to the 5th/11th century in Cairo, representing a falcon attacking a hare.

On the other hand we find numerous human representations directly copied from the Fatimid repertory, that throw some light on the daily life of Normans, Arabs and others in Norman Sicily. These scenes represent among others drinking scenes as we see on a luster painted ceramic plate from the Fatimid Cairo;

Female dancers copied exactly (the bodily movement and the details of fashion) upon the dancer of a luster painted ceramic plate dating back to the 5th/11th century in Cairo and musicians with musical instruments very much in common in the Muslim world such as tambourines, flutes and lutes.

We should notify that the human representations of the Capella Palatina usually wear head-gear such as turbans or crowns and clothes that reflect the deep impact of the Fatimid costume repertory⁶.

Another category of representations in the Capella Palatina consists of mythical and fantastic creatures such as sphinxes with the bodies of lions and heads of women; griffons; mermaids and harpies with the bodies of birds and heads of women also represented in a luster painted ceramic plate from the 5th/11th century in Cairo.

These scenes are usually combined with geometric and vegetal decorations. The polygons with 8 rays are surrounded by inscriptions of good omens in kufic script (Watson 1998, 214).

May we add that the paintings of the wooden roof construction above the nave of the cathedral of Cefalù also recall the Islamic paintings of the Capella Palatina. The parallels between the two are very evident particularly where animals and figural motifs are concerned (Jorgenson 1987). Although, Jorgenson replies that "There is not a single inscription in the decoration at Cefalù, whereas Kufic inscriptions, both legible and of purely ornamental nature, are to be found everywhere in the ceiling decoration in the Capella Palatina" (Jorgenson 1987, 22).

As for the objects of art, produced in Sicily during and after the Fatimid period and revealing Fatimid influences either in form, in material, in decoration and in technique, they are numerous. They are made of ivory, lime stone, marble, luster painted ceramics and silk...etc

The starting point is the ivory objects representing caskets, pyxis, crosiers, horns and chess pieces.

The caskets and pyxis were originally intended for bridal chests or jewel boxes. Later, they were used almost universally as reliquaries; hence most of the preserved examples are to be found in church treasuries (Cott 1930, 132).

The caskets are rectangular in shape; the covers being in some cases flat and in others of a truncated pyramidal form (Cott 1930, 132). As regards technique, they are made of thin plaques of ivory fastened usually by ivory pegs, to a wooden core. The smaller examples are of pure ivory without wood (Cott 1930, 132) (Ahmad 1975, 104). The Staatliche Museum in Berlin conserves an ivory casket made out of

4 *Of the original paintings of the ceilings some have not survived; others have been completely repainted in the 16th and 17th centuries and some of the surviving paintings have been much damaged (Ahmad, 1975, 102)*

5 *This school had been influenced by the style of Sāmarrā' and flourished under the Fatimids (Ettinghausen, 1962, 45-50)*

6 *For more details concerning costumes in the Fatimid period see (Yūsuf, 1995)*

carved ivory dating back to the 5th-6th/11th-12th centuries produced in Sicily or southern Italy. It is almost entirely covered in decorative animal-motif friezes, which are framed by narrow bands of tendrils of half-palmettes. A great variety of animals are represented: lions, hares, ibex, stags, camels, giraffes and birds. Mythological creatures such as griffins are also included. The human figures appear as hunters or giraffe leaders (Wilson 1998, p.219).

Another category of ivory productions are those famous hunting horns or oliphants⁷, probably well known in Egypt during the Fatimid Period where they also served for drinking. The engraved relief carving consists of three friezes portraying animals and mythological creatures intertwined with vines. The middle frieze is composed of five rows of animals, while the remaining outer two friezes only contain one row of animals each (Watson 1998, 218) (MWNF).

It is worthy mentioning that the repertory of decorated motifs and designs of these ivories has much in common with the motifs and designs in the ceiling of the Capella Palatina (Cott 1930, 145).

The coronation mantle of Roger II preserved in The Kunsthistorisches Museum in Vienna is a surviving evidence of the Arab-Norman tirāz for the manufacture of rich textiles under the Normans. It is made out of silk embroidered with gold thread and emphasized with pearls. The decoration of the back, in monumental mirror form, is in gold on a red background and is entirely underlined with two rows of little pearls. Backing on to either sides of a date-palm, there are two couples of lions attacking camels. The scene designs a powerful symbol of the victory of the Normans over the Arabs. On the lower border, a flowery kufic inscription bears the date of production in 528 H. / 1133-1134 in the royal tirāz in Sicily (Curatola, 1993, 188, 205-207) (Watson, 1998, 215,220).

The cylindrical memorial marble columns and sepulchral stelae represent another kind of Sicilian productions marked by the Fatimid influence.

The regional gallery of Sicilia encloses a sculpted marble column dated around 5th/11th century (MWNF). On the top of the shaft, within a rectangular scroll, there is an Arabic inscription in kufic characters that recites a basmala. In the center of the column, within a square scroll, is inscribed the šahāda (Amari, 1971, 107-108).

The Museo Archeologico Nazionale of Napoli displays a marble funerary stele bearing remarkable resemblance with similar examples of Fatimid productions. It contains an Arabic inscription consisting of 10 lines of kufic characters reciting the basmala and the name of the faqīh Abi 'Umar Ahmad ibn Sa'd ibn Mālik who died in 411 H. / 1021 (Curatola 1993, 201).

The regional gallery of Sicilia preserves also a sepulchral stele made out of carved stone. The stele has a shaped base decorated with an elegant frieze with plant volutes. The Arabic script is in elongated kufic characters in the Fatimid style and declares that this tomb belongs to Ayyūb son of Muhallaf, who died in Raġab 517 H./ September 1123 (Amari 1971, 190-191).

The previous study may allow us to conclude that these productions were believed to have been crafted by skilled Muslim artisans working in Sicily, since they strongly resemble or are copied from the Fatimid repertoire, blended with European creations. This combination, so typical of Norman Sicily, produced a distinctive moment in the history of art and architecture.

However, we should agree that the Norman artistic effort in Sicily, with its innate magnificence, its high standards of quality, and its wealth of forms and of content, was a beacon whose light radiated all over Europe.

⁷ According to the legend of Roland, He blew on an oliphant to call for help before his death in the battle against the Arabs in 161 H. / 778 AD (Shalem, 2004)

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The Cross-fertilization between Egypt and North Mediterranean

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Abstract:

The relationship between Egypt and the North Mediterranean could be traced back to the Vth and the VIth Dynasties (2465-2150 B.C). However with the advance of time, this relationship becomes stronger and closer. The supporting evidence for such claims based on the recovery of many Egyptian objects and artifacts of this period from some of the Aegean islands. Egyptians called the people of these islands as (Keftiu) and most scholars believe that this name was given to the people of Crete. In later period, the whole Mediterranean people were given the name Haou- nebou.

In the New Kingdom, some people from Crete came to Egypt and settled in Tell el Dabaa in the Eastern Delta, forming a foreign community there. As a result the Cretian influence appeared on the style of the motifs of some objects recovered from this area.

The scenes of the tomb of Rekhmire, the high official who lived during the reign of king Thutmosis IIIrd of the XVIIIth Dynasty (1479-1425 B.C.), show some Cretian merchants while concluding some deals with their Egyptian counterparts.

Another example is the stelea which date back to King Amenophis IIIrd (1391-1353 B.C) and was found in his mortuary temple at Luxor. The texts on the stelea give the names of certain sites and cities in the area of the Aegean Sea. The texts also suggest the presence of an Egyptian embassy there. The walls of the tomb of Meren-re IInd at Tell El Amarna which dates back the king Amenophis IVth (1353-1335 B.C.) are decorated with scenes showing some of the Mediterranean people serving as mercenaries in the royal Egyptian guards.

In about 1200 B.C. the civilized ancient world was invaded by the sea people. The term (sea people) or (Na Khat.w n pa-yam, was given by the Egyptians to the invaders who possibly came from central Europe and they were of non-semetic origin. They consisted also of different tribes such as: Sherden, Danuna, karkisa, Tjakkar, Pleset, Shekelesh, Meshouesh, lukka, Labu. Their invasion was by land and sea. They succeeded in taking over most of the ancient world but King Ramses IIIrd (1193-1163 B.C) defeated them in naval and land battles and thus Egypt was saved from them. As a result of this victory, he captured thousands of them. Later on and during his reign, they served as mercenaries in the Egyptian army.

In the late period and during the XXVIth Dynasty (664-525 B.C.), the Egyptian kings encouraged the Greeks to settle in Egypt, large number of them came to Egypt and some of them served in the army while others became merchants. In 610 B.C., they founded the first Greek city in Egypt which was called Naucratis on the western bank of the Nile. In few years, it became the main trading center in Egypt. In 323 B.C., Alexander IIIrd invaded Egypt and ended the Persians occupation of the country then

he annexed Egypt to his newly created empire. It was not long; Egypt became an important part of the Hellenistic world.

It is potently obvious that the relationship between Egypt and the people of the Mediterranean developed over a large period of time. However the relationship considerably increased.

In the later period of history, moreover this relationship began by some military conquests then it was converted gradually into commercial and cultural exchange. As a result both the Egyptian and the people of the Mediterranean were influenced by each other and the Egyptian influence could be traced in the North Mediterranean while the influence of North Mediterranean could be felt in Egypt.

Key words:

1-Egypt

2- Ramses IIIrd

3-Islands

4- Greeks


5-Sea people

INTRODUCTION

The geographical history is an interesting subject. However, it faces several problems concerning the study of the ancient Near East. Many names of locations are mentioned in the ancient texts. Some times it is possible to identify these locations and sometimes it is difficult to succeed.

The international relations of Egypt during the New Kingdom are confirmed by the frescos of the foreign envoys' paintings among the daily life scenes in the noble tombs at Thebes. Such scenes depict foreign men, who are occasionally accompanied by their wives and carrying their tributes or presents towards the deceased or the ruling pharaoh. However, among all the foreigners of the noble tombs only the Aegeans or preferably called the inhabitants of the Mediterranean islands are thought to be the most interesting and enigmatic. The Egyptians traded with them in return for silver, olives, wine, oil and kidney beans. On the other hand, they also brought to Egypt baskets full of gold, precious stones, hippopotami and ivory in return for the Egyptian corn.

The contact between the two sides was on a small scale and there are no inscriptions mentioning an Egyptian visit to these islands. However, the excavations which were carried out in the remains of the great towns of the Middle and New Kingdoms revealed pottery vases, undoubtedly related to the artistic style of the Mediterranean towns. Moreover, Egyptian monuments were discovered in Crete and Macedonia dating back to different periods. Furthermore, a number of Egyptian, Canaanite and Cyprian potteries were discovered on the southern coast of Crete. These potteries indicate that there were commercial activities between the countries of this region, possibly through Syria and not directly with Egypt.

The word Haou-nebout ¹ or preferably «Those who are behind!» is mentioned one hundred and sixty times in the Egyptian texts. May be, it means behind the sea, or preferably the foreigners. This is an ancient geographic name indicating at the beginning the population of the maritime borders of the Delta during the Pre-dynastic Period, in the fourth millennium before J. C. However, during the Old Kingdom this word changed in meaning and started to be applied to the population who replaced them towards the northeast. During the Middle and New Kingdoms, this word indicated the Asiatics of the northeast who settled on the coasts of the East Mediterranean Sea or preferably the inhabitants of the Pre-Hellenistic Aegean world², but at the end of New Kingdom, this word meant simply the barbarians or the foreigners³.

¹Vercoutter, J. (1947)-(1949), Les Haunebu, *Bulletin de l'Institut Français d'Archéologie orientale*, 46, 48.

²Vercoutter, J. (1949), *Op.cit*, 48, 190-192, p.125-126.

³*Ibid*, 48, 195; Vercoutter, J. (1922), L'Egypte et le monde Egéen Préhellénique, Etude critique des sources égyptiennes (du début de la XVIII^e à la fin de XIX^e dynastie), *Bulletin de l'Institut Français de l'archéologie orientale* 19.



The Sea people⁴, Na-khatou-en-pa-yem  is a group of people of different origins who migrated across Mediterranean Sea during a period of fifty years. They are Sherden, Danuna, karkisa, Tjakkar, Pleset, Shekelesh, Meshouesh, Lukka and Lebou. These people destroyed many cities and civilizations but among all countries of the East Mediterranean region, Egypt suffered least. King Ramses IIIrd of the XXth dynasty put an end to their attacks which came from the North and the East. It is one of the most important Egyptian battles, the scenes of which are depicted in the temple of Ramses IIIrd at Madinet Habu. These scenes represent them confused, overthrown and slaughtered during the battle on their boats (Fig.1).



Fig. (1): Scene of the only naval battle which took place in front of the Egyptian borders, between the Egyptians and the Sea people, depicted in the funerary temple of king Ramses IIIrd at Madinet Habu. The Sea people are represented with their distinctive high feathers; they are overthrown and slaughtered by the Egyptians.
After, Photo by Thierry Benderitter

The Keftius⁵  are mentioned in the hymn of the victory of Thutmosis IIIrd, in the line 4 while the inhabitants of the islands of the sea appear in the line 6. This proves that both places represent two different identities in Egyptian geography. The country of Keftius could be geographically an adjacent place. However, some Egyptologists suggest that the land of Keftius could be Crete, Syria, Sicily, Cyprus or Asia Minor.

⁴ Leahy, A. (2001), *The Oxford Encyclopedia of Ancient Egypt*, Donald B. Redford (Ed.), *Sea People*, V. 3, 257-260, Cairo.

⁵ Vercoutter, J. (1922), *Op.cit.*, 33.

Although the Egyptian texts of the Old Kingdom and till the end of Egyptian history, mention Keftius, but their scenes are only represented in the tombs of the nobles during the XVIIIth dynasty.

The scenes of tombs:

1-The tomb n° 86⁶ of Menkheperaseneb⁷:

In this tomb, scene n° 8⁸ depicts gifts and tributes well classified in several rows (Fig. 2). These are vases and jars having several forms and various decorations (Fig. 3). The tributes bearers are shown in two registers; they are the Keftius chiefs, Hittites and people of Tunip bringing statues of bulls, vases decorated with motifs of Boukrania and the heads of bulls, while some other people are carrying lapis lazuli necklaces. It is remarkable that there is one who carries a girl on his hand. On every register, are prostrated man and a kneeling male figure, raising both arms in adoration attitude (Figs. 4-5-6) .

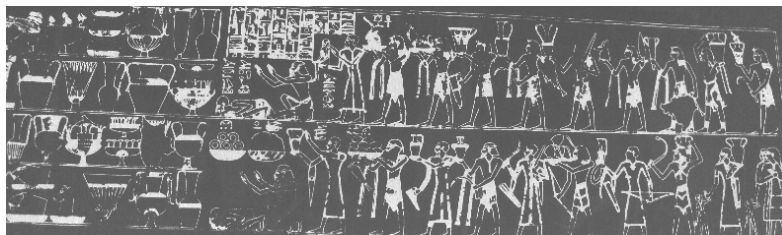


Fig. (2): The tributes bearers in the tomb of Menkheperaseneb
After, Wachsmann, S., *Op. cit.*, Pl. XXXIV.



Fig. (3): The well decorated presents of Keftius depicted in two registers.
After, Wachsmann, S., *Op. cit.*, Pl. XXXVII.

⁶ This tomb is located at Sheikh Abd-el-Gurna.

⁷ He is also the owner of the tomb n° 112, and he was the second and then the first prophet of Amun during the last years of Thutmosis Ist; Davies, N de G.(1933), *The Tomb of Menkheperaseneb*, London, pp. 1-17; La tombe of Ramenkhepersenb in Virey, P. (1894), MMAF V, *Le tombeau de Rekhmire, Sept tombeaux thébains*, Paris, pp. 197-215.

⁸ Porter, B. and Moss, R.L.B. (1960), *Topographical Bibliography of Ancient Egyptian Hieroglyphic Texts, Reliefs, and Paintings, The Theban Necropolis, Part I. Private Tombs*, Oxford, 86, n° 8, p. 177.



Fig. (4): The first four carriers of tributes. The name (Keftiu) is inscribed above the prostrated man, behind him are two asiatics and an Aegean.
After, Wachsmann, S., *Op. cit.*, Pl. XXXV, B.

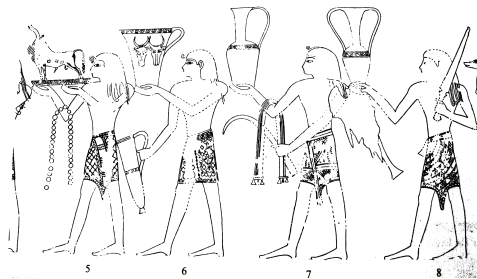


Fig. (5): The following five carriers of tributes are all Aegeans, bringing their products which are statues of bulls, vases and swords.
After, Wachsmann, S., *Op. cit.*, Pl. XXXVI, A.

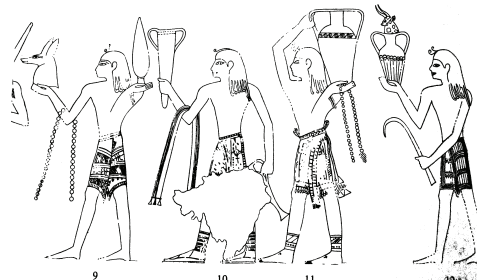


Fig. (6): The last four carriers of tributes while bringing pearl necklaces and vases
After, Wachsmann, S., *Op. cit.*, Pl. XXXVI, B.

2- The tomb n° 71⁹ of Senemout¹⁰:

The upper register of scene n° 3, which is in the portico of the tomb¹¹, shows the remains of six Keftius, three of them are reasonably preserved¹². They carry tributes, the first holds two vases, one in each hand, the second puts a big jar - decorated with the heads of two bulls - on his shoulder and supports it with his left hand; while the right hand is damaged. As for the third, he holds a long necked jar in his right hand and carries a vase on his shoulder. Parts of their faces and bodies are badly damaged¹³ (Fig. 7).

The carriers of foreign tributes are shaved and the vases which they hold in their hands and carry on their shoulders are well decorated with geometrical, floral and animal motifs. Their costumes are simple and their hair is combed in a strange manner, two long locks hanging down to their waists.

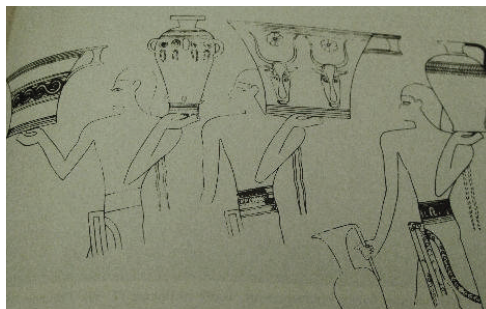


Fig. (7): Scene of three tribute bearers at the tomb of Senemout.
After, Wachsmann, S., *Op. cit.*, Pl. XXIII

3- The tomb n° 39¹⁴ of Puemre¹⁵ :

The scene of Keftius carries n° 12¹⁶ (Fig. 8), it is unique and consists of two registers. On the upper register, the deceased stands inspecting and recording the tributes of

⁹ This tomb is located at Sheikh Abd-el-Gurna. It was damaged, but its chapel which carries n°353 and was constructed near the courtyard of Hatshepsut temple is well preserved. The names and titles of Senemout were erased.

¹⁰ During the reign of queen Hatshepsut, Senemout was the attendant of Amun, the first among all ministers of the queen, the architect and the overseer of all the work of the queen. He disappeared in year 16 of the reign of Hatshepsut.

¹¹ PM, *Op. cit.*, 71, n° 3, p. 140; Wachsmann, S. (1987), *Aegean in the Theban Tombs*, Leuven, 27.

¹² Wachsmann, S., *Op. cit.*, Pl. XXIII: Hall, A. (1903-1904), *Ann. Brit. Soc. of Athens, The Keftiu fresco in the Tomb of Senmut*, 10, 154 ff, London.

¹³ Vercoutter, J. (1922), *Op. cit.*, Pls. I-II (65-9), XIV (124-70), XXXV (231-2).

¹⁴ This tomb is located at Khokha.

¹⁵ He was a prophet of Amun and was responsible for the accounts of the temple of this god, under Hatshepsut and Thutmose III^d. This explains the presence of a similar scene in his tomb; Wachsmann, S., *Op. cit.*, 29.

the North. On the lower register, four foreign tribute carriers, three Syrians and a Keftiu stand behind a heap of gold ingots, while the officials are presenting them¹⁷ to Puemre.

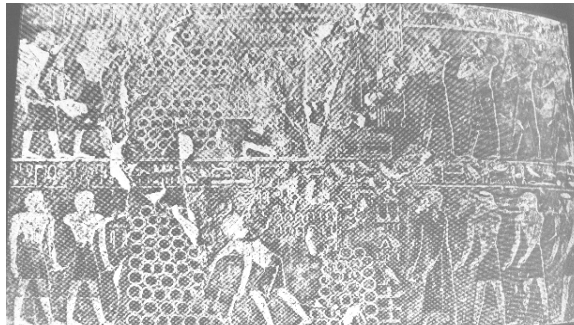


Fig. (8): Two registers showing gold ingots weighed in front of the owner of the tomb.

After, Wachsmann, S., *Op. cit.*, Pl. XXIV

The four figures are named «The foreign leaders of Additional Asia?¹⁸», the third figure is shown as brown man like the Egyptians. His black hair is braided in four long locks hanging down on his shoulder, and the rest of the hair is tied together in a single braid on the back. His face differs completely from his companions, his nose is aquiline and his mouth is wide. He is shown without a beard and has a short neck while his companions are all bearded men and with moustaches. He wears a kilt with coloured edges of Syrian style¹⁹. Therefore this figure is a hybrid²⁰: combination of an Aegean by his hairstyle and a Syrian according to his costumes²¹ (Fig.8, 9).

¹⁶ PM, I, 39, n° 12, p. 72.

¹⁷ Davies, N. de G.(1923), *The Tomb of Puyemere at Thebes*, I, Pls XXXV-XXXIX, pp. 96-101.

¹⁸ This name indicates that the Aegean and the Asiatics were considered by the ancient Egyptians as the same people.

¹⁹ Wachsmann, S., *Op. cit.*, 30.

²⁰ Hybrid figures clearly indicate that the Ancient Egyptians sometimes could not differentiate between their different enemies. In fact, it would also seem they did not know that each people had its traditions and customs. The Egyptian artist in that case did not make any difference between the Asians and keftius. This is perhaps due to either the nature of the relationship between the Egyptians and both Asians and keftius or because of their attitude and their products in the scene.

²¹ He resembles the Aegeans of the tomb of Menkheperreseneb n° 86, but not the Aegeans in the tomb of Senemout or Weseramun.



Fig. (9): The four foreigners in front of the gold ingots in the tomb of Puemere.

4- The tomb n°155²² of Antef²³:

The scene is on the wall n° 3²⁴ and shows the deceased, his son Ahmose and his brother²⁵ in front of four registers, representing foreigners bringing products. The second register is occupied by Syrians, the third and the fourth show the inhabitants of the oases with their products. The first register, badly preserved, represents male figures identified recently through the pieces of cloth around their feet as Keftiu²⁶ (Fig. 10).

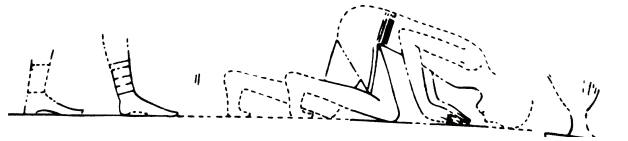


Fig. (10): Traces of a Keftiu figure.
After, Wachsmann, S., *Op. cit.*, Pl. XXVI.

5- Anonymous tomb²⁷, n° 119²⁸:

The wall n° 1²⁹ depicts Syrians and Keftiu bringing products consisting of Oryx, and metal ingots.

6-Tomb n° 131³⁰, of OuserAmun, or Amunouser or Ouser³¹:

²² It is located in Draa Abou el Naga.

²³ He was a chief messenger during the reign of queen Hatshepsut and king Thutmose IIIrd.

²⁴ PM, I, 155, n° 3, p. 263.

²⁵ Wachsmann, S., *Op. cit.*, 31, Pl. XXV.

²⁶ *Ibid*, 31, Pl. XXVI:A.

²⁷The owner of the tomb lived under Hatshepsut and Thutmose IIIrd.

²⁸ This tomb is located at Sheikh Abd-el-Gurna.

²⁹ This tomb is located at Sheikh Abd-el-Gurna.

³⁰ PM, I, 119, n° 1, p. 234.

³¹ He was a vizier under Thutmose IIIrd during the first part of his reign, and he was followed in this post by his nephew Rekhmire; Wachsmann, S., *Op. cit.*, 31.

On the upper register of the wall n° 11³², is a scene showing Keftius dressed similarly to those of the tomb of Senemut³³. They bring tributes consisting of a head of a bull and statues of bulls (Figs. 11, 12).

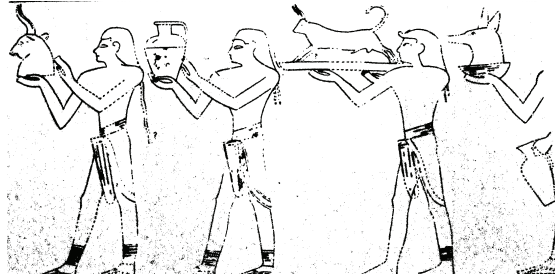


Fig. (11): Keftius carrying their presents.
After, Wachsmann, S., *Op. cit.*, Pl. XXVII (A).

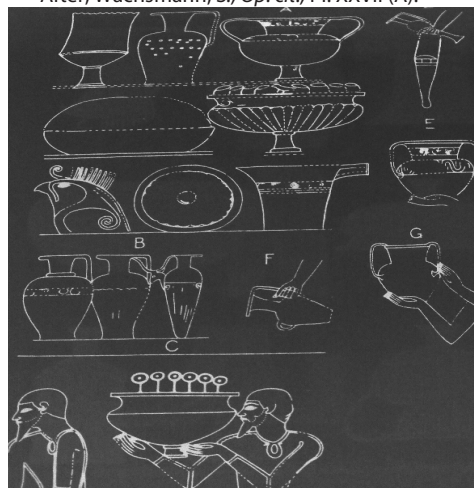


Fig. (12): Products brought by Keftius.
After, Wachsmann, S., *Op. cit.*, Pl. XXVII, (B).

7- The tomb n° 85³⁴ of Amenemhab³⁵:

³² PM, I, 131, n° 11, p. 245.

³³ Wachsmann, S., *Op. cit.*, Pl. XXVII.

³⁴ This tomb is located at Sheikh Abd-el-Gurna.

³⁵ He served as first chief officer in the army of Thutmosis IIIrd and Aménophis IIrd.

This tomb which must have been decorated under Amenophis IInd ³⁶, contains a scene of foreign tributes in front of Thutmosis IIIrd. The scene n° 17 is divided into three registers ³⁷, showing king Thutmosis IIIrd, standing in a kiosk and in front of him, the owner of the tomb with an autobiographic text. In each register, many nationalities are represented such as Syrians, Keftius and Mennus. They are accompanied by their wives, and children³⁸ carrying numerous vases.

Although the text gives people's name of the third register (The chiefs of Keftiu and Mennus). It is remarkable that every register shows a group of several nationalities and the same people are repeated on the three registers. Some Egyptologists suggest that they are all Syrians, but details and hairstyles are not the same (Figs. 13, 14).



Fig. (13): The three registers showing the tribute bearers kneeling in front of king Thutmosis IIIrd
After, Wachsmann, S., *Op. cit.*, Pl. XLV.

³⁶ Wachsmann, S., *Op. cit.*, 38.

³⁷ *Ibid*, Pl. XIV.

³⁸ PM, I, 85, n° 17, p. 173.



Fig. (14): The name Keftiu in front of the face of the second attendant.

8-The tomb n° 100³⁹ of Rekhmire⁴⁰:

The scene on the wall n° 4 is the most detailed and complete of all scenes of Keftius⁴¹; it shows the vizier accompanied by all his attendants while accepting the tributes of many countries in order to render them to Thutmosis IIIrd. The carriers of gifts are distributed on five registers.

The text gives the names of these people, but it does not respect their order in the scene: Nubians, Pountites, Syrians, Keftius and captives from different countries. However their order had to be according to their succession in the scene: Punt, Keftiu, the countries of the south or Nubia, Syria and finally captives.

The second register shows Keftius carrying their products by both hands and they put them down in front of Rekhmire who stands at the end of the scene with a scribe counting the number of these tributes. The text which is over these figures, mentions that they belong to two identities, Keftius and the inhabitants of the Mediterranean islands. Therefore, they were both linked up together by close relations but they did not live in the same land⁴². In general, their products are: vases and jars of different forms decorated with heads of ibex, bull, dog and lion, as well as statues taking the form of heads of bulls and tusks of elephants (Figs. 15-16).

The order of the people in the text differs from their order in the scenes; the artist probably chose to arrange the people according to their relationships with the Egyptians. In registers 1 and 2, he depicted the people who were not subdued by military means and were only linked up by trade. Registers 3 and 4 are occupied by

³⁹ This tomb is located at Sheikh Abd-el-Gurna.

⁴⁰ He was the governor of the city and the vizier under Thutmosis IIIrd and Amenophis II^{sd}, he was also the nephew of the vizier Ouseramun, the owner of the tomb n° 131; PM, I, 100, n° 4, p. 207.

⁴¹ *Ibid.*, pls. CXL-XLIV.

⁴² Wachsmann, S., *Op.cit.*, 36.

Nubians and Syrians who were considered to be defeated people. The 5th register is only occupied by captives.

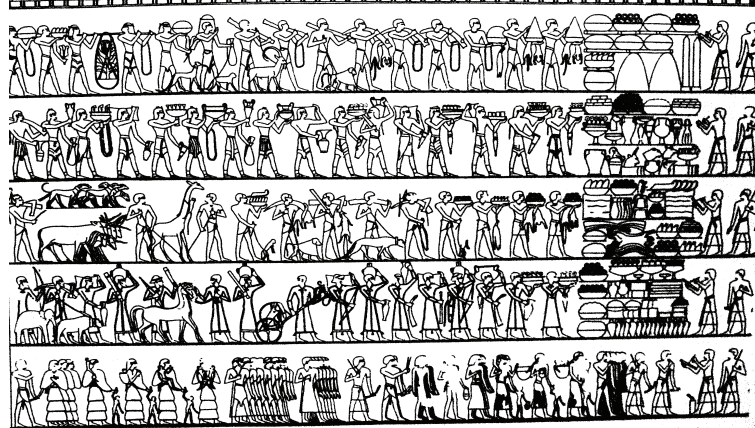


Fig. (15): Rekhmire accepts tributes from foreign people, the second register shows the Keftius.

After, Bentley, J.(2000), *Characteristics and Style of Egyptian Art in the New Kingdom, Egyptian Art, Principles and Themes in Wall Scenes*, Guizeh,fig. 2.1, 19.

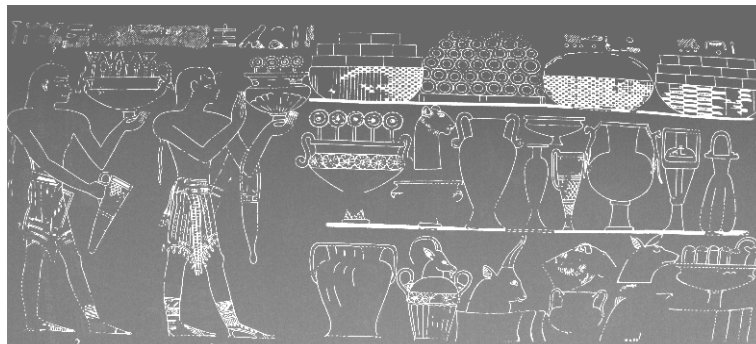


Fig. (16): Two keftius while putting down their gifts on the heap in front of Rekhmire
After, Wachsmann, S., *Op. cit.*, Pl. XLI.

9-The tomb n° 276⁴³, of Amenemopet⁴⁴:

⁴³ This tomb is located in Gurnet Marai.

The only surviving scene in this tomb is that depicting some foreigners among whom are three Keftius carrying ingots of metal on their shoulders. the last one holds also a jug in his right hand ⁴⁵ (Fig. 17).

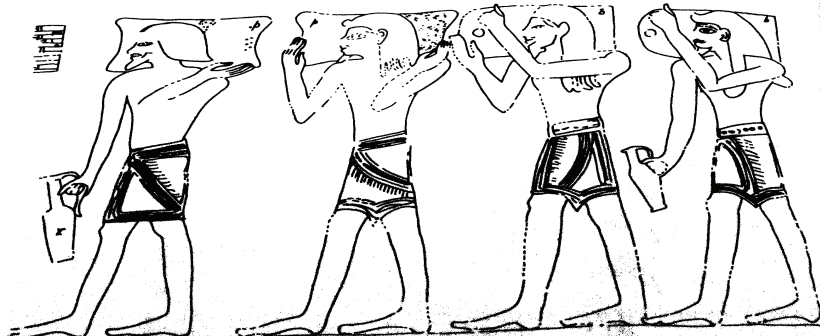


Fig. (17): Four foreigners in the tomb of Amenemopet, the first one who is not a keftiu differs in costumes and hairstyle.
After, Wachsmann, S., *Op. cit.*, Pl. LII (B).

10- The tomb n° 93⁴⁶ of Kenamoun⁴⁷ :

The scene of Keftius is on the west wall n° 9. It shows Aménophis IInd seated on his throne placed in a kiosk. He is accompanied by goddess Maat and accepting presents on the occasion of the New Year festival⁴⁸. The throne is decorated by names and representations of thirteen foreign captives on its base where the king traditionally puts his feet on the nine bows. Each one of these captives has both arms trussed up behind his back and the body is replaced by an oval shape containing the name of his country. Four names of places survived: Naharina, Keftiu, Mennus and Upper Retenou (Figs. 18-19). The Keftiu is shown with a beard and four locks of hair⁴⁹.

⁴⁴ He was the chief of gold and silver treasury during the time of Thutmose IV, he was also a judge and the supervisor of the palace; PM, I, 276, p. 163.

⁴⁵ PM, I, 276, p. 163.

⁴⁶ This tomb is located at Sheikh Abd-el-Gurna. It is one of the largest private tombs in the Theban necropolis.

⁴⁷ He was the leader of the herd of Amun and the overseer of the attendants of king Amenophis IIIrd ; see Wachsmann, S., *Op. cit.*, 39.

⁴⁸ *Ibid.*, Pl. XLVI.

⁴⁹ PM, I, 93, n° 9, p.191.

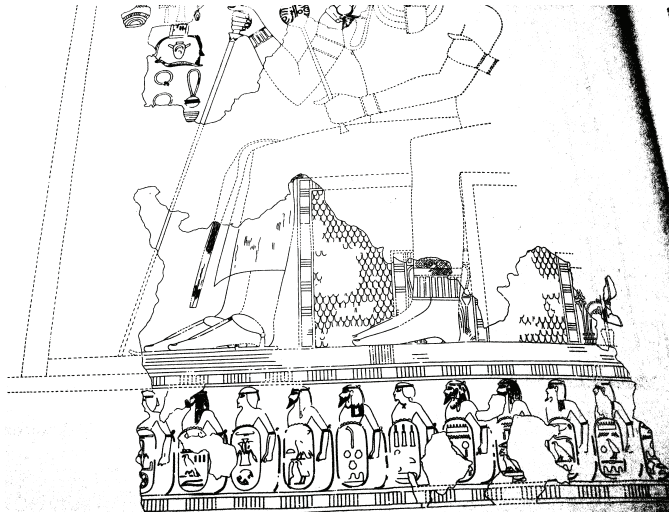


Fig. (18): The king sits on his throne decorated with representation of foreign people.
After, Wachsmann, S., *Op. cit.*, Pl. XLVI.



Fig. (19): A Keftiu with a beard and locks of hair; the word Keftiu is inscribed inside an
oval shape
After, Wachsmann, S., *Op. cit.*, Pl. XLVII.

11- The tomb n° 120⁵⁰ of Aanen⁵¹:

The scene which is on the wall n° 3, shows Amenophis IIIrd⁵² seated on his throne placed on a dais, decorated with representations of enemies such as Libyans and Keftius⁵³ with their arms trussed up behind their backs by ropes (Fig. 20). According to the text, the first figure is Keftiu who is represented in the form of a typical hybrid captive (Fig. 21). His dress is of Syrian style resembling the costume of those depicted in the tomb of Ouseramun n° 131⁵⁴.

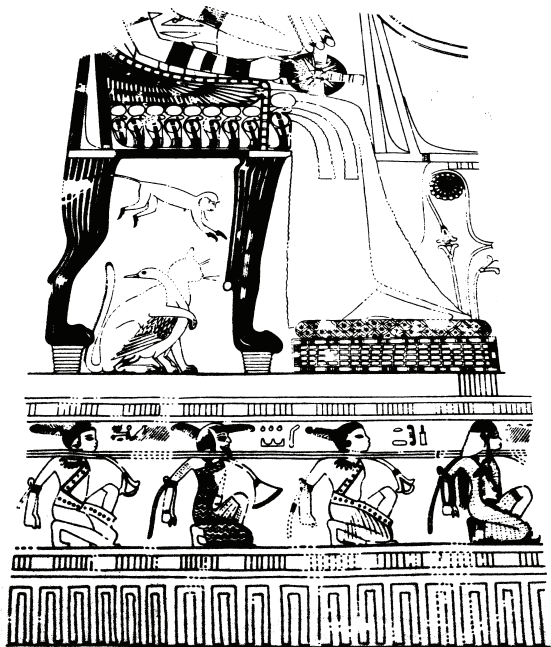


Fig. (20): The dais of the throne decorated by enemies; the first one is a Keftiu.
After, Wachsmann, S., *Op. cit.*, Pl. XLVI.

⁵⁰ This tomb is located at Sheikh Abd-el-Gurna.

⁵¹ He served as the second prophet of Amun under Amenophis IIIth and was probably a brother of queen Tiy.

⁵² Wachsmann, S., *Op. cit.*, Pl. XLVIII.

⁵³ PM, I, 102, n° 1, p. 234.

⁵⁴ Wachsmann, S., *Op. cit.*, 40.



Fig. (21): A Keftiu figure with the name of his country inscribed before him.

After, Wachsmann, S., *Op. cit.*, Pl. L.

Conclusions:

According to the studied scenes in this article, it seems that the Egyptians depicted their friends and those who were not subdued by force in the same manner, attitude, clothes and position as their enemies. The Aegean and Keftius shared some characteristics, they were brownish red skin⁵⁵ which was the same color used for Egyptian men, while the Aegean women were shown in white color⁵⁶.

Keftius men are always represented well shaved as the Egyptians⁵⁷, but their noses are either shown sharp or bent. Their hair is curly with locks of different lengths, long or medium⁵⁸ hanging down on their backs, with spiral short locks indulgent on their foreheads⁵⁹. They occasionally wear long garments made of linen, held at their waist by belts⁶⁰, while in other scenes they are depicted wearing short kilts richly ornamented.

The products which they brought with them caused some confusion, as they were very similar to the products of Syrians, Nubians and Puntites. They included: copper, gold ingots, round objects perhaps silver, baskets full of different materials such as turquoise, lapis lazuli⁶¹, heads or statues of bulls, jackals⁶², or lions probably in electrum⁶³.

The Egyptian regarded Keftius as the inhabitants of a land rich in goods. Their products were important to Egypt but not essential⁶⁴, therefore the trade with them

⁵⁵ Vercoutter, J. (1922), *Op.cit.*, 236.

⁵⁶ Hoodm, S. (1978), *The Arts in Prehistoric Greece*, Middlesex, 235.

⁵⁷ Furumark, A. (2000), *Opuscula Archaeologica, The settlement at Ialysos and Aegean History 1550-1450 B.C.*, 6, 150-271.

⁵⁸ Vercoutter, J. (1922), *Op.cit.*, 230-236.

⁵⁹ *Ibid.*, 232, fig.7.

⁶⁰ *Ibid.*, 243-250 et Pls. XIV-XIX, Docs. 124-155.

⁶¹ *Ibid.*, 364, Pl. IXIV. Doc. 489.

⁶² Pendlebury (1930), Egypt and the Aegean in the Late Bronze Age, *Journal of Egyptian Archeology*, 16, 78, Pl. XX.

⁶³ Vercoutter, J. (1922), *Op.cit.*, 311, Pl. XXXVII.

⁶⁴ Booth, Ch. (2005), The Role of Foreigners in Ancient Egypt, A Study of Non-Stereotypical Artistic Representations, *BAR International Series 1426*, 94.

was on limited scale. Moreover, Egyptian texts occasionally associated the Keftius with other people. For example, in the tomb n° 100, Keftius are mentioned with Retenous (the Asiatics) and in the tomb n° 131, Keftius were called (The foreigners who came from Islands which are in the middle of the Sea). However, the texts in tomb n° 71 ignore giving the origin of the foreigners depicted on its walls; they can also be from islands of the Sea.

The tombs which contain the scenes of Keftius are eleven in number, they are as follows:

The name	Tom b n°	The location and site	Date	Profession
Menkheperaseneb	86	Sheikh Abd-el-Gurna	Thutmosis I st	Prophet of Amun
Senemout	71	Sheikh Abd-el-Gurna	Hatshepsut	Vizier and architect
Pouemre	39	Khokha	Hatshepsut and Thutmosis III rd	Prophet of Amun
Antef	155	Draa Abou el Naga	Hatshepsut and Thutmosis III rd	Messenger
Anonymous	119	Sheikh Abd-el-Gurna	Hatshepsut and Thutmosis III rd	-----
OuserAmun, or Amunouser	131	Sheikh Abd-el-Gurna	Thutmosis III rd	Vizier
Amenemhab	85	Sheikh Abd-el-Gurna	Thutmosis III rd and Amenophis II nd	chief officer in the army
Rekhmire	100	Sheikh Abd-el-Gurna	Thutmosis III rd and Amenophis II nd	governor of the city and the vizier
Amenemopet	276	Gurnet Marai	Thutmosis IV th	Chief of treasury, judge and supervisor of the palace
Kenamoun	93	Sheikh Abd-el-Gurna	Amenophis III rd	the leader of the herd of Amun
Aanen	120	Sheikh Abd-el-Gurna	Amenophis III rd	Prophet of Amun

Despite that the scenes of Keftius in these tombs are similar; they differ in significance, subject- matter, texts and tributes. Among these eleven tombs, eight are located in Sheikh Abd-el-Gurna, and the remaining three are in Draa Abou el Naga, Khokha and Gurnet Marai.

All of the above mentioned tombs belong to the noblemen of XVIIIth dynasty. Their owners had different jobs and functions; three were Prophets of Amun, three were Viziers, one was Chief Messenger, one was Chief Officer, one was Leader of the Herd of Amun, one was unknown and the last one was Chief of Treasury, Judge and Supervisor of the Palace. Therefore, it is clear that the jobs of the noblemen neither have any influence on the iconographic program of the tomb nor on the chosen scenes.

All tombs date back to the different periods of the XVIIIth dynasty, beginning from the reign of Thutmosis Ist and ending with the reign of Amenophis IIIrd. The scenes of Keftius in tombs appeared for the first time in the period when the military power and political influence of Egypt prevailed over and dominated all the ancient Near East. The main context and theme of the Keftius scenes is paying tributes brought by them to Egypt during the reigns of warrior pharaohs.

This theme changed to humiliation and submission during the reign of the most peaceful king Amenophis IIIrd, as shown in tomb n^o 93 of Kenamun and 120 of Aanen. Contrary to what was expected, the scenes of the tombs which date back to the warlike kings show presents, gifts and tributes, which may indicate that the relationship between Egypt and the Aegean world in this epoch was amicable and respectful. Another possibility is that the warlike kings did not have a real contact with these countries or these people always tried to keep good relationship with Egypt through friendly visits and paying tributes.

Regarding the two scenes which date back to the reign of King Amenophis IIIrd, the most peaceful king and wars were not of his immediate concern, to the extent that he never led a single military campaign. However, these are scenes of submission and humiliation of the enemies. The Keftius were represented among the captives in a traditional victory scene of the king without attempting to show any efforts in performing the massacre among them.

The depicting of such scenes during the reign of Amenophis IIIrd, may indicate his wish to compensate for the lack of military activity, or a change of relationship with Keftius which took place in this epoch for unknown political reason. A third possibility is that the artist wanted to supplement the list of enemies subjected by the Egyptians without realizing the difference between enemies and friendly neighbors, or he simply copied one of traditional military scenes in order to please his king.

To conclude, it is potently obvious that the relationship of Egypt with the Mediterranean countries reached its peak during the XVIIIth dynasty, and they were commercial, amicable and peaceful.

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